



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2015/PIPMR/54

Monthly Visibility Report

July-August 2015

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Executive Summary

Disclaimer: The objective of the Executive Summary is to highlight salient issues and not to provide a comprehensive coverage of all topics discussed in the report.

Media and Major Events

The destruction of heritage as well as the inscription of sites on the World Heritage List gave UNESCO tremendous visibility over July and August, accounting for the majority of the 23,820 articles referencing UNESCO in top tier media worldwide. The two days that registered the greatest number of articles in the top media were 5 July, with the inscription of new World Heritage sites and 24 August, following the Director-General's condemnation of the destruction of the Temple of Baalshamin in Palmyra.

Another major event in July, the conference *Our Common Future under Climate Change*, was held at UNESCO Headquarters, organized by France with input from UNESCO. The event attracted over 2,000 participants and received considerable attention from the French media, which reported on the issue of climate change and the French government's message ahead of COP21.

The following events are highlighted in the Major Events pages:

- 39th Session of the World Heritage Committee (28 June – 8 July)
- Our Common Future under Climate Change – International Scientific Conference (7 – 10 July)

UNESCO Website and Social Media Channels

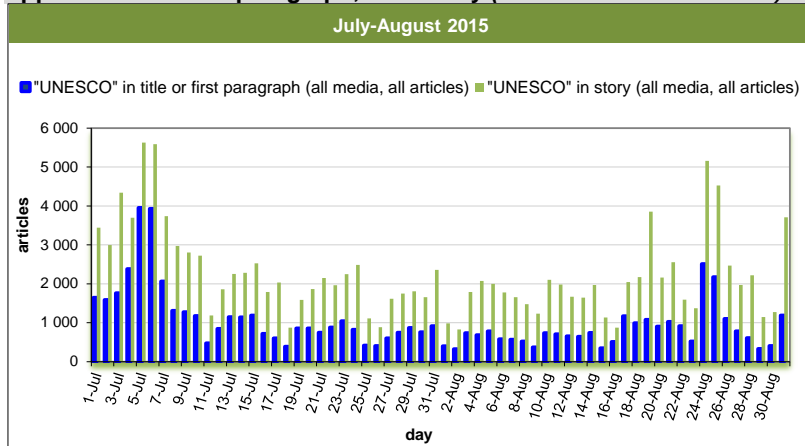
July and August web traffic shows an exceptionally strong increase in page views (+44% and +18% respectively) and in visits (+53% and +24% respectively) compared to same months last year. Compared to June, pages views increased by 5% while visits dropped by 4%. Despite the usual decline in traffic during this period of the year, the month of August registered very good results with 6.3 million page views and 2.2 million visits. On our website for Member States, unesco.int, the number of page views has more than doubled compared to July and August 2014.

The protection of cultural heritage was among the most prominently featured themes with focus on efforts to raise awareness around UNESCO's mandate and its initiatives for emergency safeguarding of cultural heritage in countries of conflict; in particular, the Director-General's statements regarding the recent events in Syria were the most visited items on our website.

The World Heritage Committee, in Bonn, Germany (28 June to 8 July) was the highlight and a communication priority in June and July; its dedicated website was among the most visited, while the final press release announcing the inscription of 24 new sites was one of the most visited items on the website.

The social media-driven photo contest within the context of the #unite4heritage campaign still tops the list of the most visited content. In the same vein, the call for nominations for the International UNESCO/José Martí Prize 2016 ranked high.

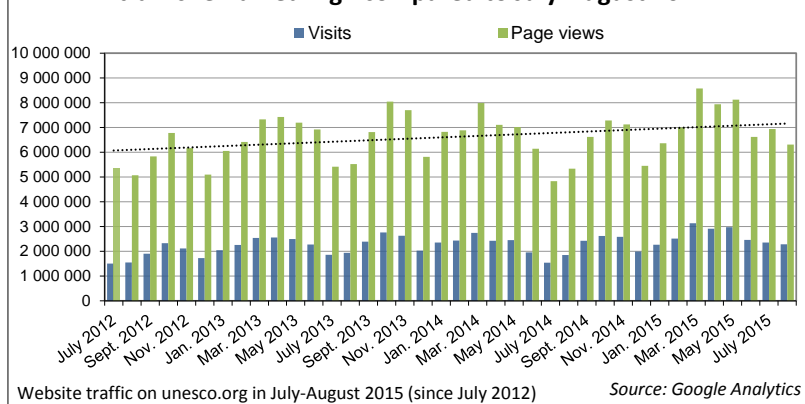
Articles monitored daily in all media sources in which "UNESCO" appears in title/first paragraph, or in story (Source: Meltwater News)



Most frequently used terms in articles monitored in all media sources in which "UNESCO" appears in title/first paragraph, in July 2015.



Despite the tendency to decline during this period of the year, traffic remained high compared to July-August 2014



In August, UNESCO social media key accounts across 6 languages topped 3.6 million followers, with a 225% percent increase for UNESCO Twitter account in French and a 191% increase for the account in Arabic, compared to August 2014. The Twitter account in Arabic deserves special mention, since by reaching a milestone of 100,000 followers, it became the second leading account in Arabic within the UN system. As over the past five months, the top 10 Facebook messages are in Spanish and Portuguese.

In August, a special attention was given to the UNESCO account in the largest social media network in China, Weibo.

Also, the UNESCO social media channels focused on the promotion of the #unite4heritage campaign. A large amount of specially-created content has been diffused to a wide global audience, including:

- information on campaign activities, photos, videos, etc;
- coverage of events related to cultural heritage, both at and away from UNESCO HQ;
- general messages and quotes about the need to safeguard cultural heritage;
- information and updates on UNESCO's cultural-heritage-related programmes.

All content carried a strong call to action encouraging others to post their own examples of cultural heritage that matter to them, as well as show their support and solidarity for heritage under threat or attack.

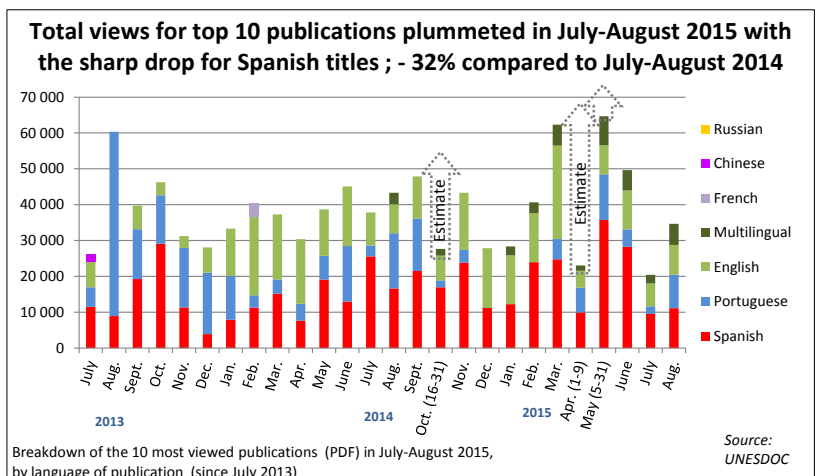
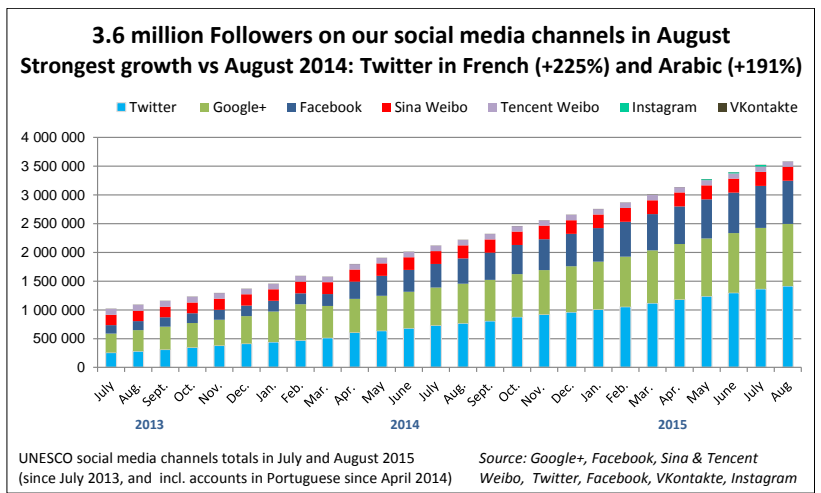
The content has been highly successful on all platforms; in English, for example, 13 of the top 25 posts on UNESCO's Facebook between March and July were #Unite4Heritage-related, with a further 8 related to wider issues of heritage and cultural diversity. In Arabic, 14 of the top 25 posts were campaign-related, with one post featuring the World Heritage Volunteers Programme becoming the most-viewed post all year in Arabic.

Publications

The July-August figures for online viewing have dropped dramatically compared to June figures, and compared to the same period in 2014. More than half of the 10 most consulted publications are Education titles and the deficit (compared to previous months) seems to be due to a big reduction in the viewing of Spanish titles. The [World Water Development Report 2015](#) is again present in the top ten for both months but it is the only recent title in this category. The trend in page views in Google Books is more stable than the figures from online viewing in UNESDOC, and with a significant increase compared to the previous year. Best-selling titles at the Bookshop (closed in August) and on-line are mainly Culture (World Heritage and General History of Africa) and Education titles (Bouba and Zaza, and EFA GMR).

Focus on a UNESCO Institute/Centre

This topic aiming to highlight the outreach efforts in the field focuses this month on UNESCO-UNEVOC.



Major events:

I. 39th Session of the World Heritage Committee (28 June-8 July 2015)



The 39th session of the World Heritage Committee was held in Bonn, Germany, from 28 June to 8 July 2015. During the session, the Committee reviewed 141 State of Conservation reports (see [here](#)) for sites already inscribed on the World Heritage List and added 24 new properties to the List. Three extensions were added to sites already inscribed on the World Heritage List. Three sites were added to the List of World Heritage in Danger and one was removed. 48 properties are currently inscribed on the List of World Heritage in Danger, and the World Heritage List comprises now 1,031 properties, of which 802 are cultural, 197 are natural and 32 are mixed.

The Committee took a firm stand against the destruction of heritage in conflict regions. At the initiative of the Chairperson of the 39th session, Prof Maria Böhmer, the Committee adopted the Bonn Declaration as a commitment by the international community to express solidarity with and demonstrate support for countries where heritage has come under threat. UNESCO also launched the Global Coalition for the Protection of Cultural Heritage "Unite4Heritage", to strengthen the mobilization of all stakeholders as a united front against the challenges of extremism and the destruction of heritage.

Participants: 1,186 delegates from 127 countries attended the 39th session in Bonn. **Audience:** Members of the World Heritage Committee, States Parties to the World Heritage Convention, Permanent Delegations, Advisory Bodies, NGO observers, civil society representatives and the wider public

Communication materials and activities:

- Media advisory ([05/06](#))
- Press releases ([29/06](#), [30/06](#), [02/07 \(1\)](#), [02/07 \(2\)](#), [03/07 \(1\)](#), [03/07 \(2\)](#), [04/07 \(1\)](#), [04/07 \(2\)](#), [05/07](#), [06/07](#), [08/07](#))
- [WHC 39th Session website](#)
- [German Commission dedicated website](#)
- [Photo gallery](#) – New World Heritage Inscriptions 2015
- [Photo gallery](#) by the German Commission for UNESCO
- B-rolls : [New inscriptions](#) and [List in danger](#)
- [Webcast videos](#)
- [Press material](#), publications
- [Young Experts Forum](#)

Webcast/Live streaming connections: This was the fourth Committee session to be livestreamed via the WHC website. 179,218 views were registered - a 289% increase compared to the 38th session in Doha in 2014 -, with a peak during the 3 days where the inscription of WH properties were discussed. Avg number of views/day over the ten days: 14,934 (peak on 4 July with 50,186 views). A maximum of 2,500 simultaneous views (10,600 views/hour) was reached during the discussion of the Sites of Japan's Meiji Industrial Revolution on 5 July. Average duration/view: 17.68 minutes. The webcast was generally viewed in English. All video recordings were [made available online](#) the day after the session.

Website statistics (28/06-31/07): [Media advisory](#): 1,245 visits/4,104 page views (since 05/06: 2,086 visits/7,052 page views). Press releases: [29/06](#): 158 visits/1,190 page views, [30/06](#): 207 visits/521 page views, [02/07 \(1\)](#): 44 visits/403 page views, [02/07 \(2\)](#): 414 visits/948 page views, [03/07 \(1\)](#): 55 visits/487 page views, [03/07 \(2\)](#): 399 visits/1,497 page views : [04/07 \(1\)](#): 731 visits/2,854 page views, [04/07 \(2\)](#): 694 visits/4,100 page views, [05/07](#): 639 visits/3,945 page views, [06/07](#): 763 visits/4,044 page views, [08/07](#): 1,194 visits/4,467 page views. [Photo gallery](#) (new inscriptions): 273 visits/2,626 page views. B-rolls: [New inscriptions](#) (749 visits/1,210 page views) and [List in danger](#) (4 visits/68 page views). [WHC website](#): 1,285,203 visits/4,392,131 page views. [WHC 39th Session website](#): 43,814 visits/146,130 page views. [WHC New properties webpage](#): 22,643 visits/76,345 page views.

Press coverage: This year, as in previous years, World Heritage remained UNESCO's most widely covered subject with more than 55,000 articles relating to the World Heritage Committee session in Bonn. The inscription of new sites was the most popular subject with the media. Coverage was particularly intense in the US, with the inscription of the San Antonio Missions. As is the case every year, the Japanese media were particularly dedicated, giving massive coverage to the inscription of Sites of Japan's Meiji Industrial Revolution. Also during the Committee session, the launch of the Global Unite for Heritage Coalition was reported extensively, notably in the German press. Media interest in the state of conservation of some World Heritage sites was also intense, particularly the Great Barrier Reef. The Director-General's condemnation of the destruction of the Lion Statue of Athena, during the Committee session, was another World Heritage related subject extensively covered by the world press.

Social media: Posts on World Heritage - in particular those on new inscriptions - ranked high, especially on Twitter. Post announcing the inscription of Diyarbakır Fortress & Hevsel Gardens Cultural Landscape in Turkey had the highest rate of visibility on Twitter, with the total engagement of 8,764 and 1,400 re-tweets. Our recently launched Instagram account proved itself to be a successful communication platform for World Heritage (high res. images and in-depth description, see also pages 19-20).

II. Our Common Future under Climate Change – International Scientific Conference (7-10 July 2015)



1. © UNESCO/P. Chiang-Joo; 2. © INRA/C. Maitre

The 4-day conference “Our Common Future under Climate Change” was the largest forum for the scientific community to shed light on climate negotiations by providing a strong knowledge basis, to ensure that political decisions are built on a sound understanding of climate change. Organized under the umbrella of ICSU, Future Earth, UNESCO and major French research institutions, with the support of the French Government, it brought together more than 2,200 leading climate experts to share the latest science on climate change and to design effective solutions for a sustainable future.

The outcome statement, “[Science Offers Robust Foundations for Ambitious Outcomes at COP21 and Beyond](#)”, states that “Ambitious mitigation to limit warming to less than 2°C above preindustrial levels is economically feasible”; however, to limit warming to 2°C, emissions must be zero or even negative by the end of the 21st century.

Among high level participants were Laurent Fabius, French Minister of Foreign Affairs and International Development, Michel Jarraud, Secretary-General of the World Meteorological Organization, Najat Vallaud-Belkacem, French Minister of National Education, Higher Education and Research, Ségolène Royal, French Minister of Ecology, Sustainable Development and Energy, and Laurence Tubiana, French Ambassador for the international climate negotiations.

Participants: More than 2,200 participants from 100 countries. **Audience:** Scientists, specialists, early career scientists and students in fields related to climate change, impacts, mitigation and adaptation, as well as policy makers.

Communication materials and activities:

- [UNESCO project site](#)
- Features and thematic news items, for the [Opening 07/07](#), [08/07](#), [09/07](#), [Closing 10/07](#)
- [Event announcement](#)
- [Official website](#)
- Video interviews : [Laurence Tubiana](#), [Carlos Nobre](#)
- Daily press briefings (organized by partner)
- Dedicated photo gallery and social media managed by partner: [Flickr](#); [Twitter account](#), [YouTube channel](#) and [Storify](#)

Webcast/Live streaming connections: The event was webcast by the partner, videos of all plenaries and main sessions [are available online](#). Number of views: Opening: 1,417 (English: 990, French: 427); Plenary 1: 618; Plenary 2: 602; Plenary 3: 718; Plenary 4: 806, in addition to Parallel Sessions.

Website statistics (in July): [UNESCO project site](#): 14 visits/76 page views. Features and news items: [Opening 07/07](#): 70 visits/398 page views & [07/07](#): 111 visits/206 page views. [08/07](#): 39 visits/131 page views. [09/07](#): 70 visits/242 page views. [Closing 10/07](#): 92 visits/315 page views. [Event announcement](#) (in June-July): 946 visits/2,181 page views. Interviews: [Laurence Tubiana](#): 150 views; [Carlos Nobre](#): 391 views.

Press coverage: Reporting on the conference in the top tier press was particularly strong in France and focused on the need for a positive outcome to COP21 in December. Much of the press concentrated on the political work conducted by France in preparing the UN conference and largely overlooked the content of the present event, which was covered by some by some specialized media. The Media Service of UNESCO received very few requests for interviews with the many scientists who took part in the event, which attracted over 2,000 participants. By and large, the media only mentioned the Organization as the geographic venue of the event.

Social media: #CFCC15 tweets reached over 20 million accounts according to the official website. Topics regarding Climate Change are usually productive for our social media and generate strong growth in visibility among other UN agencies’ social media platforms. However, out of the three tweets posted, the best performing message got only 87 re-tweets: “Recap: Today 2000 scientists met [@UNESCO](#) to assess solutions for a common future under climate change <http://ow.ly/Pifh1> [#CFCC15](#) [#COP21](#).” For future similar events, it would be useful to be better prepared to work with our partners to improve Social Media traffic.

Focus on UNESCO-UNEVOC

To highlight the outreach efforts of Field Offices/Institutes, the report focuses each month since January 2014 on one of them, and publishes the results of their public information activities. For further details, please contact directly the Office/Institute concerned.

UNESCO-UNEVOC is UNESCO's International Centre for Technical and Vocational Education and Training. From its location in Bonn, Germany, it helps UNESCO Member States to develop their technical and vocational education and training (TVET) systems, to achieve equity, quality and sustainability.

UNESCO-UNEVOC works with specialists in the field of TVET at UNESCO Headquarters, field offices and institutes, and brings the global TVET community closer together through the UNEVOC Network, a worldwide [network of TVET institutions](#) that includes ministries, national bodies, research institutions and TVET providers, as well as through its e-forum, an online experts' forum of over 4,000 TVET researchers, policy-makers and practitioners from around the world.

UNESCO-UNEVOC also promotes knowledge sharing and development in the field of TVET through its publications and online databases, as well as its various online communities, including the e-Forum and the UNEVOC Network Portal.

Recent activities



WorldSkills Sao Paulo 2015, 11-16 August

At the international skills competition WorldSkills, young professionals from different trades compete against each other in skills ranging from engineering technology, ICT and fashion to social services. UNESCO-UNEVOC contributed with a rich programme of side events and debates about the direction that TVET should take in the new global development agenda. UNEVOC Network members, TVET leaders and representatives of international organizations joined the discussion. 1,500 participants.

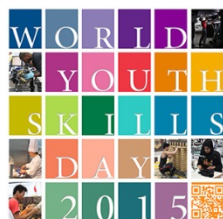
[More information.](#)



Asia-Pacific Conference on Education and Training, 3-5 August, Kuala Lumpur

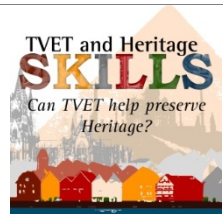
This event took place as a follow-up to the 3rd UNESCO TVET Congress in Shanghai. Delegates adopted the Kuala Lumpur Declaration on Quality Education and Skills Development for a Sustainable Future. UNESCO-UNEVOC was present with a session on incorporating green skills into TVET curricula. UNESCO-UNEVOC also hosted a UNEVOC Network event, and a session on the contribution of international and regional networks to national TVET development. 1,000 participants.

[More information.](#)



World Youth Skills Day, 15 July, Bonn and globally

To raise awareness about the importance of investing in youth skills for achieving sustainable development, UNESCO-UNEVOC organized a celebration at the United Nations Campus in Bonn on first-ever World Youth Skills Day and moderated a debate on youth skills for work and life in the post-2015 agenda, joined by UN Youth Delegates, WorldSkills champions, students, interns, young professionals and volunteers. The event was connected to the observance of the day at UN Headquarters in New York. UNEVOC Network members around the world also held celebrations. 50 participants in Bonn, and many more around the world. unevoc.unesco.org/wysd

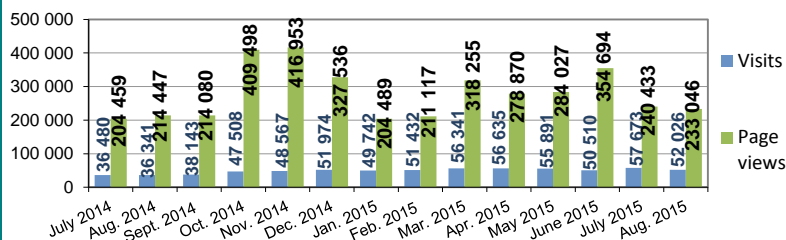


TVET & Heritage Skills at the World Heritage Committee 39th Session, 2 July, Bonn

The side event hosted by UNESCO-UNEVOC at WHC39 served to highlight the fact that the heritage sector is not just about social or cultural issues; rather, skills for preserving heritage are just as much about the economy, employment, entrepreneurship and sustainable development. UNEVOC Network members and experts discussed the role of professional skills for maintaining heritage, with examples from Egypt, Germany, India and Norway. 1,500 participants.

[Watch the film.](#)

Website traffic: www.unevoc.unesco.org



UNESCO-UNEVOC web traffic from July 2014 to August 2015

Source: Google Analytics

Social media (as at 1 Sept. 2015)



www.facebook.com/unevoc

2,643 likes (followers)



www.twitter.com/unevoc

1,376 followers – 2,698 Tweets



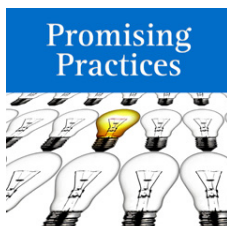
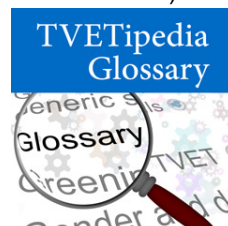
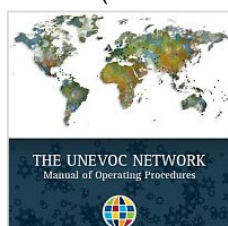
www.youtube.com/unevoc

11.010 views in July-August 2015

Latest videos:

- [About UNESCO-UNEVOC](#) (47 views)
- [Learning and working campaign](#) (140,649 views)
- [UNESCO-UNEVOC online conferences](#) (2,367 views)

Publications and media (click on the icons to access)



1. UNESCO Website – <http://www.unesco.org>

Both a communication and a knowledge management tool, UNESCO's websites, with over 2.7 million pages of content, are today a key component of its public information strategy. Maintained by Corporate Web Services in close collaboration with the Programme Sectors, the main site is updated continually in all 6 UN languages (with some subportals also in Portuguese, Vietnamese, et al). Web traffic shown here (page views, visits, visitors, country and language of visit, etc) has been measured since September 2011 with the free Google Analytics toolset via tags embedded in pages. More detailed statistics on specific programmes can be made available to the responsible officers upon request (contact y.pham@unesco.org).

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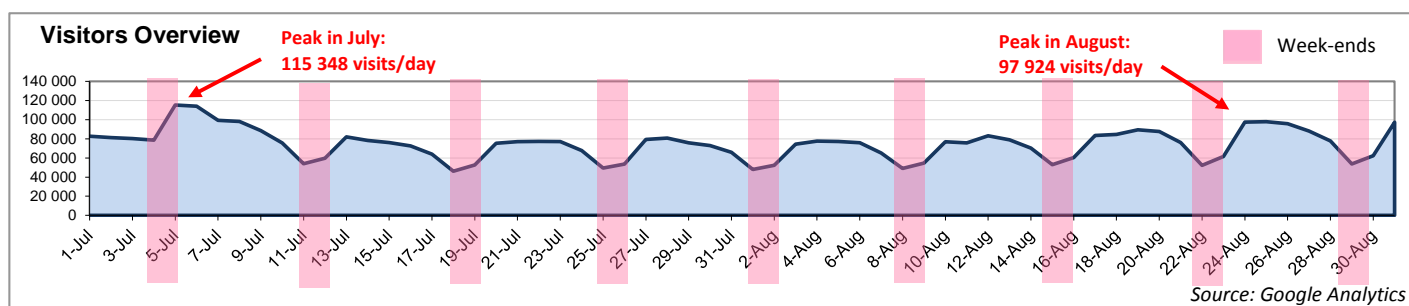
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The World Heritage Committee, in Bonn, Germany (28 June to 8 July) was the highlight and a communication priority in June and July; its dedicated website was among the most visited, while the final press release announcing the inscription of 24 new sites was one of the most visited items on the website.

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1.1. July-August 2015 Traffic

Daily Web Traffic Patterns



1.2. Monthly visits

	Page views ¹	Variation vs Y-1	Variation vs M-1	Visits ²	Variation vs Y-1	Variation vs M-1	Unique Visitors ³	Variation vs Y-1	Variation vs M-1
July 2014	4 826 807	-10.89%	-21.39%	1 540 348	-16.93%	-21.12%	1 179 042	-17.05%	-20.97%
Aug. 2014	5 332 615	-3.37%	+10.48%	1 849 771	-4.21%	+20.09%	1 452 139	-3.13%	+23.16%
Sept. 2014	6 613 378	-2.91%	+24.02%	2 425 768	+1.76%	+31.14%	1 904 998	+2.04%	+31.19%
Oct. 2014	7 279 843	-9.44%	+10.08%	2 615 387	-5.17%	+7.82%	2 005 482	-7.69%	+5.27%
Nov. 2014	7 117 727	-7.53%	-2.23%	2 580 313	-1.69%	-1.34%	1 973 591	-3.96%	-1.59%
Dec. 2014	5 452 657	-6.14%	-23.39%	1 990 436	-1.51%	-22.86%	1 540 810	-4.04%	-21.93%
Jan. 2015	6 357 424	-6.76%	+16.59%	2 265 290	-3.45%	+13.81%	1 751 520	-5.75%	+13.68%
Feb. 2015	6 996 175	+1.59%	+10.05%	2 512 724	+3.53%	+10.92%	1 927 342	-0.03%	+10.04%
March 2015	8 573 715	+7.31%	+22.55%	3 127 487	+14.25%	+24.47%	2 341 047	+10.34%	+21.47%
April 2015	7 932 478	+11.68%	-7.48%	2 911 466	+20.10%	-6.91%	2 200 189	+17.33%	-6.02%
May 2015	8 119 952	+15.70%	+2.36%	2 966 130	+21.16%	+1.88%	2 268 628	+19.73%	+3.11%
June 2015	6 620 455	+7.82%	-18.47%	2 452 499	+25.59%	-17.32%	1 861 868	+24.80%	-17.93%
July 2015	6 934 090	+43.66%	+4.74%	2 352 191	+52.71%	-4.09%	1 780 331	+51.00%	-4.38%
Aug. 2015	6 309 104	+18.31%	-9.01%	2 278 596	+23.18%	-3.13%	1 753 278	+20.74%	-1.52%

1.3. Visits by Area of Interest in July-August 2015 (This data only covers tagged subsites)

Areas of interest	Visits ² in July 2015	Variation vs Y-1**	Variation vs M-1**	Visits ² in Aug. 2015	Variation vs Y-1**	Variation vs M-1**
UNESCO.ORG	2 352 191	+52.71%	-4.09%	2 278 596	+23.18%	-3.13%
Home & Central Services pages	127 992	-38.32%	-17.99%	152 939	-22.96%	+19.49%
Worldwide	19 344	+176.30%	-14.19%	19 177	+27.67%	-0.86%
Education for the 21st Century and ED Sector	135 598	+189.17%	-22.74%	149 657	+24.85%	+10.37%
One Planet. One Ocean & Science for a Sustainable Future and SC Sector	49 777	+96.75%	-21.98%	51 893	+24.99%	+4.25%
Learning to Live Together and SHS Sector	51 966	+95.13%	-8.57%	48 812	+48.20%	-6.07%
Protecting our Heritage and Fostering Creativity and CLT Sector	1 289 799	+38.84%	+9.05%	1 165 602	+17.91%	-9.63%
World Heritage	1 181 020	+38.03%	+13.45%	1 047 234	+17.71%	-11.33%
Intangible Heritage	56 987	+17.59%	-23.82%	62 523	+23.20%	+9.71%
Culture Sector (excl. Intangible Heritage)	51 792	+108.09%	-22.66%	55 845	+16.01%	+7.83%
Fostering Freedom of Expression & Building Knowledge Societies and CI Sector	45 450	+111.47%	-21.05%	46 120	+14.45%	+1.47%
Field offices (only those tracked)	168 274	+88.10%	-19.68%	204 030	+55.32%	+21.25%
UIL*	29 189	+55.52%	+18.34%	27 305	+52.02%	-6.45%
UNEVOC*	57 673	+58.09%	+14.18%	52 026	+43.16%	-9.79%

* UIL, IIEP and UNEVOC statistics are tracked separately. ** Based on figures published in the monthly reports.

1.4. UNESCO Website Visitors

Top 10 domains/countries

July

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	304 783	12.96%	+7.73%	2.93	00:02:29
France	267 839	11.39%	-10.88%	3.29	00:04:16
India	131 278	5.58%	-1.41%	2.45	00:02:56
United Kingdom	123 360	5.24%	+16.74%	3.02	00:02:28
Mexico	96 446	4.10%	-41.67%	2.65	00:03:03
Brazil	69 426	2.95%	-26.66%	2.23	00:02:32
Japan	64 921	2.76%	+58.27%	3.64	00:04:04
Australia	64 731	2.75%	-15.97%	3.34	00:04:00
Germany	60 940	2.59%	+12.54%	3.97	00:04:04
Canada	60 337	2.57%	-17.52%	3.01	00:02:31

August

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	281 291	12.34%	-7.71%	2.76	00:02:22
France	225 576	9.90%	-15.78%	3.16	00:04:02
India	145 537	6.39%	+10.86%	2.42	00:02:51
Mexico	131 317	5.76%	+36.16%	2.44	00:02:48
Australia	129 381	5.68%	+99.87%	3.60	00:05:18
United Kingdom	99 270	4.36%	-19.53%	2.76	00:02:15
Brazil	97 664	4.29%	+40.67%	2.12	00:02:22
Canada	54 902	2.41%	-9.01%	3.00	00:02:27
Colombia	53 117	2.33%	+40.34%	2.21	00:02:21
Philippines	46 030	2.02%	-8.84%	2.13	00:02:54

Top 10 visitors' language

July

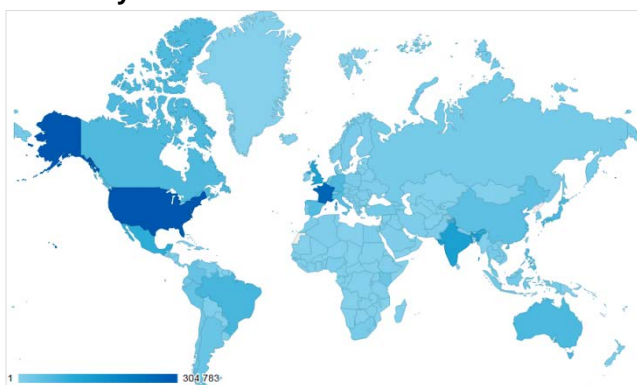
Language	Visits ²	% of Total visits	Variation vs M-1
English	1 215 675	51.68%	+2.69%
Spanish	343 946	14.62%	-24.92%
French	291 431	12.39%	-11.72%
Portuguese	77 162	3.28%	-26.86%
Chinese	61 955	2.63%	+34.64%
Japanese	59 154	2.51%	+66.87%
German	51 925	2.21%	+7.11%
Italian	38 782	1.65%	+0.45%
Russian	27 387	1.16%	-14.77%
Dutch	23 926	1.02%	+10.80%

August

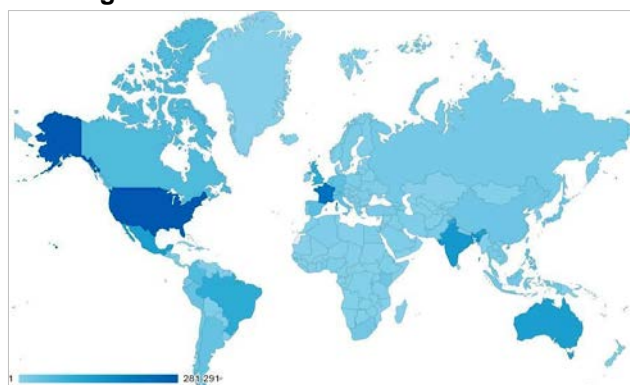
Language	Visits ²	% of Total visits	Variation vs M-1
English	1 199 952	52.66%	-1.29%
Spanish	386 361	16.96%	+12.33%
French	267 636	11.75%	-8.16%
Portuguese	101 633	4.46%	+31.71%
Chinese	41 282	1.81%	-33.37%
German	38 997	1.71%	-24.90%
Italian	33 888	1.49%	-12.62%
Russian	28 482	1.25%	+4.00%
Japanese	24 778	1.09%	-58.11%
Dutch	20 944	0.92%	-12.46%

Geographical origin of visits (source: Google Analytics)

July



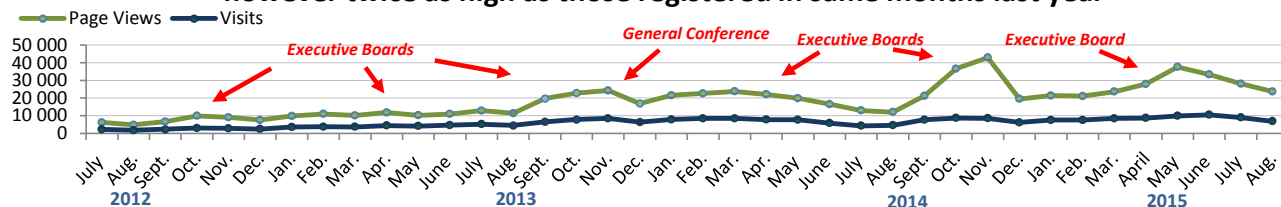
August



1.5. UNESCO.int Website - <http://www.unesco.int>

Month		Page views ¹	Variation vs Y-1*	Variation vs M-1	Visits ²	Variation vs Y-1*	Variation vs M-1	Pages/Visit	Variation vs M-1	Avg Visit duration
2014	July	12 920	+0.31%	-21.75%	4 271	-17.61%	-26.20%	2.76	-5.15%	00:04:58
	August	12 038	+5.28%	-6.83%	4 598	+1.64%	+7.66%	2.49	-9.78%	00:04:27
	September	21 225	+7.85%	+76.32%	7 684	+17.82%	+67.12%	2.74	+10.04%	00:04:42
	October	36 614	+60.59%	+72.50%	8 663	+10.46%	+12.74%	2.87	+4.74%	00:05:01
	November	42 930	+76.62%	+17.25%	8 499	+0.32%	-1.89%	3.08	+7.31%	00:05:05
	December	19 445	+15.20%	-54.71%	6 166	-4.00%	-27.45%	2.92	-5.19%	00:04:43
2015	January	21 379	-0.82%	+9.95%	7 568	-3.42%	+22.74%	2.87	-1.65%	00:04:28
	February	21 114	-6.58%	-1.24%	7 569	-10.25%	+0.01%	2.64	-7.69%	00:04:06
	March	23 622	-0.59%	+11.88%	8 444	+0.33%	+11.56%	2.75	+4.17%	00:04:18
	April	27 891	+26.44%	+18.07%	8 661	+11.97%	+2.57%	2.81	+2.18%	00:04:14
	May	37 600	+89.64%	+34.81%	9 897	+28.12%	+14.27%	2.84	+1.07%	00:04:14
	June	33 315	+101.77%	-11.40%	10 490	+81.27%	+5.99%	2.88	+1.41%	00:04:28
	July	28 089	+117.41%	-15.69%	9 003	+110.79%	-14.18%	2.63	-9.00%	00:03:55
	August	23 637	+96.35%	-15.85%	6 879	+49.61%	-23.59%	2.60	-1.14%	00:04:14

Page views dropped steadily on unesco.int since June 2015; in July and August 2015 they remain however twice as high as those registered in same months last year



Web traffic on unesco.int in July-August 2015 (monthly evolution since July 2012)

Source: Google Analytics

1.6. UNESCOMMUNITY - <https://en.unesco.org/unescommunity> and <https://fr.unesco.org/unescommunity>

	Month	Page views ¹	Variation vs M-1	Visits ²	Variation vs M-1
2014	July	11 623	-7.99%	3 893	+4.06%
	August	6 941	-40.28%	1 764	-54.69%
	September*	47 900	+590.10%	11 736	+565.31%
	October	99 496	+107.72%	31 835	+171.26%
	November	63 813	-35.86%	22 104	-30.57%
	December	80 731	+26.51%	20 438	-7.54%
2015	January	90 976	+12.69%	23 780	+16.35%
	February	69 059	-24.09%	23 553	-0.95%
	March	90 689	+31.32%	28 290	+20.11%
	April	100 307	+10.61%	29 421	+4.00%
	May	74 042	-26.18%	19 597	-33.39%
	June	82 090	+10.87%	25 733	+31.31%
	July	72 345	-11.87%	23 697	-7.91%
	August	52 460	-27.49%	17 367	-26.71%

* New infrastructure implemented in early September 2014.

1.7. WEBCASTS - Live streaming connections

- July (no webcasts in August)

Event	Date	Simultaneous connections		
		External	Internal	Total
All-staff meeting	06/07/2015	-	<ul style="list-style-type: none"> Floor – 56 EN: 11 FR: 13 	80
6 th AM InfoMeet	07/07/2015	-	<ul style="list-style-type: none"> Floor – 4 	4

Traffic indicators explained:

¹ **Page views:** The page view is the most widely used indicator to reflect the level of traffic to a website. A page view is counted when the page requested by the user is loaded into the internet browser. Note: Page views are very different from the outdated concept of 'hits'. A 'hit' is counted for each of the many elements in a Web page (i.e. image, animation or video are all counted as separate 'hits', while a page view counts all elements on a page as one page view).

² **Visits (or sessions):** A visit is defined as a series of page requests from the same uniquely identified client with a time of no more than 30 minutes between each page request.

³ **Visitors:** A visitor counts once within the timescale of 30 minutes. A visitor can make multiple visits. Identification is made to the visitor's computer, not the person, usually via cookie and/or IP+User Agent. Thus the same person visiting from two different computers will count as two Visitors.

2. UNESCO Media Services - <http://www.unesco.org/new/en/media-services>

UNESCO products for written and audiovisual media are:

- Save the dates
- Media advisories
- Press releases
- Opinion editorial (Op-Eds)
- Video News Releases (VNR)
- Background Footage (B-Rolls).

Most of these products are distributed widely to the media and are available through the Media Services webpage. In order to improve our promotion and distribution of video images, all subjects/reportages and Background Footages are systematically sent to UNiFEED and European Broadcasting Union (EBU), and made available to TV networks and online news sources via UNESCO's Multimedia webpage.

2.1. Media Services webpage - <http://www.unesco.org/new/en/media-services>

Languages	Page views in July	Variation vs Y-1*	Variation vs M-1*	Page views in August	Variation vs Y-1*	Variation vs M-1*
Total	152 738	+111.83%	+0.07%	108 557	+39.10%	-28.93%
English (EN)	82 844	+105.03%	+14.29%	51 146	+15.47%	-38.26%
Spanish (ES)	40 075	+116.31%	-21.48%	37 986	+114.59%	-5.21%
French (FR)	17 648	+129.88%	+0.71%	11 503	+13.14%	-34.82%
Arabic (AR)	4 238	+126.51%	-19.48%	3 561	+44.29%	-15.97%
Russian (RU)	5 187	+154.14%	+9.43%	2 944	+39.20%	-43.24%
Chinese (ZH)	2 746	+73.47%	+74.24%	1 417	+9.00%	-48.40%

* Based on figures published in the Monthly Reports.

2.2. Press releases/Media advisories

▪ Issued in July

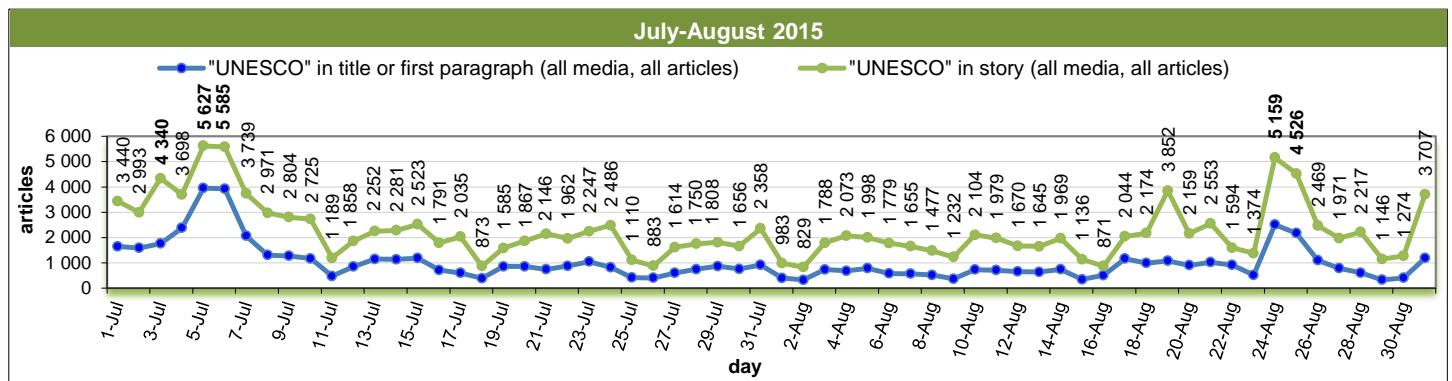
1.	01/07	Reconstruction of Timbuktu mausoleums nears completion
2.	02/07	The Iraqi site of Hatra added to the List of World Heritage in Danger
3.	02/07	Yemen's Old City of Sana'a and Old Walled City of Shibam added to List of World Heritage in Danger
4.	03/07	World Heritage Committee approves extensions to two natural sites in South Africa and Viet Nam and inscribes Jamaica's first site on UNESCO's World Heritage List
5.	03/07	Sites in Italy, Jordan and Saudi Arabia inscribed on UNESCO's World Heritage List
6.	03/07	Irina Bokova condemns latest destruction of cultural property from the site of Palmyra in Syria
7.	04/07	Sites in China, Iran, Mongolia and Singapore inscribed on UNESCO's World Heritage List
8.	04/07	Sites in Denmark, France and Turkey inscribed on UNESCO's World Heritage List
9.	05/07	Sites in Japan, Turkey, Mexico, Uruguay inscribed on UNESCO's World Heritage List, extension of Spanish site approved
10.	06/07	Sites in Norway, Germany, Israel, UK and USA inscribed on UNESCO's World Heritage List
11.	06/07	Out-of-school numbers rise as aid to education falls short of 2010 levels
12.	09/07	World Heritage Committee inscribes 24 new sites in Bonn and announces 2016 meeting in Istanbul
13.	15/07	Director-General condemns killing of Honduran journalists Jacobo Montoya Ramírez, Juan Carlos Cruz Andara and Joel Aquiles Torres
14.	17/07	Director-General calls for investigation into the death of Indian journalist Akshay Singh
15.	19/07	Director-General praises the people of Timbuktu for the reconstruction of the city's mausoleums
16.	21/07	Conakry named World Book Capital for 2017
17.	22/07	2015 UNESCO Literacy Prizes go to organizations in Chile, Madagascar, Mozambique, Slovakia and Sri Lanka
18.	29/07	UNESCO and Iraq launch project for conservation of World Heritage site of Samarra
19.	30/07	Director-General voices alarm at reported killing of Iraqi journalists Suahaa Ahmed Radhi and Jalaa Al-Abadi

▪ Issued in August

1.	03/08	Director-General condemns the killing of Iraqi journalists Raed al-Juburi and Thaeer Al-Ali
2.	03/08	UNESCO Director General condemns the killing of Mexican photojournalist Ruben Espinosa
3.	10/08	Director-General urges investigation into murder of blogger and journalist Niloy Chakrabarti in Bangladesh
4.	12/08	Director-General denounces murder of Brazilian journalist Gleydson Carvalho
5.	12/08	Director-General calls for investigation into the killing of journalist Rasim Aliyev in Baku
6.	19/08	UNESCO Director-General Irina Bokova deplores the loss of two leading scholars of Syrian Antiquity
7.	20/08	UNESCO mourns the death of Senegalese percussionist Doudou Ndiaye Rose
8.	21/08	Director-General condemns murder of South Sudanese journalist Peter Julius Moi
9.	21/08	Director-General of UNESCO Irina Bokova condemns the destruction of the Mar Elian Monastery in Syria
10.	24/08	Director-General of UNESCO Irina Bokova firmly condemns the destruction of Palmyra's ancient temple of Baalshamin, Syria
11.	26/08	Director-General condemns murder of newspaper publisher Gregorio Ybanez in the Philippines
12.	27/08	Director-General deplores death of Mohamed Abdikarim Moallim Adam in Mogadishu, Somalia

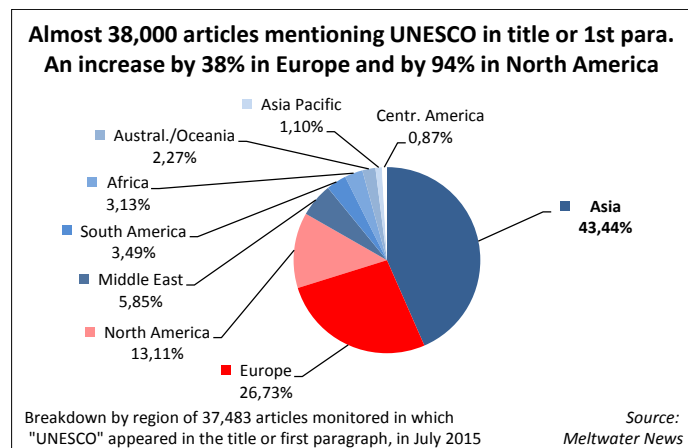
2.3. Statistics on articles referring to UNESCO

This graph shows the number of articles monitored in all media sources, in which “UNESCO” appeared in the title or first paragraph of the story, or in the story in July-August (Source: Meltwater News)

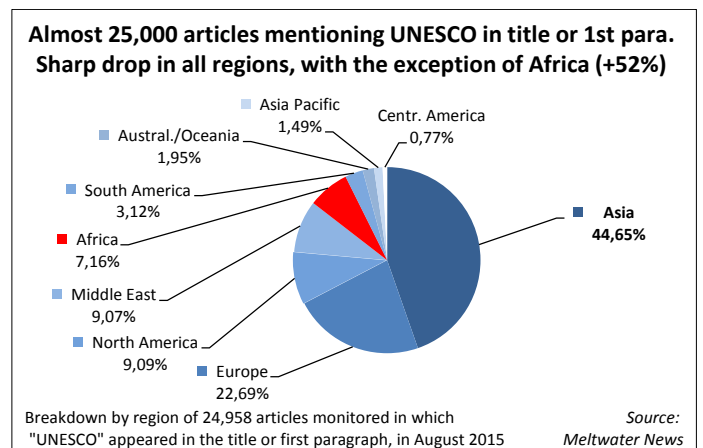


Regional breakdown of articles in all media sources in which “UNESCO” appeared:
In the title or first paragraph of the story:

▪ In July

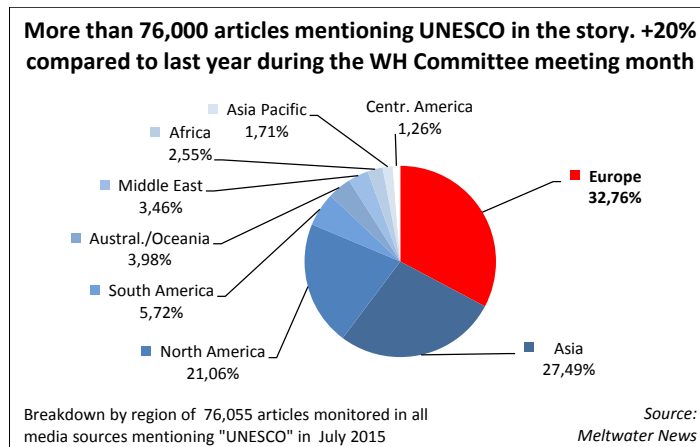


▪ In August

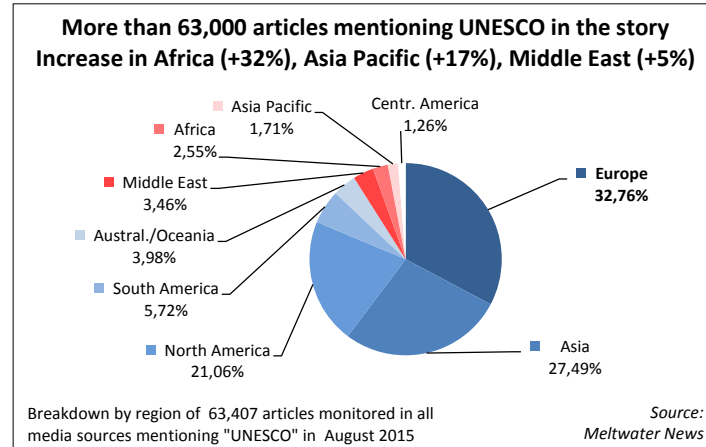


In the story

▪ In July



▪ In August



The destruction of heritage as well as the inscription of sites on the World Heritage List gave UNESCO tremendous visibility over July and August, accounting for the majority of the 23,820 articles referencing UNESCO in top tier media worldwide. The two days that registered the greatest number of articles in the top media were 5 July, with the inscription of new World Heritage sites and 24 August, following the Director-General's condemnation of the destruction of the Temple of Baalshamin in Palmyra.

Another major event in July, the conference *Our Common Future under Climate Change*, was held at UNESCO Headquarters, organized by France with input from UNESCO. The event attracted over 2,000 participants and received considerable attention from the French media, which reported on the issue of climate change and the French government's message ahead of COP21.

2.4. Published Opinion Editorials (Op-Eds) by subject and media

▪ July

Date	Subject / Title	Language	Media
03/07	Achieving Education for All	English	Project Syndicate (Czech Republic)

▪ August

24/08	Fighting Cultural Cleansing: Harnessing the Law to Preserve Cultural Heritage	English	Harvard International Review
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2.5. Interviews given (by subject and media, not exhaustive)

▪ July

Subject	Interviewee	Language	Media (press TV Radio)
Destruction of cultural heritage in the Middle East	Nada Al-Hassan	English	ZDF (Germany)
		French	FRI (France)
		Arabic	BBC (UK)
Situation of cultural heritage in Iraq and Syria	Alfredo Pérez de Armiñán	English	ZDF (Germany); Blakeway TV, Share Radio (UK); Al Jazeera (Qatar)
	Nada Al-Hassan	French	RFI (France)
Cultural heritage in Iraq and Syria	Nada Al-Hassan	English	Vanity Fair (US)
	Mechtild Rossler	French	La Presse (Canada)
Illicit trafficking of cultural properties	Karim Hendili	Spanish	El País (Spain)
	Irina Bokova	English	The Guardian (UK)
Illicit trafficking of cultural properties in Syria	Edouard Planche	French	France Info (France)
		English	Channel 4 (UK)
Inscription of the Tusi Sites (PRC) on the World Heritage List	Jing Feng	Chinese	Xinhua, CCTV (PRC)
		English	Channel News Asia (Singapore)
Criteria for the nomination of World Heritage Sites	Alessandro Balsamo	French	France2 (France)
Reconstruction of Timbuktu mausoleums	Lazare Eloundou	French	Radio Vatican (Vatican); United Nations Radio
	Irina Bokova	French	Le Figaro (France)
David Trézeguet's trip to the Central African Republic and Mali	Eric Falt	English	BBC (UK)

▪ **August**

Murder of Mexican Journalist Reuben Espinoza	Sylvie Coudray	French	Proceso (Mexico)
Murder of Syrian Archaeologist	Irina Bokova	English	National Public Radio, Associated Press (US), La Repubblica (Italy)
Heritage in conflict	Mechtild Rossler	English	UN Dispatch
Sukur Cultural Landscape	Edmond Moukala	English	Die Zeit (Germany)
Intercultural Dialogue and Sport	Irina Bokova	English	Trend News Agency (Azerbaijan)
Cultural identities	Irina Bokova	English	The Focus (Germany)
Situation of cultural heritage in Iraq and Syria	Karim Hendili	French	Marianne (France)
Reconstruction of Timbuktu mausoleums	Lazare Eloundou	French	RTL (France)
Destruction of the ancient temple of Baalshamin in Syria	Kishore Rao	English	Associated Press Television News-APTN (UK)

2.6. Background Footage (B-roll) downloads from Multimedia

<http://www.unesco.org/new/en/unesco/resources/multimedia/>

The Background footages are used and downloaded by the audiovisual media (TV agencies, TV, Radio).

78 B-rolls were downloaded in July, and **23** in August.

▪ **July**

	Subject	Downloads	Media
1	WHC inscriptions	57	Channel News Asia, Reuters TV, Jordan TV, Deutsche Welle, Kinei, Telen, France TV, France3, France 24, France 2, M6, Euronews, BBC, ABC, CNN, CBS, AP, CCTV
2	Mali	6	TRT
3	Hatra	5	CNN, Deutsche Welle
4	UNESCO Priorities for the 21st Century	5	
5	Mosul Press Conference	2	France 2, Europarl TV
6	Palmyra DG reaction	2	
7	Nimrud	1	CNN

▪ **August**

	Subject	Downloads	Media
1	WHC inscriptions	16	
2	GMR	2	
3	Mosul Press Conference	1	
4	Nimrud	1	
5	Hatra	1	
6	MAB	1	
7	World Water Report 2015	1	

2.7. Number of Photographs ordered by the Media (by subject)

N/A for July-August.

3. UNESCO Social Media Channels

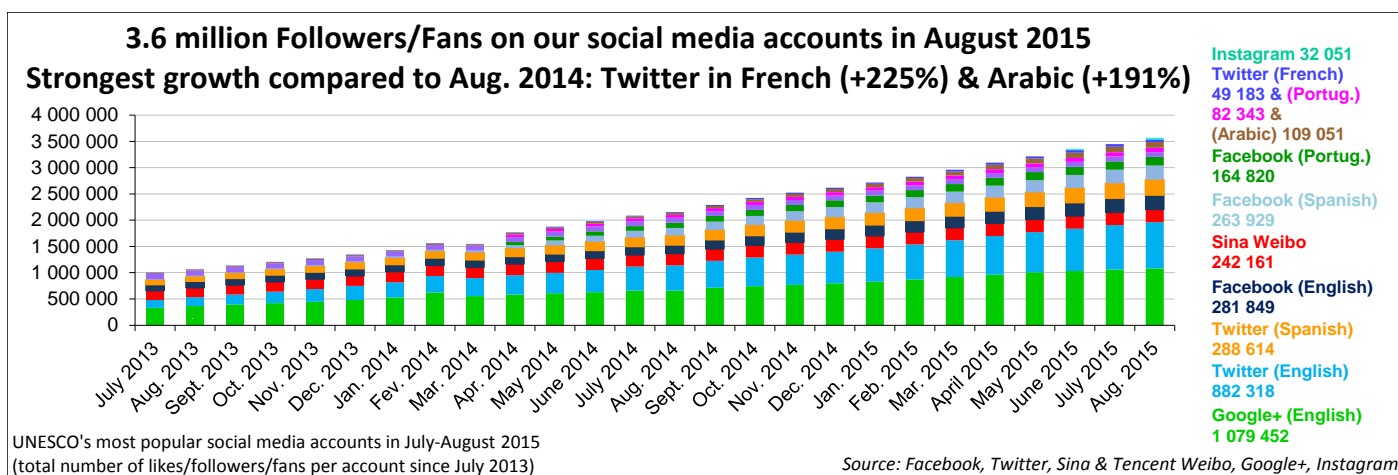
In August, UNESCO key accounts across 6 languages topped 3.6 million followers, with a 225% percent increase for UNESCO Twitter account in French and a 191% increase for the account in Arabic, compared to August 2014. The Twitter account in Arabic deserves special mention, since by reaching a milestone of 100,000 followers, it became the third leading account in Arabic within the UN system. As over the past five months, the top 10 Facebook messages are in Spanish and Portuguese.

In August, a special attention was given to the UNESCO account in the largest social media network in China, Weibo. Also, the UNESCO social media channels focused on the promotion of the #unite4heritage campaign. A large amount of specially-created content has been diffused to a wide global audience, including:

- information on campaign activities, photos, videos, etc
- coverage of events related to cultural heritage, both at and away from UNESCO HQ;
- general messages and quotes about the need to safeguard cultural heritage;
- information and updates on UNESCO's cultural-heritage-related programmes.

All content carried a strong call to action encouraging others to post their own examples of cultural heritage that matter to them, as well as show their support and solidarity for heritage under threat or attack.

The content has been highly successful on all platforms – in English, for example, 13 of the top 25 posts on UNESCO's Facebook between March and July were #Unite4Heritage-related, with a further 8 related to wider issues of heritage and cultural diversity. In Arabic, 14 of the top 25 posts were campaign-related, with one post featuring the World Heritage Volunteers Programme becoming the most-viewed post all year in Arabic.



3.1. Social networking sites

Facebook - www.unesco.org/facebook/ VKontakte - <http://vk.com/unesco/> / [Google+](https://www.google.com/)

Variation July and August 2015 vs June 2015

Likes/Followers		July 2015	Variation vs June	August 2015	Variation vs July
Total likes/followers (all languages)		1 794 429	+3.04%	1 833 529	+2.18%
Facebook	English	272 846	+4.22%	281 849	+3.30%
	Spanish	255 074	+3.14%	263 929	+3.47%
	Portuguese	161 820	+3.97%	164 820	+1.85%
	Arabic	21 593	+2.07%	21 888	+1.37%
	French	15 765	+1.19%	15 890	+0.79%
	Russian	3 048	+1.13%	3 060	+0.39%
Google+	English	1 061 672	+2.63%	1 079 452	+1.67%
VKontakte	Russian	2 611	+1.48%	2 641	+1.15%

Top 10 Facebook posts in July (ranked by highest % feedback - number of likes and shares per impression - from users)

Message	Posted	Likes/ Shares
Hoje é o Dia Internacional Nelson Mandela. "É a vez de vocês agora", disse Mandela no final de sua vida, e a melhor maneira de honrar sua memória é realmente continuar incessantemente, cada um em sua própria maneira, a assegurar que seus valores estejam refletidos nas sociedades de hoje. http://www.mandeladay.com/ A jornada de Mandela encarna o espírito arrojado da paz e toda a energia necessária para renunciar ao círculo vicioso da autossustentação da violência. Sua impressionante declaração no banco dos réus no Julgamento de Rivonia, incluído no Registro Internacional Memória do Mundo da UNESCO, permanece como uma das mais fortes expressões da	18/07	L: 2 169 S: 9 364

aspiração universal para "uma sociedade democrática e livre". http://bit.ly/1e6XMti + Quotation by Nelson Mandela: « A educação é a arma mais poderosa que você pode usar para mudar o mundo.».		
El pasado 18 de julio se celebró una año más el Día Internacional de Nelson Mandela. Las citas que nos dejó Mandela no son más que un reflejo del gran trabajo que llevó a cabo a lo largo de toda su vida. Mandela, embajador de Buena Voluntad de la UNESCO, dijo también: “En ocasiones el peso de ser grande recae sobre los hombros de una generación. Vosotros podéis ser esa gran generación. Dejad que vuestra grandeza florezca”. La mejor manera de rendir homenaje a su memoria es ser “esa gran generación” y asegurarnos que sus valores se vean reflejados en la sociedad de hoy en día. La vida de #Mandela es un ejemplo para todos. Su victoria sobre el apartheid cambió la historia y es ya parte del patrimonio compartido de la Humanidad. Para saber más.	20/07	L: 1 557 S: 977
Tres sitios del #patrimoniomundial han ingresado hoy en la Lista del Patrimonio Mundial en Peligro: la Ciudad Vieja de Saná, en Yemen, la Ciudad amurallada de Shibam, también en Yemen, y Hatra, en Iraq. Los tres han sido objeto de ataques en recientes conflictos. Los miembros del Comité del Patrimonio Mundial han destacado el valor universal excepcional de los tres lugares y, con esta medida, esperan federar el apoyo de la comunidad internacional para preservarlos. En las imágenes que siguen puede admirarse su belleza. Más información en nuestra página . #Unite4Heritage	02/07	L: 1 448 S: 685
La UNESCO, junto a la Intendencia de Montevideo, en el marco de la Coalición Latinoamericana y Caribeña de Ciudades contra el Racismo, la Xenofobia y la Discriminación, se une a gobiernos de ciudades de América Latina para trabajar por los derechos de la población afrodescendiente, migrante e indígena, en la lucha contra la discriminación y el racismo. #ciudadescontralediscriminación#ciudadescontraelracismo En Montevideo (Uruguay), por ejemplo, desde 2010, la Red de Apoyo al Migrante organiza la Fiesta de las Migraciones, donde músicas, danzas, sabores, y colores de otras tierras se encuentran festejando la diversidad. La fiesta es apoyada entre otras organizaciones, por la Intendencia de Montevideo. Junto al Museo de las Migraciones-IM (MUMI), nos sumamos a la convocatoria para participar en la PRIMERA REUNIÓN DE COLECTIVIDADES-MUMI- 15 de julio 17:30 Hrs. Bartolomé Mitre y Piedras.	09/07	L: 1 254 S: 672
“Ninguém nasce odiando outra pessoa pela cor de sua pele, por sua origem ou ainda por sua religião. Para odiar, as pessoas precisam aprender, e se podem aprender a odiar, elas podem ser ensinadas a amar”. Quotation by Nelson Mandela	03/07	L: 1 233 S: 3 381
ATENCIÓN periodistas y público en general, desde este lunes se encuentra disponible en línea el PRIMER BANCO DE INVESTIGACIONES PERIODÍSTICAS DE AMÉRICA LATINA. Creado por el Instituto de Prensa y Sociedad (IPYS), gracias a Ford Foundation, Open Society, con el apoyo de la UNESCO, consiste en una completa recopilación y sistematización digital de 300 destacadas investigaciones periodísticas latinoamericanas. La corrupción es el tema central de muchas de las investigaciones que presenta el sitio. Hay, por ejemplo, historias sobre el mal uso de los recursos, enriquecimiento ilícito, uso de testaferros y lavado de dinero por gobernantes. En varios casos, las investigaciones ayudaron a recuperar recursos públicos, traer políticos ante la justicia, cambiar las instituciones de combate a la corrupción, mejorar la rendición de cuentas. La plataforma ofrece además varias investigaciones vinculadas a Derechos Humanos, entre ellas la de "Zero Hora" de Brasil en 2012 que logró establecer la suerte que corrieron más de 100 niños tras salir de un correccional: la mayoría murió en delitos y menos de 5% se rehabilitó. Conozca más . #periodismo#periodismoinvestigación	08/07	L: 1 044 S: 792
La cosmovisión andina de los kallawayas (#Bolivia) es uno de los elementos inscritos en la Lista Representativa del Patrimonio Cultural inmaterial de la humanidad. Los orígenes de este grupo étnico, afincado en la región montañosa de Bautista Saavedra, al norte de La Paz, se remontan a la época preincaica. Al igual que muchos otros aspectos de la cultura andina, sus prácticas y sus valores han evolucionado con la fusión de las religiones indígena y cristiana. La actividad principal de los kallawayas es el ejercicio de una medicina ancestral, a la que están asociados diversos ritos y ceremonias que constituyen la base de la economía local. La cosmovisión andina de la cultura kallawayas abarca todo un acervo de mitos, ritos, valores y expresiones artísticas. Sus técnicas medicinales, basadas en los sistemas de creencias de los antiguos pueblos indígenas de los Andes, gozan de un amplio reconocimiento en Bolivia y en numerosos países de América del Sur, donde ejercen los médicos-sacerdotes kallawayas. La oficina de la UNESCO en Quito acaba de coordinar dos talleres de transmisión de estos valiosos conocimientos: http://on.unesco.org/1xYgW1	31/07	L : 1 032 S: 407
Hoy se han inscrito en la Lista del #PatrimonioMundial las misiones de San Antonio, en Texas, Estados Unidos y cuatro sitios más, en Israel, Reino Unido, Alemania y Dinamarca. Conócelos en este enlace: http://on.unesco.org/1HFhavx . El Comité que reconoce el "valor universal excepcional" de estos lugares sigue examinando candidaturas, así que tendremos más sorpresas.	05/07	L: 992 S: 347
Nuevos sitios del #patrimoniomundial : consulta nuestro hilo Instagram para conocer lugares que acaban de ver reconocido su "valor universal excepcional": ¿Has visitado alguno?, ¿Cuál es tu	07/07	L: 984 S: 546

favorito? Síguenos: http://www.instagram.com/UNESCO_ES		
Seguimos presentando nuevos sitios del #patrimoniomundial , recién inscritos en la Lista: Edificios de Palermo y catedrales de Cefalú y Monreale de estilo árabe-normando (Italia), Sitio del bautismo "Betania en la otra orilla del Jordán" (Al-Maghtas), Jordania. Conócelos... Y seguimos inscribiendo sitios todo el fin de semana... Y, sí, nos preocupan Palmira y sus gentes. Mucho .	04/07	L: 889 S: 255

Top 10 Facebook posts in August (ranked by highest % feedback - number of likes and shares per impression - from users)

Message	Posted	Likes/ Shares
Un 28 de agosto de 1963 Martin Luther King Jr. dio esperanza al mundo entero al compartir su sueño de un futuro mejor. #Libertad , #justicia , #armonía , #paz , #fraternidad y #tolerancia , son algunos de los valores por los que Luther King Jr. trabajó durante su vida y son valores que compartimos y defendemos. Sus palabras siguen vigentes. Seguimos creyendo en su sueño; es posible convertirlo en realidad. Dinos, ¿cuál es tu sueño para conseguir un mundo mejor? Para saber más, no te pierdas estos dos artículos sobre Martin Luther King publicados en el Correo de la UNESCO: http://bit.ly/1do2L6n http://bit.ly/17kF2jo	28/08	L: 3 450 S: 2 226
El 9 de agosto celebramos el Día Internacional de los Pueblos Indígenas. Con motivo de esta ocasión, queremos poner de relieve la contribución esencial de los pueblos indígenas a la elaboración de soluciones sostenibles para hacer frente a los desafíos del desarrollo, la gestión de los recursos naturales y la lucha contra el cambio climático. La promoción de las culturas, las lenguas y los conocimientos de los pueblos indígenas es un aspecto esencial de la acción de la UNESCO. Sabemos que el respeto de los sistemas de conocimiento y de las lenguas locales, comprendidas las de los pueblos indígenas, es una condición previa para el éxito de los sistemas escolares inclusivos y equitativos, en los que cada cual pueda aprender y expresar su potencial. Para saber más sobre esta celebración: http://bit.ly/1HA3hrT	09/08	L: 3 306 S: 2 556
Tal día como hoy moría fusilado uno de los más grandes poetas en español de la historia, Federico García Lorca. 79 años después de su asesinato, el legado de Lorca sigue vivo. Miembro de la llamada "Generación del 27", su obra poética, teatral y en prosa destacaba por alimentarse en general de obsesiones básicas de la condición humana, como el amor, el deseo y la frustración. Entre sus obras más conocidas destacan 'Romancero gitano', 'Poeta en Nueva York' o 'La casa de Bernarda Alba', entre muchas otras. #poesía #cultura #FedericoGarcíaLorca #Historia #Patrimonio #literatura	18/08	L: 3 056 S: 3 366
Tal día como hoy, hace 101 años, nació el escritor argentino Julio Cortázar. Figura indispensable de la literatura en español, Cortázar llegó a trabajar durante un tiempo para la UNESCO. En 1954 fue traductor y revisor de la Conferencia General que la Organización celebró en Montevideo y en 1967 coincidió con Mario Vargas Llosa, también traductor, en la Conferencia General celebrada en Atenas. Cortázar nunca abandonó su compromiso con la izquierda latinoamericana (Cuba y Nicaragua). En diciembre de 1982, siendo ya escritor de fama mundial, intervino en la Conferencia Mundial sobre Políticas Culturales que la UNESCO celebró en México. Sus numerosos relatos, llenos de humor y de fantasía y la estructura innovadora de novelas como Rayuela y El libro de Manuel hacen de él uno de los escritores más conocidos de todos los tiempos. Con motivo de esta ocasión, os invitamos escribir en los comentarios de esta imagen vuestras citas favoritas de Cortázar. Además, también queremos compartir con vosotros un artículo publicado por el genial autor argentino en el Correo de la UNESCO en 1980 titulado "El pueblo nicaragüense, maestro de sí mismo" http://bit.ly/1p77EkN #cultura #literatura #Cortázar #Argentina	26/08	L: 2 906 S: 2 044
Quotation by Martin Luther King « Eu tenho um sonho. O sonho de ver meus filhos julgados por sua personalidade, não pela cor de sua pele. »	25/08	L: 1 100 S: 430
El 12 de agosto celebramos el Día Internacional de la Juventud. El tema de este año, "El compromiso cívico de los jóvenes", pone de relieve la función que desempeñan la participación y la inclusión de los jóvenes en la construcción de la convivencia y el bienestar común. Es decir, la juventud es clave para vertebrar y mejorar toda sociedad. Por eso debemos apoyar el compromiso cívico de los jóvenes a todos los niveles, y para lograrlo hay que empezar por reconocer que la juventud es un grupo social diferenciado con características y necesidades específicas y con un gran potencial que desarrollar. Los jóvenes han de ser considerados como agentes de cambio y no sólo como beneficiarios, sujetos pasivos u objetivos de políticas nacionales o internacionales. Con los jóvenes y para los jóvenes, este es el espíritu de los proyectos de juventud que la UNESCO tiene en marcha, como es el caso, por ejemplo, del plan de fortalecimiento de las redes de jóvenes del Mediterráneo o del 9º Foro de la Juventud que tendrá lugar en octubre de este año en la Sede de nuestra Organización. Para saber más sobre el #DíaInternacionalDeLaJuventud , visite nuestra página . #YouthDay #UN4Youths	12/08	L: 1 051 S: 988

<p>Una noticia que nos llena de profunda tristeza e indignación. Irina Bokova, Directora General de la UNESCO, lamenta la muerte de dos importantes expertos en la Antigüedad siria. Se trata de Khaled Assad, jefe de antigüedades de #Palmira, y Qasem Abdullah Yehiya, subdirector de laboratorios de la Dirección General de Antigüedades y Museos de#Siria. Sobre Assad, asesinado por el Dáesh, la Directora General afirmó: "Su trabajo perdurará lejos del alcance de estos extremistas. Han asesinado a un gran hombre pero jamás silenciarán la #historia". Lea la nota completa aquí. #Patrimonio #Unite4Heritage #Cultura #PatrimonioMundial</p>	19/08	L: 1 006 S: 761
<p>Elyx, primer embajador virtual de las Naciones Unidas, está de viaje a través del mundo para celebrar el 70º aniversario de la creación de esta Organización. La primera parada de Elyx ha sido hoy en la Sede de la UNESCO en París, Francia, país natal de su creador, el dibujante YAK. Entre otras cosas, Elyx ha descubierto "La comida gastronómica de los franceses", tradición inscrita en la Lista del #PatrimonioInmaterial de la Humanidad. La UNESCO no sólo protege lo que la naturaleza y los seres humanos han creado, también trabaja por la #cultura en general, la #educación, las #ciencias y la libertad de información y #comunicación en el mundo. Para seguir el viaje de Elyx alrededor del mundo en 70 días, visite: http://www.un70elyx.org/</p>	15/08	L: 953 S: 178
<p>Hoy se cumplen 70 años del lanzamiento de la bomba atómica sobre#Hiroshima, Japón. El 6 de agosto de 1945 entró de esta manera tan dramática en la historia de la humanidad al ser la primera ocasión en que se utilizó tan terrible arma contra la población civil. Una parte del edificio de la Exposición Comercial de la Prefectura de Hiroshima fue la única estructura que quedó en pie en los alrededores del hipocentro de la explosión. Esas ruinas pasaron a llamarse la Cúpula de Genbaku (Bomba Atómica) y hoy en día forman parte del Memorial de la #Paz de Hiroshima. Este sitio, inscrito en la lista del #PatrimonioMundial de la UNESCO en 1996, es símbolo de la fuerza más destructiva creada por el ser humano en toda su historia, pero también es una encarnación de los anhelos de paz mundial y la lucha por la supresión definitiva de todas las armas nucleares en el mundo. Hiroshima y Nagasaki son testimonios de lo que jamás debemos permitir que se repita. Para saber más: El Memorial de la paz de Hiroshima en la lista del Patrimonio Mundial (en inglés). Vídeo sobre el Memorial (en inglés).</p>	06/08	L: 896 S: 867
<p>¡Atención! Ya sólo quedan dos semanas para poder participar en el #concurso de #fotografía sobre #patrimonio cultural de #Unite4Heritage. El plazo se cierra el 18 de agosto. Os recordamos que el ganador o ganadora recibirá como premio una cámara de fotos Canon DSLR. Y no sólo eso, una selección de finalistas verá sus fotos publicadas en la revista del #PatrimonioMundial de la UNESCO y formarán parte también de una galería de fotos en línea de la campaña de la UNESCO para la defensa de la diversidad del patrimonio cultural 'Unite4Heritage'. Todos los detalles sobre el concurso y sobre cómo participar, en este artículo http://on.unesco.org/1BE2fPr En este artículo encontraréis también las bases del concurso en español. Por último, no olvidéis visitar la página web de la campaña 'Unite4Heritage'. NOTA IMPORTANTE: Aunque intentamos responder a todas las preguntas, no siempre lo conseguimos. En este caso en particular, por favor, pinchad en los enlaces que acompañan este texto porque es ahí donde encontraréis toda la información y las bases del concurso (las cuales responden a buena parte de vuestras preguntas). ¡Muchas gracias y mucha suerte!</p>	04/08	L: 840 S: 1 458

*Facebook users subscribe to the UNESCO Facebook page by "liking" it. Once this is done, they receive updates in their news feed when we post new content to our page.

3.2. Microblogs

Twitter - <http://twitter.com/#!/unescoNOW> / Sina Weibo - <http://t.sina.com.cn/unesco>

Variation July and August 2015 vs June 2015

Followers/Fans		July 2015	Variation vs June	August 2015	Variation vs July
Total (all languages)		1 700 595	+3.95%	1 750 728	+2.95%
Twitter	English	847 027	+5.61%	882 318	+4.17%
	Spanish	280 563	+3.19%	288 614	+2.87%
	Arabic	105 620	+6.04%	109 051	+3.25%
	Portuguese	80 737	+4.09%	82 343	+1.99%
	French	48 035	+3.76%	49 183	+2.39%
	Russian	3 292	+2.11%	4 652	+41.31%
Sina Weibo	Chinese	242 866	+0.01%	242 161	-0.29%
Tencent Weibo	Chinese	92 455	-0.08%	92 406	-0.05%

Top 10 Twitter Posts in July

Message	Posted	Re-tweets
Just inscribed as @UNESCO #WorldHeritage Site: Diyarbakir Fortress & Hevsel Gardens Cultural Landscape #Turkey	04/07	1 400
Just inscribed as @UNESCO #WorldHeritage Site: Ephesus (#Turkey) Watch Live	05/07	1 200
By UNESCO Mexico : ¡El Acueducto del Padre Tembleque acaba de ser inscrito en la Lista del #PatrimonioMundial de la @UNESCO! #39whcbonn	05/07	588
¡Órale! Acueducto de Padre Tembleque, #México ya es #PatrimonioMundial	05/07	466
Just inscribed as @UNESCO #WorldHeritage Site: San Antonio Missions #USA @NPS_SA_Missions http://ow.ly/P8PXu	05/07	371
Just inscribed as @UNESCO #WorldHeritage Site: Forth Bridge #UK @forthbridge	05/07	360
Just inscribed as @UNESCO #WorldHeritage Site: Aqueduct of Padre Tembleque, Hydraulic System (#Mexico)	05/07	351
Vient d'être inscrit au #PatrimoineMondial @UNESCO : Coteaux, Maisons et Caves de Champagne #France	04/07	334
Just inscribed as @UNESCO #WorldHeritage Site: Speicherstadt & Kontorhaus District w/Chilehaus #Germany	05/07	303
Inscribed as @UNESCO #WorldHeritage Site: Arab-Norman Palermo & the Cathedral Churches of Cefalú & Monreale #Italy	03/07	241

Top 10 Twitter Posts in August

Message	Posted	Re-tweets
Today is Intl #YouthDay . Young people must be considered the drivers of change, not only beneficiaries or targets. http://ow.ly/QMS8u	12/08	384
Un 28 de agosto Martin Luther King Jr nos dio esperanza al compartir su sueño d un mundo mejor http://on.fb.me/1fLTsAF	29/08	316
52y ago #onthisday Martin Luther King Jr changed the world with his dream. What's your dream? http://ow.ly/AOii2	28/08	285
#Education is a fundamental human right. It's the most effective strategy/tool for human development http://ow.ly/PDJqQ	02/08	260
Learning languages must be a structural element of today's education. It encourages diversity & understanding of other cultures #post2015	04/08	256
Culture is much more than stones and monuments - culture is who we are, it is what brings us together as a single community	13/08	243
The learning of multiple languages must be a pillar of 21st century education. It's the best way to dialogue with cultures! #post2015	04/08	235
Hoy se cumplen 70 años de la bomba de #Hiroshima . Que la #historia no se repita jamás http://on.unesco.org/1KTpIFq	06/08	229
Did you know? Women hold only 6% of ministerial positions in environment & natural resources globally. The world needs more #womeninscience	16/08	226
Multilingualism can promote peace. It's a bridge btw people, the link thru which to share world-views & experiences	08/08	222

3.3. Social Apps – Mobile only

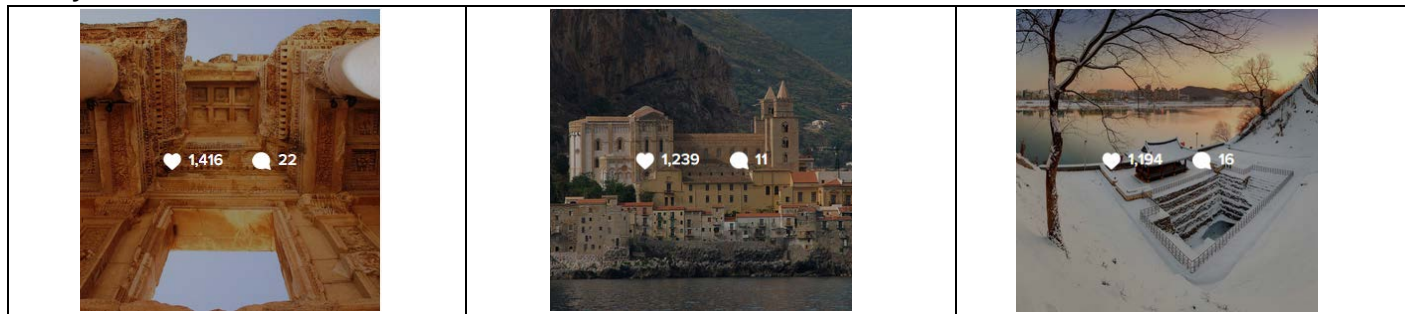
3.3.1 Instagram – <http://instagram.com/unesco/>

Variation July and August 2015 vs June 2015

	Publications				Subscribers			
	July 2015	Variation vs June	August 2015	Variation vs July	July 2015	Variation vs June	August 2015	Variation vs July
Total (all languages)	275	+38.19%	283	+2.91%	27 323	+40.56%	32 051	+17.30%
English	167	+31.50%	171	+2.40%	26 300	+39.89%	30 910	+17.53%
Spanish	37	+164.29%	40	+8.11%	855	+62.24%	964	+12.75%
Russian	71	+22.41%	72	+1.41%	168	+51.35%	177	+5.36%

▪ **Top 3 photos** (clickable images)

In July:



In August:



3.4 Video Traffic

Video views are tracked on YouTube.

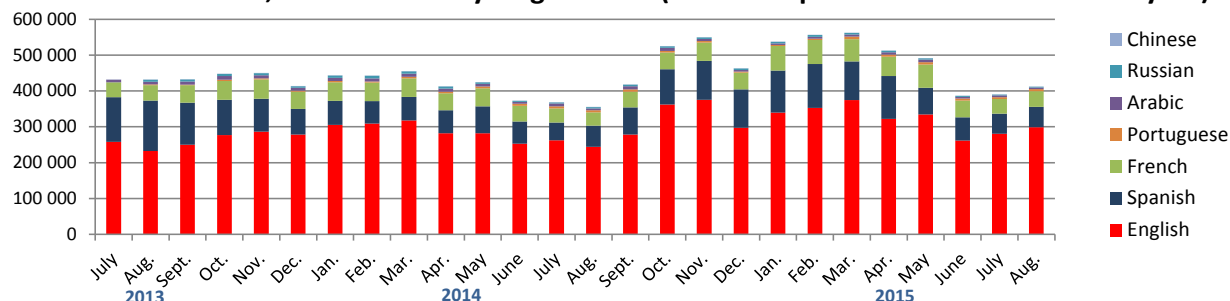
3.4.1 UNESCO Channel on YouTube - <http://www.youtube.com/unesco>

Variation July and August 2015 vs June 2015

Video views	July 2015	Variation vs June	August 2015	Variation vs July
Total (all languages)	390 148	+0.99%	411 866	+5.57%
English	280 975	+7.35%	298 571	+6.26%
Spanish	55 642	-13.73%	56 992	+2.43%
French	41 106	-12.19%	43 825	+6.61%
Portuguese	4 932	-12.60%	5 874	+19.10%
Arabic	4 856	+3.92%	4 056	-16.47%
Russian	2 597	-10.51%	2 445	-5.85%
Chinese	40	-21.57%	103	+157.50%

Subscribers	July 2015	Variation vs June	August 2015	Variation vs July
Total (all languages)	875	-14.63%	911	+4.11%
English	520	-14.89%	554	+6.54%
Spanish	172	-22.17%	157	-8.72%
French	97	-21.14%	90	-7.22%
Arabic	37	+32.14%	27	-27.03%
Portuguese	36	+2.86%	72	+100.00%
Russian	7	+40.00%	7	0.00%
Chinese	6	+200.00%	4	-33.33%

**Total video views on the rise again on our YouTube Channels, after the sharp decrease in June
More than 800,000 views in July-August 2015 (+10% compared to same months last year)**



Breakdown by language of 386 323 UNESCO video views on YouTube in July-August 2015 (since July 2015)

Source : YouTube

▪ **Top 10 videos on UNESCO TV English Channel**

280 975 total views in July 2015		Subject	Total views
1	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	35 079
2	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	17 668
3	Shrimp fishing on horseback in Oostduinkerke	CLT/ITH	15 707
4	Kabuki Theatre	CLT/ITH	7 304
5	Baul Songs	CLT/ITH	5 893
6	Al-Bar'ah, music and dance of Oman Dhofari valleys	CLT/ITH	5 187
7	Georgian Polyphonic Singing	CLT/ITH	5 058
8	Taekkyeon, a traditional Korean martial art	CLT/ITH	4 885
9	The watertight-bulkhead technology of Chinese junks	CLT/ITH	4 634
10	Rites and craftsmanship associated with the wedding costume tradition of Tlemcen	CLT/ITH	4 369

298 571 views in August 2015		Subject	Total views
1	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	36 389
2	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	18 772
3	Shrimp fishing on horseback in Oostduinkerke	CLT/ITH	17 075
4	Whistled language of the island of La Gomera (Canary Islands), the Silbo Gomero	CLT/ITH	12 829
5	Kabuki Theatre	CLT/ITH	7 880
6	Rites and craftsmanship associated with the wedding costume tradition of Tlemcen	CLT/ITH	7 049
7	Baul Songs	CLT/ITH	6 958
8	Al-Bar'ah, music and dance of Oman Dhofari valleys	CLT/ITH	6 526
9	Georgian Polyphonic Singing	CLT/ITH	5 558
10	Taekkyeon, a traditional Korean martial art	CLT/ITH	5 128

▪ **Top 10 videos on UNESCO TV Spanish Channel**

55 642 total views in July 2015		Subject	Total views
1	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	5 288
2	Las expresiones orales y gráficas de los wajapi	CLT/ITH	4 660
3	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	4 029
4	Aprender a Proteger la Biodiversidad	ED	3 793
5	La huaconada, danza ritual de Mito	CLT/ITH	1 956
6	El canto polifónico georgiano	CLT/ITH	1 797
7	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	1 249
8	El Silbo Gomero, lenguaje silbado de la isla de La Gomera (Islas Canarias)	CLT/ITH	1 086
9	El teatro Kabuki	CLT/ITH	1 007
10	La pirekua, canto tradicional de los p'urhépechas	CLT/ITH	910

56 992 views in August 2015		Subject	Total views
1	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	5 008
2	Aprender a Proteger la Biodiversidad	ED	4 316
3	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	3 954
4	Las expresiones orales y gráficas de los wajapi	CLT/ITH	3 606
5	La huaconada, danza ritual de Mito	CLT/ITH	2 054
6	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	1 727
7	El teatro Kabuki	CLT/ITH	1 324
8	El canto polifónico georgiano	CLT/ITH	1 280
9	El patrimonio oral y las manifestaciones culturales del pueblo zápara	CLT/ITH	1 195
10	El Silbo Gomero, lenguaje silbado de la isla de La Gomera (Islas Canarias)	CLT/ITH	1 136

▪ **Top 10 videos on UNESCO TV French Channel**

41 106 total views in July 2015		Subject	Total views
1	La pêche aux crevettes à cheval à Oostduinkerke	CLT/ITH	3 665
2	Bouba & Zaza - le dessin animé pour la jeunesse	ED	3 276
3	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	2 443
4	Le Maloya	CLT/ITH	1 376
5	Bouba et Zaza protègent la terre	ED	1 349

6	Le Cantu in paghjella profane et liturgique de Corse de tradition orale	CLT/ITH	1 235
7	Le chant polyphonique géorgien	CLT/ITH	1 203
8	Le savoir-faire de la dentelle au point d'Alençon	CLT/ITH	1 150
9	Le Duduk et sa musique	CLT/ITH	1 043
10	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	1 019

43 825 views in August 2015		Subject	Total views
1	La pêche aux crevettes à cheval à Oostduinkerke	CLT/ITH	3 572
2	Bouba & Zaza - le dessin animé pour la jeunesse	ED	3 192
3	Le savoir-faire de la dentelle au point d'Alençon	CLT/ITH	2 835
4	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	2 569
5	Le Maloya	CLT/ITH	1 526
6	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	1 492
7	Le chant polyphonique géorgien	CLT/ITH	1 349
8	Bouba et Zaza protègent la terre	ED	1 313
9	Le repas gastronomique des Français	CLT/ITH	1 109
10	Le Cantu in paghjella profane et liturgique de Corse de tradition orale	CLT/ITH	1 047

▪ **Top 10 videos on UNESCO TV Portuguese Channel**

4 932 total views in July 2015		Subject	Total views
1	Serra Capivara	CLT/WHC	2 171
2	Boas práticas do Programa Mais Educação	ED	922
3	Vídeo da UNESCO celebra 53 anos de Brasília	CLT/WHC	793
4	Museu Congonhas	CLT/WHC	160
5	Memória do Brasil: o olhar de Jesco	CI	146
6	Boas práticas do Programa Mais Educação	ED	69
7	Dia Nacional de Visibilidade Trans: 29 de janeiro.mp4	SHS	69
8	Serra Capivara	CLT/WHC	56
9	CULTRIP, uma viagem pelas indústrias culturais	CLT	54
10	A cultura africana está na voz de cada brasileiro!	CLT/WHC	53

5 874 views in August 2015		Subject	Total views
1	Serra Capivara	CLT/WHC	2 147
2	Boas práticas do Programa Mais Educação	ED	1 344
3	Vídeo da UNESCO celebra 53 anos de Brasília	CLT/WHC	1 216
4	Memória do Brasil: o olhar de Jesco	CI	153
5	Imaginar a paz	SHS	92
6	UNESCO mobiliza sociedade para Criança Esperança 2012	SHS	91
7	Serra Capivara	CLT/WHC	81
8	A cultura africana está na voz de cada brasileiro!	CLT/WHC	61
9	Filme institucional do Fundo Internacional para a Diversidade Cultural (IFCD)	CLT	60
10	UNESCO celebra Dia da Língua Portuguesa	ED	55

▪ **Top 10 videos on UNESCO TV Arabic Channel**

4 856 total views in July 2015		Subject	Total views
1	Lynes and Geoglyphs of Nasca and Pampas de Jumana	CLT/WHC	1 175
2	Petra	CLT/WHC	375
3	Manufacture of clay bricks in the hill of Jaber refugee camp-Jericho	CLT	372
4	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	CLT/WHC	335
5	Medina of Fez	CLT/WHC	103
6	UNESCO Siq Project, MAKING PETRA SAFER FOR ALL!	CLT/WHC	99
7	Palace and Park of Versailles	CLT/WHC	94
8	Tassili n'Ajjer	CLT/WHC	86
9	Old Havana and its Fortification System	CLT/WHC	84
10	Te Wahipounamu – South West New Zealand	CLT/WHC	84

4 056 views in August 2015		Subject	Total views
1	Lynes and Geoglyphs of Nasca and Pampas de Jumana	CLT/WHC	700
2	Manufacture of clay bricks in the hill of Jaber refugee camp-Jericho	CLT	463
3	Petra	CLT/WHC	318
4	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	CLT/WHC	268

5	Journeys to School*	ED	161
6	Preparing for Tsunamis in the Mediterranean	SC	121
7	Palace and Park of Versailles	CLT/WHC	100
8	UNESCO Sig Project, MAKING PETRA SAFER FOR ALL!	CLT/WHC	92
9	UNESCO History*	UNESCO	81
10	Medina of Fez	CLT/WHC	66

▪ **Top 10 videos on UNESCO TV Russian Channel**

2 597 total views in July 2015		Subject	Total views
1	Taj Mahal	CLT/WHC	160
2	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	157
3	Petra	CLT/WHC	105
4	Medina of Fez	CLT/WHC	103
5	Alsou Abramova - Singer, UNESCO Artist for Peace	UNESCO	103
6	Interview with Alsou Abramova, UNESCO Artist for Peace*	UNESCO	92
7	Yellowstone National Park	CLT/WHC	79
8	Historic Centre of Siena	CLT/WHC	73
9	Site of Palmyra	CLT/WHC	65
10	Mountain Railways of India	CLT/WHC	60

2 445 views in August 2015		Subject	Total views
1	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	174
2	Taj Mahal	CLT/WHC	151
3	Petra	CLT/WHC	103
4	Alsou Abramova - Singer, UNESCO Artist for Peace	UNESCO	102
5	Site of Palmyra	CLT/WHC	82
6	Historic Centre of Siena	CLT/WHC	76
7	Memphis and its Necropolis – the Pyramid Fields from Giza to Dahshur	CLT/WHC	73
8	UNESCO History*	UNESCO	72
9	Interview with Alsou Abramova, UNESCO Artist for Peace*	UNESCO	69
10	Video n°18	CLT	67

▪ **Top 10 videos on UNESCO TV Chinese Channel**

40 total views in July 2015		Subject	Total views
1	UNESCO History*	UNESCO	9
2	Aowen Jin, Chinese artist and social commentator	CI	8
3	Gao Shijun, Director of European HQ of China Radio International	CI	5
4	Interview of Zhang Jun - UNESCO Artist for Peace*	UNESCO	3
5	40th anniversary of the World Heritage Convention	CLT/WHC	2
6	Huang Nubo supports UNESCO	CLT	2
7	Cheng Yizhong, laureate of the 2005 UNESCO/Guillermo Cano World Press Freedom Prize	CI	2
8	EFA – Education for All	ED	2
9	Tribute to Malala Yousafzai*	ED	2
10	Global Partnership for Oceans	SC	1

103 views in August 2015		Subject	Total views
1	Interview of Zhang Jun - UNESCO Artist for Peace*	UNESCO	8
2	Cheng Yizhong, laureate of the 2005 UNESCO/Guillermo Cano World Press Freedom Prize	CI	8
3	Aowen Jin, Chinese artist and social commentator	CI	8
4	UNESCO History*	UNESCO	5
5	Patrimonio 9	CLT/WHC	4
6	40th anniversary of the World Heritage Convention	CLT/WHC	4
7	Video 24	CLT	4
8	Global Partnership for Oceans	SC	3
9	« 2001 Convention »	CLT	3
10	Water in Cities	SC	3

▪ Videos posted on YouTube (by number of views):
In July

Top	Title	Length	Posted	Channel	Views as at 10/08/2015
1.	World Heritage - 39th World Heritage Committee 2015-07-04 9:30-13:00	3'36'19"	04/07	English	2 143
2.	World Heritage - 39th World Heritage Committee 2015-07-03 15:00-18:30	3'20'53"	03/07	English	2 083
3.	World Heritage - 39th World Heritage Committee 2015-07-05 15:00-18:50	3'17'06"	05/07	English	1 695
4.	World Heritage - 39th World Heritage Committee 2015-07-01 9:30-13:00	3'34'37"	01/07	English	1 143
5.	Banco de Investigaciones Periodísticas de América Latina (BIPYS)	2'28"	08/07	Spanish	820
6.	World Heritage - 39th World Heritage Committee 2015-07-05 9:30-13:00	3'27'07"	05/07	English	729
7.	World Heritage - 39th World Heritage Committee 2015-07-04 15:00-18:50	3'54'12"	04/07	English	668
8.	From Education for All to Education 2030 a Sustainable Development Goal	3'03"	10/07	English	521
9.	Visita oficial del Presidente mexicano Enrique Peña Nieto a la UNESCO*	2'41"	16/07	Spanish	468
10.	Educating displaced youth	2'59"	20/07	English	429
11.	World Heritage - 39th World Heritage Committee 2015-07-06 15:00-18:30	3'42'48"	07/07	English	390
12.	World Heritage - 39th World Heritage Committee 2015-07-05 9:30-13:00	3'03'51"	07/07	English	390
13.	World Heritage - 39th World Heritage Committee 2015-07-06 9:30-13:00	3'25'42"	07/07	English	358
14.	Process of Periodic Reporting	7'52"	06/07	English	345
15.	Conservation and management of the World Heritage site of Samarra Archaeologic	1'42"	29/07	English	339
16.	Future of Periodic Reporting	8'26"	06/07	English	338
17.	World Heritage - 39th World Heritage Committee 2015-07-05 13:00-14:00	53'35"	07/07	English	331
18.	World Heritage - 39th World Heritage Committee 2015-07-08 10:00-11:40	1'23'17"	08/07	English	328
19.	#Unite4Heritage. Celebrating Iraq's cultural diversity	4'08"	01/07	English	305
20.	Interview with Professor Carlos Nobre*	2'39"	09/07	English	300
21.	Inauguration des mausolées de Tombouctou*	1'19"	20/07	English	291
22.	UNESCO project is empowering women in African Radio	6'01"	28/07	English	290
23.	World Heritage - 39th World Heritage Committee 2015-07-02 9:30-13:00	2'33'18"	02/07	English	282
24.	Entrevista con el Profesor Carlos Nobre sobre el Cambio Climático	2'15"	09/07	Spanish	279
25.	Why Periodic Reporting	3'21"	06/07	English	275
26.	Benefits of Periodic Reporting	7'57"	06/07	English	271
27.	World Heritage - 39th World Heritage Committee 2015-07-03 9:30-13:00	3'33'59"	03/07	English	265
28.	World Heritage - 39th World Heritage Committee - 2015-07-01 15:00-18:30	3'29'03"	02/07	English	253
29.	A new scene for emerging Tajik musicians	2'55"	03/07	English	206
30.	UNESCO Radio ICTs project is empowering local communities in Africa	17'23"	28/07	English	205
31.	UNESCO remembers Samuel Pisar, Special Envoy for Holocaust Education	2'24"	28/07	English	199
32.	A new generation of cultural entrepreneurs in Guatemala	3'14"	03/07	English	186
33.	What is the International Fund for Cultural Diversity	1'44"	03/07	English	164
34.	World Radio Day 2015 event at UNESCO HQ in Paris	9'09"	27/07	English	156
35.	The power of radio and poetry to tell women's stories	3'08"	28/07	English	151

36.	El Camino de la Juventud	50'44"	10/07	Spanish	132
37.	25th Anniversary of the Inscription of First Russian Sites on the World Heritage List 2015-07-03	53'21"	03/07	English	131
38.	Sube tu iniciativa hasta el 31 de agosto en: <u>estamoscomprometidos.org</u>	1'33"	04/07	Spanish	123
39.	Dynamic policy development for Togolese culture	2'58"	03/07	English	112
40.	Interview de Laurence Tubiana sur le changement climatique*	2'18"	10/07	French	109
41.	Reconstrucción 3D Quinta Presa, Rímac, Sitio de Patrimonio Cultural en Perú	2'41"	09/07	Spanish	103
42.	L'UNESCO salue la mémoire de Samuel Pisar*	2'26"	28/07	French	94
43.	Reconstruction des mausolées du Mali*	5'02"	17/07	French	67
44.	Launch of an emergency plan for the Safeguarding of Yemen's Cultural Heritage in an expert meeting at UNESCO (In Arabic)	4'17"	21/07	Arabic	55
45.	La Directrice générale de l'UNESCO et le Président François Hollande à Tombouctou*	1'16"	17/07	French	54
46.	Calligrapher Ghani Alani announces his solidarity with UNESCO's campaign: #unite4heritage by writing the campaign's slogan (in Arabic)	2'21"	24/07	Arabic	29
47.	Inauguration des mausolées de Tombouctou*	1'19"	21/07	French	28

In August

Top	Title	Length	Posted	Channel	Views as at 10/09/2015
1.	World Teachers' Day, 5 October	0'50"	18/08	English	473
2.	Educar a los jóvenes desplazados en Irak	2'59"	07/08	Spanish	413
3.	Um país contra a miséria	8'04"	31/08	Portuguese	253
4.	Safe Educational Facilities: pilot project in El Salvador	3'47"	11/08	English	213
5.	Misión al Tungurahua	3'39"	04/08	Spanish	184
6.	70 años de la UNESCO: Su impacto en América Latina (junio de 2015, Montevideo, Uruguay)	1'13"	05/08	Spanish	108
7.	Imaginar a paz	3'01"	11/08	Portuguese	96
8.	Encuentro UNESCO - 70 años: Cultura y Patrimonio (julio 2015, Montevideo, Uruguay)	0'59"	05/08	Spanish	86
9.	Éduquer les jeunes déplacés en Irak	2'59"	07/08	French	63
10.	O que significa MUDANÇA para você?	2'59"	11/08	Portuguese	59
11.	Educating Displaced Youth in Kurdistan Region of Iraq (In Arabic)	2'59"	07/08	Arabic	53

* Produced by UNESCO Studio

4. UNESCO Photobank (N/A for July/August)

The UNESCO online repository of photos offers over 25 000 photos for free download. Subject matter spans all areas of activity of the Organization, including events at Headquarters and in the different regions of the World. Separate photobanks in the sectors are not tracked but also get significant downloads.

5. UNESCO Documents and Library

5.1. UNESCO Documents - <http://www.unesco.org/new/en/unesco/resources/publications/unesdoc-database/>

The **UNESDOC database** - managed by KMI/MSA Knowledge-Sharing & Open Access Unit - contains the full text and bibliographic records of documents and publications published by UNESCO since 1945 as well as bibliographic records of library acquisitions. These documents and publications are produced by UNESCO Headquarters, UNESCO Offices and Institutes and cover all areas of its activities: education, natural sciences, social and human sciences, culture, communication and information. An application has been specially developed for conducting the statistical consultation of electronic files (PDFs) from 1 January 2006.

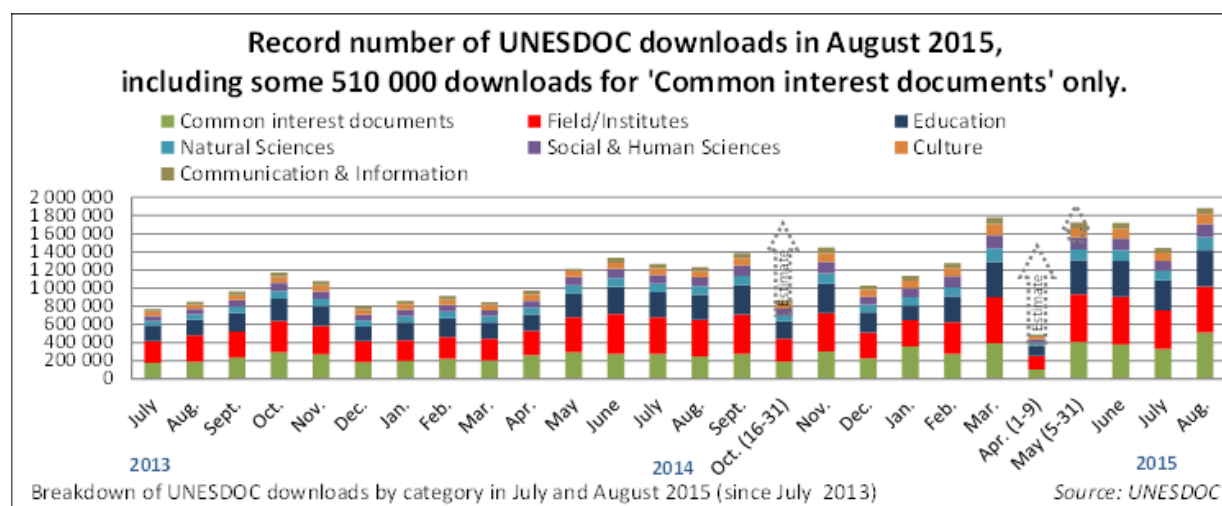
In July and August, there were respectively **148 576** and **149 062** records available online in PDF format (148 289 in June), including documents, publications, communication material and other working documents.

Note: PDF downloads measured by UNESDOC represent only hits and do not reflect necessarily successful downloads. Statistics may therefore show too high figures.

5.1.1 Statistics of consultation

Total number of downloads	July 2015	August 2015
	1 445 993	1 888 804

Sectors/Field/Institutes	July 2015				August 2015			
	Nb of PDF	Nb of downloads	Variation vs M-1	Avg nb of downloads per PDF	Nb of PDF	Nb of downloads	Variation vs M-1	Avg nb of downloads per PDF
Education	10 096	333 777	-15.27%	33	10 096	402 974	+20.73%	40
Natural Sciences	9 966	109 333	-11.16%	11	9 966	144 792	+32.43%	15
Social and Human Sciences	5 858	103 935	-18.84%	18	5 859	143 897	+38.45%	24
Culture	3 903	89 409	-16.61%	23	3 903	109 882	+22.90%	28
Communication and Information	2 811	55 979	-12.43%	20	2 811	69 155	+23.54%	24
Fields & Institutes	10 060	421 942	-19.69%	42	10 060	508 883	+20.60%	50
Common interest documents	NA	331 618	-12.55%	NA	NA	509 221	+53.56%	NA



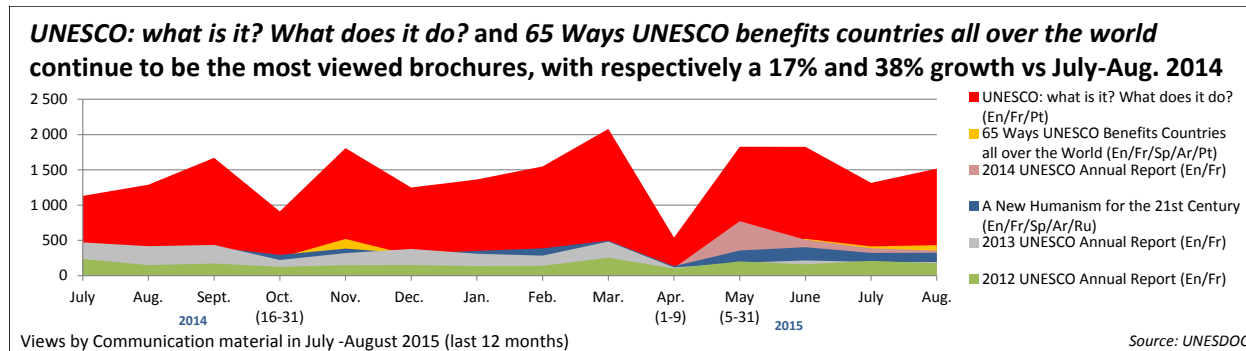
5.1.2 Top 15 Country Origin

N/A this month due to a technical problem.

5.1.3 Printable Communication materials

Title	Total downloads in July							
	EN	FR	SP	RU	AR	ZH	POR	Total
UNESCO: what is it? What does it do?	915	233					167	1 315
65 Ways UNESCO Benefits Countries all over the World	169	62	101		7		75	414
2014 UNESCO Annual Report	336	52						388
A New Humanism for the 21st Century	99	45	115	58	5			322
2012 UNESCO Annual Report	178	31						209
2013 UNESCO Annual Report	169	25						194
TOTAL	1 866	448	216	58	12	0	242	2 842

Title	Total downloads in August							
	EN	FR	SP	RU	AR	ZH	POR	Total
UNESCO: what is it? What does it do?	1015	189					313	1 517
65 Ways UNESCO Benefits Countries all over the World	174	49	114		11		84	432
2014 UNESCO Annual Report	323	32						355
A New Humanism for the 21st Century	100	33	134	54	3			324
2013 UNESCO Annual Report	173	19						192
2012 UNESCO Annual Report	138	37						175
TOTAL	1 923	359	248	54	14	0	397	2 995

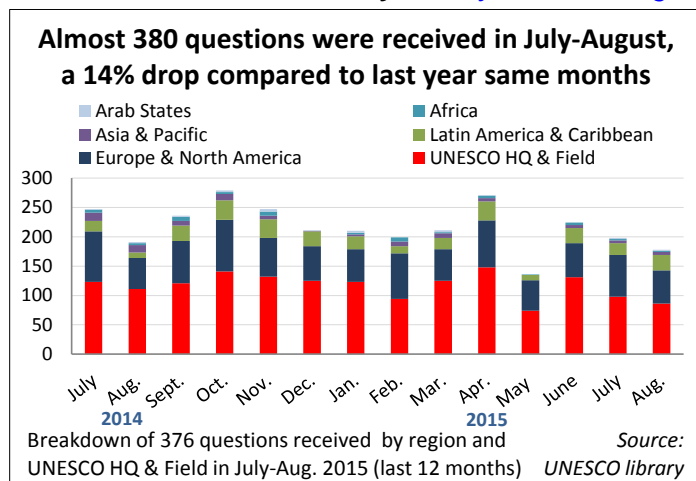


5.2. UNESCO Library - <http://www.unesco.org/library>

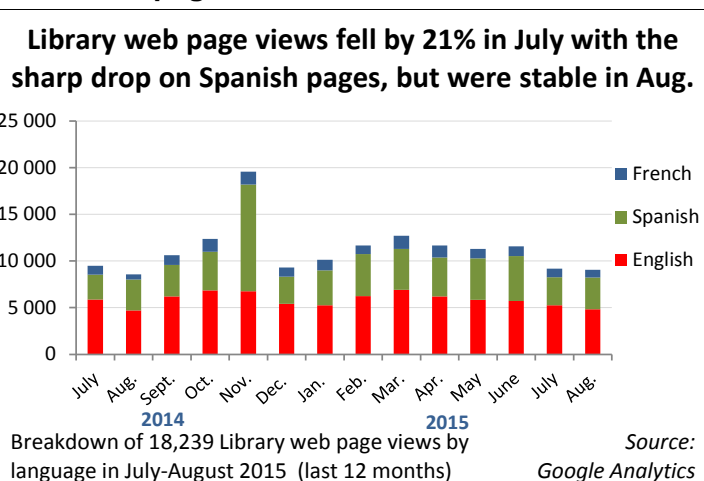
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

Search assistance, access to information, answers to questions from staff (Headquarters and field), Permanent Delegations as well as the general public are provided via *virtual* reference and information services and *in person* via the reference desk in the Library reading room (at Headquarters).

5.2.1 Questions received by: library@unesco.org



5.2.2 Web page views:



6. Publications - <http://www.unesco.org/new/en/unesco/resources/publications/>

'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical studies, atlases, etc.). They are distributed for free via UNESCO's networks and on-line, or as sales products under the 'UNESCO Publishing' imprint.

The July-August figures for online viewing have dropped dramatically compared to June figures, and compared to the same period in 2014. More than half of the 10 most consulted publications are Education titles and the deficit (compared to previous months) seems to be due to a big reduction in the viewing of Spanish titles. The [World Water Development Report 2015](#) is again present in the top ten for both months but it is the only recent title in this category. The trend in page views in Google Books is more stable than the figures from online viewing in UNESDOC, and with a significant increase compared to the previous year. Best-selling titles at the Bookshop (closed in August) and on-line are mainly Culture (World Heritage and General History of Africa) and Education titles (Bouba and Zaza, and EFA GMR).

6.1. Top 10 most consulted PDFs* (UNESDOC)

▪ July

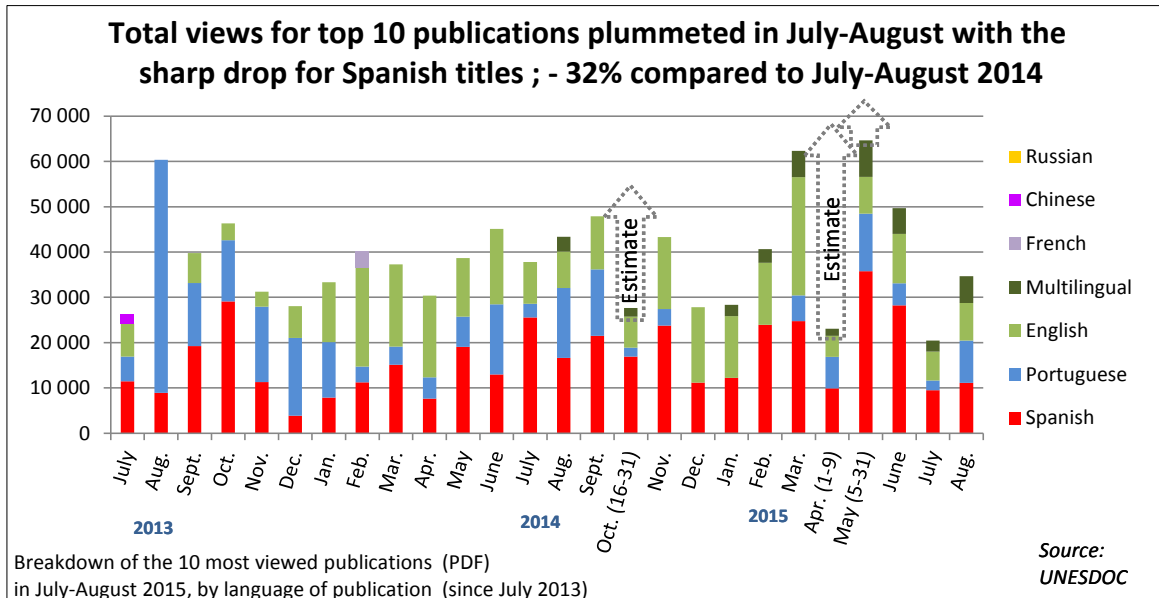
	Title	Sector	Language	Views*	Published
1.	The Contribution of early childhood education to a sustainable society	ED	English	2 433	2008
2.	Declaración Universal de Derechos Humanos	SHS	Multilingual	2 429	Santiago de Chile, OREALC, 2008
3.	Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	2 133	UNESCO, 1999
4.	Declaração Universal dos Direitos Humanos	SHS	Portuguese	2 122	Brasilia, UNESCO Brasilia, 1998
5.	Science laboratory technology, National Diploma (ND): curriculum and course specifications	ED	English	2 009	Nov. 2004
6.	The United Nations world water development report 2015: Water for a sustainable world	SC	English	1 920	Paris, UNESCO, 2015
7.	Las Tecnologías de la información y la comunicación en la formación docente: guía de planificación (Information and communication technologies in teacher education: a planning guide)	ED	Spanish	1 896	2002
8.	Manual de gestión para directores de instituciones educativas	ED	Spanish	1 863	Lima, UNESCO Office Lima, 2011
9.	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	all	Spanish	1 849	Paris, 2005
10.	Métodos de cálculo del balance hídrico: guía internacional de investigación y métodos	SC	Spanish	1 780	Paris, 1974

▪ August

	Title	Sector	Language	Views*	Published
1.	Declaración Universal de Derechos Humanos	SHS	Multilingual	5 890	Santiago de Chile, OREALC, 2008
2.	Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	4 236	UNESCO, 1999
3.	Declaração Universal dos Direitos Humanos	SHS	Portuguese	4 142	Brasilia, UNESCO Brasilia, 1998
4.	Las Tecnologías de la información y la comunicación en la enseñanza: Manual para docentes o Cómo crear nuevos entornos de aprendizaje abierto por medio de las TIC (Information and communication technologies in schools: a handbook for teachers, or how ICT can create new, open learning environments)	ED	Spanish	3 935	2005
5.	Mahatma Gandhi and Martin Luther King Jr: the power of nonviolent action	SHS	English	3 079	Paris, UNESCO, 1999
6.	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	all	Spanish	2 954	Paris, 2005
7.	The United Nations world water development report 2015:	SC	English	2 757	Paris, UNESCO,

	Water for a sustainable world				2015
8.	História e cultura africana e afro-brasileira na educação infantil; livro do professor	ED	Portuguese	2 643	Brasilia, MEC/UFSCar, 2014
9.	A Criança descobrindo, interpretando e agindo sobre o mundo	ED	Portuguese	2 575	Brasilia, UNESCO/World Bank, 2005
10.	Development administration: obstacles, theories and implications for planning , IIEP Occasional Papers N°2	ED	English	2451	Paris, Unesco; IIEP, 1968

* PDF consultations measured by UNESDOC represent page views only. Figures may be slightly higher than actual downloads.

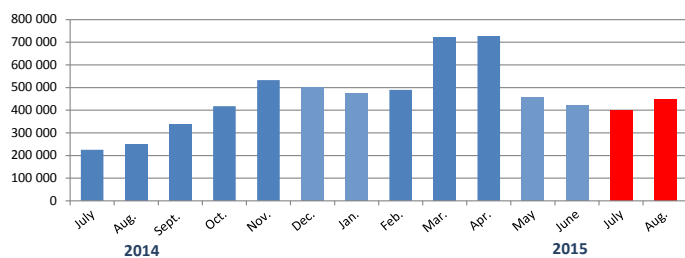


6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **576** UNESCO publications (mainly recent titles) are available on the service, which allows readers to search for and browse these books online.

Month	Publications on Google Books	Book visits	Pages viewed	Book visits with buy clicks
July 2015	564	41 282	399 398	232
July 2014	434	20 753	225 700	142
August 2015	576	50 008	447 803	243
August 2014	434	23 145	248 809	155

78% increase in publications page views on Google Books in July-Aug. 2015, compared to same months in 2014



Book visits: A book visit is registered each time a user views a book.

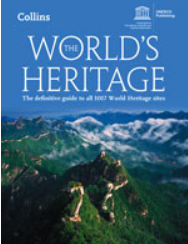
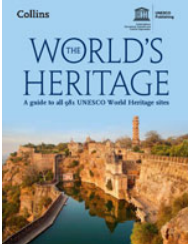
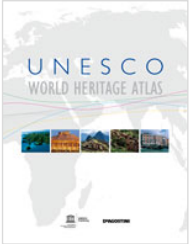
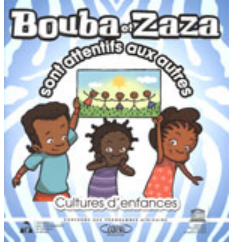
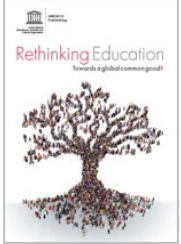
Page views: The number of individual pages a user views in a session (counted as a 24-hour period). Regardless of the number of times a user views a particular page, it is only registered once per session.

Book visits with buy clicks: This is registered each time a user clicks on a "Buy" link.

6.3. UNESCO Bookshop bestsellers*

Bookshop sales of UNESCO publications top 5 (clickable covers)

▪ July

Publication					
Copies sold	25	9	7	5	5
Sector	CLT/WHC	CLT/WHC	CLT/WHC	ED	ED

Bookshop sales of non-UNESCO publications, top 5

▪ July

Publication					
Copies sold	6	4	3	2	2
Publisher	CLT/WHC	Editions Gelbart	UN	UN	Panasonic

* : UNESCO Bookshop was closed in August.



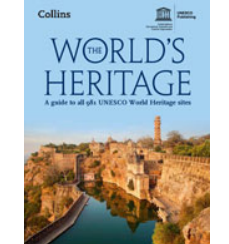
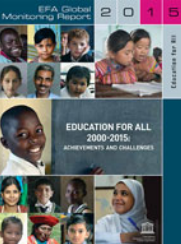
6.4. Online and international sales

Online and international sales of Publications, top 5 (clickable covers)

▪ July

Publication					
Copies sold	50	33	22	21	16
Sector	CLT/WHC	ED	CLT	ED	CLT

▪ August

Publication					
Copies sold	10	8	5	5	5
Sector	CLT/WHC	CLT/WHC	CLT/WHC	CLT/WHC	ED

6.5. Least-sold recent UNESCO publications (published over the last 12 months)*

Bookshop sales of UNESCO publications, lowest sellers

July

Title	Copies sold	Sector
Des évaluations simples, rapides et abordables Améliorer l'apprentissage dans les pays en développement	0	ED/IIEP
From Schooling to Learning - A Report from the IWGE	0	ED/IIEP
Rapport mondial de suivi sur l'éducation pour tous 2015 Éducation pour tous 2000-2015 : Progrès et enjeux	0	ED
Agree to Differ	0	SHS
Informe sobre la economía creativa - Edición especial 2013 Ampliar los cauces de desarrollo local	0	CLT

* : UNESCO Bookshop was closed in August.

Online and international sales of UNESCO publications, lowest sellers

July

Title	Copies sold	Sector
Building digital safety for journalism: a survey of selected issues	0	CI
Creative Economy Report 2013 Special Edition	0	CLT
Higher Education in Asia: Expanding Out, Expanding Up	0	ED
Ocean Sustainability in the 21st Century	0	SC
Socio-psychologie de l'éducation des adultes en Afrique	0	ED

August

Title	Copies sold	Sector
Reading in the Mobile Era	0	CI
Inclusion from the Start: Guidelines on Inclusive early childhood care and education for Roma children	0	ED
Rapport sur l'économie créative 2013 élargir les voies du développement local (édition spéciale)	0	CLT
Fondements et philosophie de l'éducation des adultes en Afrique	0	ED
Water for a Sustainable World	0	SC

* Figures do not include sales of publications by co-publishers, partners or, in the case of the IIEP, by the Institute itself.

6.6. Licensing and co-publishing agreements and amendments, in July-August

Contract No.	Title	Publisher	Language	Date signed
J.2015-013	The United Nations World Water Development Report 2015: Water for a sustainable world (2 volumes)	UNESCO/China Water & Power Press	Chinese	21/07/2015
J.2015-012	Education for All Global Monitoring Report 2000-2015 - Achievements and Challenges	UNESCO/Educational Science Publishing House	Chinese	28/07/2015
J.2015-014	Women in African History (4 titles): Njinga Mbandi - Queen of Ndongo and Matamba; The Women Soldiers of Dahomey; Funmilayo Ransome-Kuti and the Women's Union of Abeokuta; Wangari Maathai and the Green Belt Movement	UNESCO/HarperCollins	English	31/07/2015
Amendment n°1 to co-publishing agreement n°J.2012-005	The World's Heritage	UNESCO/HarperCollins	English	31/07/2015
J.2015-015	Open Educational Resources: Policy, Costs and Transformation	UNESCO/Commonwealth of Learning	English and French	04/08/2015
J.2015-016	A Journey through smart cities: between datapolis and participolis/ Voyage dans les villes intelligentes: entre datapolis et participoli	UNESCO/NETEXPLO	English and French	04/08/2015

6.7. Permissions granted to use or translate UNESCO content, in July-August

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
Editions CEC Inc. (Canada)	- Déclaration Universelle sur la Bioéthique et les Droits de l'Homme adoptée par la Conférence générale de l'UNESCO le 19 octobre 2005, © UNESCO 2005.	Inclusion dans une publication en langue française dans le cadre d'une collection intitulée <i>Voir autrement</i> destinée à l'enseignement de l'Éthique et de la culture religieuse pour le 2 ^e cycle du secondaire. Cette collection comprendra 17 fascicules, chacun abordant un thème différent : la tolérance, la justice, l'ambivalence de l'être humain, les religions au fil du temps, le religieux dans les arts et la culture, etc. L'extrait sera inclus dans le fascicule portant sur l'avenir de l'humanité. L'ouvrage est composé d'un cahier pour les élèves et d'un guide corrigé de l'enseignant. Le tirage total prévu est de 40000 exemplaires à paraître le 14 septembre 2015 selon la répartition suivante : 39000 copies du cahier et 500 copies du guide en format imprimé, et 1000 droits d'utilisation pour le cahier et 500 droits d'utilisation pour le guide en version numérique (contenu protégé et encrypté disponible sur clé USB, PC, tablette tactile et accès web). Le cahier sera vendu au prix unitaire de 3,95 CAD (format imprimé et numérique) et le guide corrigé sera vendu au prix unitaire de 24,95 CAD (format imprimé et numérique).	Droit de reproduction non-exclusif uniquement pour cette édition en langue française et uniquement pour les formats décrits. Mention de la source et du copyright. A titre gracieux	26/08/2015
Orient BlackSwan Pvt. Ltd. (India)	- "Human Rights: Questions and Answers", by Leah Sarah Levin, pp.19-26, © UNESCO 2012.	Inclusion in a publication provisionally entitled "Musings on Vital Issues", to be published by Orient BlackSwan Pvt. Ltd. in print form on 1 September 2015, for a print run of 10,100 copies to be sold at a price of INR 100 (one hundred Indian Roupies).	Non-exclusive rights are granted for the print version only, in English, for this edition only, for distribution in India. Mention de la source et du copyright. Fee : USD 75	27/08/2015

7. UNESCO Calendar of events - <http://www.unesco.org/events/>

Launched in January 2010, the New Integrated Calendar of Events (NICE) available on Internet and Intranet reflects all Events organized by UNESCO Headquarters, Field Offices, Permanent Delegations, and/or in which UNESCO is implicated. These events are entered respectively by the services responsible for them.

7.1. Number of events by “Major Programmes”

Major Programme	Total		Organized by					
			Headquarters		Field Offices		Institutes	
	July	August	July	August	July	August	July	August
CI	8	4	5	2	3	2		
CLT	18	6	9	1	9	5		
ED	16	9	6	1	9	8	1	
ERI	5	1	5	1				
SC	17	10	7	3	10	7		
SHS	5	8	4	3	1	5		
GBS	2		2					
Total	71	38	38	11	32	27	1	

7.2. Events organized by Field Offices/ Institutes

	July	August
Abuja	1	1
Almaty	1	
Apia		1
Baghdad	2	1
Beijing		1
Brasilia	2	
Cairo		1
Dakar	1	2
Kathmandu	5	8
Kingston	1	
Maputo	1	2
Montevideo	1	
Moscow	1	
Nairobi		1
New Delhi	1	
New York	1	
San José	3	1
Santiago de Chile	1	
Tashkent		1
Venice	10	7
UNEVOC	1	
Total	33	27

7.3. Type of Events organized by Headquarters/Field Offices/ Institutes

Type of Events taking place	at HQS		away from HQS	
	July	August	July	August
Category 2-Intergovernmental meeting	2		1	
Category 3- Non-governmental conference				
Category 4- International Congress	1		1	
Category 5-Advisory Committee	1		1	
Category 6-Expert Committee				
Category 7-Seminars and Workshops	3		19	21
Category 8-Symposium	1		4	1
Press Conference			1	
Exhibition	1		4	4
Headquarters Committee	2			
Concert			1	1
Show	2	1		
Consultative Meeting				
Meeting by Member States or Institutions	2		7	1
Interagency meeting				
Film Projection	1	1	2	3
Special Event	2		8	5
Working group/Expert Meeting	1		3	
Information meeting for Permanent Delegations				
Executive Board				
Prize-giving Ceremony				
Total	19	2	52	36

8. UNESCO Headquarters

Due to its position in Paris, its architectural value, well-known works of art and facilities, the UNESCO Headquarters building offers excellent communication and visibility opportunities. Therefore its meeting rooms as well as external and internal spaces are used for UNESCO related activities organised by the Secretariat and other institutions Secretariat's purposes but also for external rentals.

Conferences and meetings, organized by sectors, constitute an integral part of programme implementation and thus contribute to the achievements of the Organization's goals and objectives. UNESCO also hosts conferences and meetings organized by its Member States, through their delegations, as well as by other educational, scientific and cultural entities which share the Organization's mandate. Cultural events, exhibitions, shows, and screenings, organized in cooperation with Member States and other partners contribute to the promotion of cultural diversity. All events open to the public at large and to UNESCO communities, are promoted on the [Calendar of Events](#), [unesco.int](#), and the dynamic screens. Cultural and intellectual events for this public are announced on the monthly electronic Calendar of events sent to its subscribers, and made available at the Reception desk, the Book/Gift Shop, the Library, and the Visitor's service.

8.1. Conferences and Meetings, in July-August

8.1.1 Programme Meetings

Date	Title*	Organizer	Place	Public
01-02/07	Réunion intergouvernementale du Comité spécial d'experts relative au projet de recommandation concernant la préservation et l'accessibilité du patrimoine documentaire à l'ère du numérique	CI/KSD/UAP	Salle IV	300
03-04/07	Réunion de l'UNESCO-PHI sur la Convention ONU-Eau	SC/HYD/GSS	Salles VI -VIII	40
05-06/07	Réunion sur PROVIA	SC/EES/ESP	Salle III	35
06/07	Oceans meeting	IOC/OOS	Salle VII	30
07/07	L'éducation au changement climatique au service du développement durable : vers une approche holistique de l'enseignement scientifique	ED/TLC/ESD	Salle I	800
15/07	AM InfoMeet	BFM/FPC	Salle IX	30
15-16/07	Réunion d'experts pour le Yémen	CLT/EPR	Diverses salles	50
16/07	Visite du Président du Mexique	ODG/DIR	Salles Pas Perdus, Miro, V + Hall Ségur	100
16-17/07	9e session du Comité intergouvernemental de bioéthique (CIGB)	SHS/EGC/BIO	Salle IV	150
20-22/07	Réunion « Assistance technique pour les demandes d'assistance internationale au Fonds du Patrimoine culturel immatériel »	CLT/CRE/ITH	Salle XIV	25
21-22/07	Réunion de brainstorming sur le pluralisme et la diversité au Moyen-Orient	ODG/DIR	Salle VI	30
22/07	AM InfoMeet	BFM/FPC	Salle XIII	30
23/07	Réunion du Secretariat du MAB et Delegation du Japon	SC/EES/ESP	Salle XIV	50
27/07	Conférence de presse : MTN-Qhubeka, première équipe cycliste africaine à participer au Tour de France	AFR/MS	Hall Ségur + Miro 1- 2	80
29/07	Cérémonie de signature pour la « conservation et la gestion du site du patrimoine mondial de la ville archéologique de Samarra »	CLT/EO	Salle IX	80
30-31/07	Réunion sur les indicateurs (TAG)	ED/EFA	Salle VIII	40
27/08	Méthodologie en sciences sociales	SHS/YES/BIO	Salle III	20
31/08	42e session du GESAMP (IOC)	IOC/EO/AO	Salle IV	35
31/08	GESAMP42 - Ocean Plastic Modelling Workshop	IOC/EO/AO	Salle VI	12
31/08	Réunion du groupe de travail du cadre de l'action	ED/EFA	Salle XIII	70
Total participation				1 827

* The titles given may include several events (seminar, workshop,...)

8.1.2 Information meetings for Permanent Delegations

Date	Title	Organizer	Place	Public
02/07	Réunion du secteur de l'éducation avec le GRULAC	ED/ADG	Salle VI	25
16-17/07	Groupe de travail informel de la Convention Addis	ED/PLS/HED	Salle IX	96
Total participation				121

8.1.3 Electoral Groups Meetings (Plenaries)

Date	Title	Organizer	Place	Public
15/07	Réunion plénière du groupe ASPAC	Délég. perm. de la Malaisie	Salle XVI	35
21/07	Réunion plénière du GRULAC	GRULAC	Salle XIII	30
24/07	Réunion plénière du Groupe africain	Délég. perm. du Cameroun	Salle XIII	30
Total participation				95

8.1.4 External rentals

Date	Title	Organizer	Place	Public
01-02/07	Cérémonie de remise de diplômes	Science.Po	Salle I	3 800
03/07	Cérémonie de signature de conventions	OIPR	Salle XI	200
03/07	Forum économique pour un développement durable en République démocratique du Congo (RDC)	Angola	Salle IV	100
06/07	ICSU-WDS side-event: Trusted Data Services to Support Climate Change Research (en marge de la conférence : « Notre avenir commun sous le changement climatique »)	ICSU-WDS	Salle XIII	50
06-10/07	Conférence : « Notre avenir commun sous le changement climatique »	Délég. perm. de la France	Divers espaces	2 000
15-28/07	UNEP Meetings 2015	United Nations Environment Programme	Divers espaces	800
27/07	« Rencontre de la Grande Europe : Paris 2015 »	Délég. perm. de la Fédération de Russie	Salle XI	250
Total participation				7 200

8.2. UNESCO Events - www.unesco.org/fr/cultural-events

8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
31/08	« Borderline, les frontières de la paix »	Commission européenne en France	Grilles autour de l'UNESCO	N/A

8.2.2 Shows, Screenings and Conferences

Date	Title	Organizer	Place	Public*
03/07/2015	Spectacle « Danses d'ici et d'ailleurs », à l'occasion du Festival international du CIOFF	CIOFF	Salle I	1 000
28/07/2015	Spectacle « L'art pour la vie : art rural du Bengale-Occidental »	New Delhi Office	Hall Ségur	500
12/08/2015	« Befpaz - Ballet folklorique de La Paz »	Délég. perm. de la Bolivie	Salle I	1 200

* Source: the number of participants for the rooms is estimated by ERI/DPI/SPE and MSS/CLD. Neither means nor tools are available to monitor exhibitions visitors. Room I maximum capacity: 1,368 seats

- **2 events** were promoted in the July/August monthly *Calendar of cultural events* - which included as well an overview of events planned in September. The *Calendar* was printed out in 2,000 copies (in French), and its electronic version was sent out to **27,479 subscribers**.

8.3. UNESCO Visits

In July, a total of 17 visits of Headquarters for 308 visitors were organized, including 2 presentations by Permanent Delegations for 64 visitors, in addition to a presentation on the post-2015 education agenda for 48 doctoral students and university professors. The major part of the visitors came within the framework of a group visit. More than half of the visits/presentations were conducted in French, for a public from Europe and North America, but also from Asia and the Pacific. Neither visits, nor presentations were organized in August.

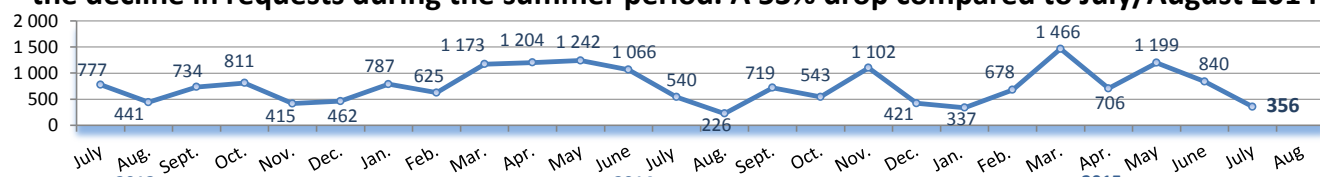
1. Requests	July 2015		August 2015	
Number of emails received	N/A		N/A	
Number of requests received	N/A		N/A	
Accepted requests	20		0	
Declined requests	N/A		N/A	

2. Languages	July 2015		August 2015	
Visits in French	9	50%	-	0%
Visits in English	8	44%	-	0%
Other	1	6%	-	0%

3. Type of visits	July 2015		August 2015	
Group Visits	17	85%	-	0%
Individual Visits	0	0%	-	0%
Spontaneous Visits	0	0%	-	0%
Thematic Conferences	3	15%	-	0%

4. Origin	July 2015		August 2015	
Europe and North America	207	58%	-	0%
Asia and Pacific	149	42%	-	0%
Africa	0	0%	-	0%
Arab States	0	0%	-	0%
Latin America and the Caribbean	0	0%	-	0%

356 visitors only were offered a guided tour of UNESCO HQ or a presentation in July 2015, with the decline in requests during the summer period. A 53% drop compared to July/August 2014

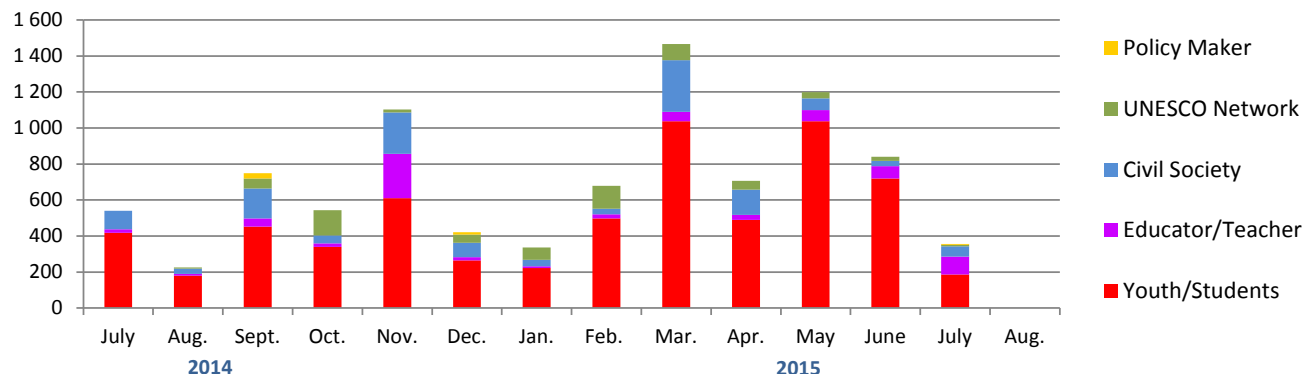


Visitors received by the Visitors' Service in July-August 2015 (since July 2013)

Source: UNESCO

5. Profile of visitors

In July, more than half of the visitors for a guided tour or a thematic presentation were youth/students (53%), followed by a high number of teachers/professors (28%)



Breakdown of the profile of visitors in July-August 2015 (last 12 months)

Source: UNESCO

9. UNESCO logo exposure

9.1. Patronage

Patronage is UNESCO's most prestigious form of moral support. It is granted to demonstrate UNESCO's endorsement of an activity organized under the responsibility of an external organization. UNESCO's patronage is granted to a range of activities, such as cinematographic and audiovisual productions, publications, meetings, conferences and cultural performances, award ceremonies, as well as a range of other events of regional and international scale. Information on patronage requests and their follow-up is recorded in a central database managed by ERI/DPI/PBM. The database is updated daily and shared with the focal points for UNESCO name and logo use of each Sector.

■ 13 events which have been granted UNESCO's patronage took place in July 2015:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/07	Bosnia & Herzegovina	A series of national and local cultural events to celebrate the 70th anniversary of UNESCO	The general public	ERI
01/07	France	Publication de deux ouvrages à l'issue du colloque de 2013 "Yves Person, un historien engagé dans son temps"	Researchers & academics	CLT
01/07	The Netherlands	TV series entitled "Mind of the Universe" that explores the evolution, growth and frontiers of knowledge through the eyes of thinkers, scientists and technologists	The general public	CI
03/07	France	2e Festival international "Danses et musiques d'ailleurs... c'est ici !"	The general public	CLT
04/07	France	"Vestiges", exposition du photographe Joseph Koudelka	The general public	CLT
05/07	Russian Federation	6th Children of Asia International Sports Games in Yakutsk	Young children	SHS
06/07	France	7e Congrès des Jardins Botaniques européens, EuroGard VII, au Muséum national d'Histoire naturelle	Specialists	SC
06/07	Monaco	45e édition du Festival du Théâtre du Fort Antoine dans le cadre de la célébration du 10e anniversaire de la Convention sur la protection de la promotion de la diversité des expressions culturelles	The general public	CLT
10/07	Poland	11th edition of the Brave Festival entitled "Griot" dedicated to Western African communities	The general public	CLT
24/07	France	29e congrès biennal du Conseil international de cinématographie Laban à Tours	Specialists	CLT
27/07	France	38 ^e édition du festival international « Jazz in Marciac »	The general public	CLT
27/07	Republic of Korea	2015 Chungju World Martial Arts Festival and related sports and martial arts events	Martial Arts athletes & the general public	SHS
27/07	France UNESCO HQ	3rd International Youth Forum entitled "Greater Europe Meetings" at UNESCO HQ	Youth	SHS

■ 10 events which have been granted UNESCO's patronage took place in August 2015:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/08	Portugal	European BEST Engineering Competition in Porto	University students	SC
07/08	Croatia	300th Sinjska Alka knights' tournament to promote the Intangible Cultural Heritage Convention	The general public	CLT
08/08	Poland	Intl. Festival World Folk Review Integration in Poznan	The general public	CLT
17/08	Czech Republic	Architecture Week 2015 Prague	Architecture specialists	CLT
22/08	Serbia	23rd International Congress of Byzantine Studies entitled "Byzantium - a World of Changes" in Belgrade	Academics	CLT
24/08	Finland	Competition "2015 Ocean App Challenge" as part of the UNESCO Youth Mobile Initiative in Oulu	Youth and students	CI
24/08	UN HQ	2015 NGOs Conference at the United Nations	Representatives of NGOs	ERI
25/08	Russian Federation	2nd Intl. Congress entitled "Musical Art and Education in the Spiritual Development of Society" in Yakutsk	Education professionals	CLT
31/08	Russian Federation	Celebration of the 2000th anniversary of the Russian World Heritage property of the Citadel and the Ancient City and Fortress Buildings of Derbent	Specialists	ERI
31/08	Monaco	13th World Congress of the World Organization for Specialized Studies on Diseases of the Esophagus (OESO)	Specialists	SC

10. Media and Communication Partnerships

UNESCO has partnership agreements with the media, such as newspaper companies (Asahi Shimbun / Japan, Dong-A Daily and The Chosun Ilbo / Korea) and TV networks (TBS / Japan). Memoranda of Understanding have been signed with major press agencies (Xinhua News Agency / People's Republic of China, Al Jazeera / Qatar). The general purpose of these partnerships is to enhance public awareness of our message and activities through written and audiovisual products where the name and logo of UNESCO is present. The results of these partnerships are measurable according to the area of collaboration (e.g. intangible cultural heritage) in terms of UNESCO name and logo exposure to the Media audience (statistical data) and comments by the readers/audience if any.

10.1. Institutional partnerships

10.1.1 TBS (Japan)

Area of collaboration: World Heritage (Cultural Heritage)

Partnership began: 1996

Product: A series of TV programmes (30 minutes): The World Heritage <http://www.tbs.co.jp/heritage/>

Frequency of broadcast: Every Sunday; Rebroadcast on the following Saturdays

Countries and regions of broadcast: Japan

Logo use: For every broadcast/rebroadcast 5 seconds exposure

Sponsorship: CANON, SUBARU, DAIWA-HOUSE, MITUSBISHI-TOKYO-UFJBANK

▪ July

Date	Subject	Format	Audience share
05/07	Himeji-jo (Japan)	30 min.	7.4%
12/07	Danube Delta (Romania)	30 min.	5.8%
19/07	Su Nuraxi di Barumini (Italy)	30 min.	4.6%

Average audience share in July: **5.9 percent** (for the first broadcast). Estimate number of viewers in Japan: **5,336,000** (for the first broadcast). The total number of audience accessed to the programme in July was estimated at **16,008,000**.

▪ August

Date	Subject	Format	Audience share
02/08	Mosi-oa-Tunya / Victoria Falls (Zambia/Zimbabwe)	30 min.	4.7%
09/08	Tràng An Scenic Landscape Complex (Viet Nam)	30 min.	3.4%
16/08	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata (Italy)	30 min.	4.3%

Average audience share in August: **4.1 percent** (for the first broadcast). Estimate number of viewers in Japan: **3,708,000** (for the first broadcast). The total number of audience accessed to the programme in August was estimated at **11,124,000**.

10.1.2 Xinhua News Agency (People's Republic of China)

Area of collaboration: **extensive coverage on UNESCO activities**

Partnership began: October 2010

Products: **News and interviews**

Output: **Xinhua website** (<http://xinhua.org>) in Chinese, English, Spanish, French, Russian, Arabic and 20 newspapers, and dozen magazines in Chinese

Website page views: **100,000,000 per day** (100,000,000 hits)

Network: partnership with more than 100 foreign news media

▪ July

Links to titles by language (other than Chinese) & site on the web	Nb of reports
English	55
Spanish	28
French	14
Russian	3
Arabic	2
Total reports released on UNESCO through Xinhuanet.	102

▪ August

Links to titles by language (other than Chinese) & site on the web	Nb of reports
English	35
Spanish	17
French	7
Russian	6
Arabic	1
Total reports released on UNESCO through Xinhuanet.	66

10.2. Ad hoc promotional partnerships for UNESCO events and campaigns

None in July-August.

10.3. Communication partnerships in July-August

Media	Partnership	Date	Articles
Le Point Afrique.fr	In partnership with the World Heritage Centre, 10 articles on important endangered sites in the series “ Chefs d’oeuvre du patrimoine africain à sauver”	24/07	Island of Saint-Louis, Senegal
		31/07	Virunga National Park
		07/08	Stone Town of Zanzibar
		14/08	Tomb of Askia
		25/08	Simien National Park

N.B.: Articles in the series “ Chefs d’oeuvre du patrimoine africain à sauver” have been reproduced in several media websites, such as : [ADJ/MR](#) (Mauritania), [Nouvel horizon](#) (Senegal), [Echsar](#) (Tunisia), [INFOS magazine](#), [Niooz.fr](#), [sauver.fr](#) (France), [Voix africaine.org](#), [Alvinet.com](#), [Scoop.it !](#), and social media.