



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

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Monthly Visibility Report

June 2016

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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

- Some 48,000 articles mentioning "UNESCO" were monitored in the worldwide media this month.

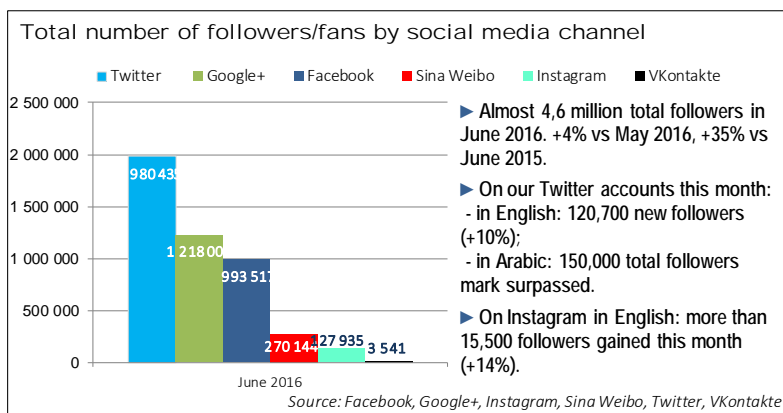
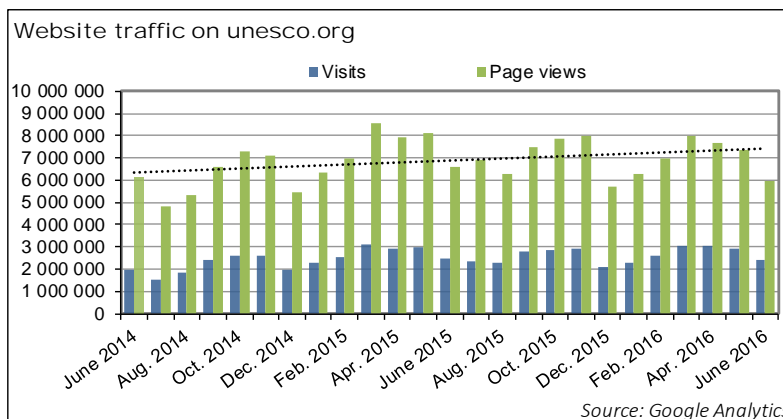
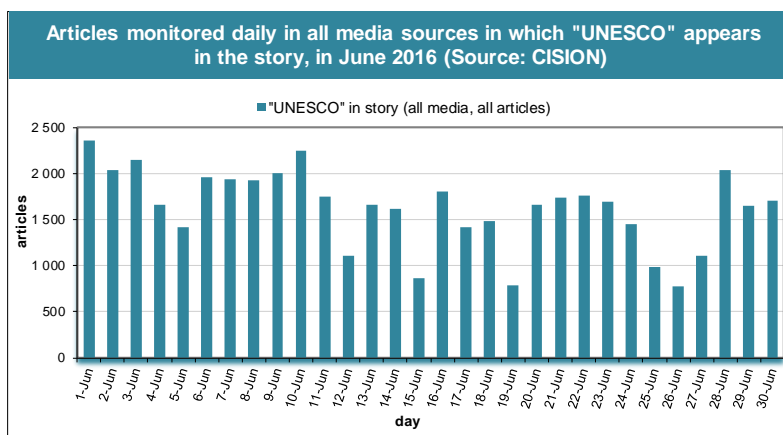
Detailed analysis is not available this month.

The following events are highlighted in the Major Events pages:

- Experts Meeting on the Safeguarding of Syria's Heritage (02-04 June) and
- #Unite4Heritage: Cultural Diversity under Attack: Protecting Heritage for Peace - High-Level Meeting and Technical Conference (09-10 June);
- World Oceans Day 2016 (8 June).

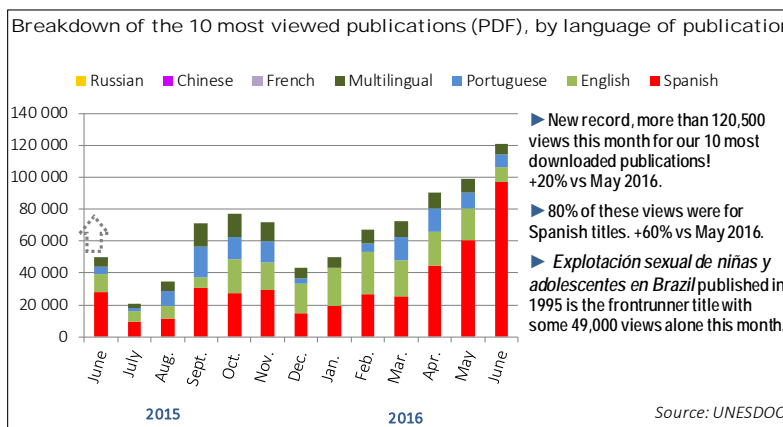
UNESCO Website and Social Media Channels

- Web traffic shows a small decrease in visits compared to the same period in 2015, and dropped by 16% compared to the very busy month of May 2016. Page views fell by 19% and are for the first time this year slightly below the 6 million mark. This trend is typical for the month of June yearly.
- Traffic on unesco.int is on the rise again after one slower month. Visits increased by 40% compared to June 2015.
- Following the global trend, the access to our website through "tablet" devices dropped sharply, while mobile access is growing exponentially. The use of desktops (and laptops) is almost stable.
- Among our top referrer we can mention wikipedia.org, weather.com, nationalgeographics, cnn and iflscience.com.
- UNESCO acquired this month a total of almost 4.6 million followers on key social media accounts across 6 languages, showing a 35% increase compared to June 2015. As in May 2016, the top 10 Facebook messages are in Spanish. On Twitter, our English account has seen an impressive growth, with 120,700 new followers within just 1 month. Our Arabic Twitter account closed this month with more than 151,000 followers, which puts it among the top UN agencies' accounts in Arabic.
- Video is the social media trend in 2016. This is clearly illustrated with the 600,000 plus views of "Education for sustainable development: children speak up!" on our Sina Weibo account.



Publications

- The June 2016 figures for the top 10 online viewing have increased for the sixth month in a row to reach an all-time high; more than 120,000 page views in June alone (+ 20% compared to May 2016) with views mostly of Spanish titles. The English version of the [EFA GMR, 2015](#) moved up to the third position of the table.
- Publications page views on Google Books in June 2016 have seriously slumped (-38% compared to May 2016) but are still slightly higher than the same month in 2015 (+16%).



Focus on a Field Office

This topic aiming to highlight the outreach efforts in the field focuses this month on our Liaison Office in Geneva.

Major events:

I. Experts Meeting on the Safeguarding of Syria's Heritage (02-04 June)



Syrian and international experts joined forces in an experts meeting held in Berlin from 2 to 4 June 2016, to assess damage to cultural heritage sites in Syria, develop methodologies and define priority emergency safeguarding measures for the country's heritage. Organized by UNESCO and Germany, the meeting was opened by the Director-General, Irina Bokova, and Maria Böhmer, Minister of State for Foreign Affairs of Germany.

The meeting included several roundtable discussions on damage assessment and current actions by cultural heritage professionals. Thematic sessions focused on the role of local communities, documentation and archives, capacity building and safeguarding plans. Several young Syrian researchers presented the results of a youth forum that was organized ahead of the meeting.

Participants took stock of the work achieved so far by local and international actors. They proposed practical measures to address damage assessment, mapping and inventories, looting and illicit trafficking, legal and institutional frameworks, technical assistance, including first aid historic cities, archaeological sites, museums, movable objects and intangible heritage and added to the UNESCO Recommendations and Road Map, adopted in 2014.

Participants stressed as well the importance of capacity building initiatives in all parts of the country and emphasized the need for a considerable increase of resources and support. They highlighted the importance of involving all stakeholders, including humanitarian actors, and stressed the central role of local communities and of UNESCO's coordination work.

The meeting paved the way for UNESCO to update and develop the Action Plan for the Emergency Safeguarding of Syria's Cultural Heritage, adopted during UNESCO's first expert meeting on Syria in 2014.

The international experts meeting was jointly organized by UNESCO and the German Federal Foreign Office in cooperation with the German Archeological Institute, the Prussian Cultural Heritage Foundation, the Gerda Henkel Foundation and the German Commission for UNESCO.

Participants: Some 230 participants.

Audience: Leading archaeologists, experts in conservation, architects and urban planners. Among them, representatives of the Syrian Antiquities Directorate (DGAM) as well as other scientists and experts from or working in Syria. Journalists and representatives from Embassies attended the opening.

Communication materials and activities

- Press releases: [27/04](#), [04/06](#)
- News: [12/05](#), [02/06](#)
- Flyer
- Agenda in English and French
- Action Plan (August 2013), Road map (May 2014) in English and French
- Brochure on the activities implemented in the framework of the EU project.
- Useful weblinks to [World Heritage sites/Syria](#), [Emergency actions in Syria against illicit trafficking](#), [Observatory of Syrian Cultural Heritage](#), 1970 Convention and Syria, 2003 Convention Capacity building programme, [UNESCO Meeting on Post-Conflict Reconstruction](#)



Website statistics (views since publication until 30/06): Press releases: [27/04](#): 1,371 visits/2,335 page views (+1,967 page views on WHC website), [04/06](#): 553 visits/1,087 page views (+1,132 page views on WHC website). News: [12/05](#): 185 visits/393 page views (+1,024 page views on WHC website), [02/06](#): 188 visits/505 page views (+260 page views on WHC website).

Press coverage: Communication was blurred by concerns about participants' ability to attend the political issues involved, nevertheless, the meeting generated some 85 articles in online media news outlets, including 36 in Germany. 13 radio interviews are known.

Social media: Topics concerning safeguarding Syrian heritage remains of high interest on social media. For this specific event, Social media team focused on news oriented messages by re-tweeting and reposting news articles about the event.

| On UNESCO account | English | Spanish |
|----------------------|---------|---------|
| Twitter impressions | 125,218 | |
| Facebook posts reach | 37,014 | |

II. #Unite4Heritage: Cultural Diversity under Attack: Protecting Heritage for Peace - High-Level Meeting and Technical Conference (09-10 June)



On 9 and 10 June 2016, UNESCO organized in partnership with the European Union, a High-Level Meeting and Technical Conference entitled '#Unite4Heritage. Cultural Diversity under Attack: Protecting Heritage for Peace'. The event took place at the Royal Flemish Academy of Arts and Science in Brussels, with the support of the Government of Flanders.

The high-level meeting particularly discussed how the protection of cultural heritage can strengthen conflict prevention and crisis management policies. It was an important opportunity to present the EU's strong commitment to the protection of cultural heritage in situations of armed conflict, its focus on strengthening cultural diplomacy efforts as a contribution to peacebuilding and increasing the respect for pluralism, and to enhance EU-UNESCO cooperation in these fields. High-Level speakers included the UNESCO Director-General, Irina Bokova, the Minister-President of the Government of Flanders, the Director-General of the European External Action Service, the Minister of Culture of Mali, the UN Special Rapporteur on cultural rights, the Secretary-General of the World Customs Organization and the Registrar of the International Tribunal for the former Yugoslavia.

The technical debates covered issues related to culture and cultural rights, encompassing all UNESCO Conventions in the field of Culture, with a particular focus on how enhanced protection and rehabilitation efforts can contribute to more effective and sustainable peacebuilding and recovery efforts.

Short conclusions were formulated at the end of the conference, which are being developed into more substantive proceedings. The outcomes of the discussions will also feed into the UNESCO Action Plan for the implementation of its *Strategy to reinforce UNESCO's action for the protection of culture and the promotion of cultural pluralism in the event of armed conflict* (Document 38 C/49).

Participants: 312 participants from 56 Member States, including 27 Ambassadors. 57 speakers.

Audience: Member States, European Union/Commission, and Brussels-based UN agencies and humanitarian NGOs. 15 journalist attended the Opening of the High-Level Meeting which concluded with a press event.

Communication materials and activities

- News [09/06](#)
- [Dedicated webpage](#)
- [Event announcement](#)
- [Key documents: Programme, Side events, Save the date, Concept Note](#)
- [Biographies of Speakers](#)
- #Unite4Heritage visuals materials for all documents folders etc but also to decorate the conference room
- Brochure: *UNESCO's Response to Protect Culture in Crises* (in [English](#) and [French](#))
- [Press kit](#)
- Press event
- Side exhibition "Culture under attack" and contemporary art installation
- Video: [UNESCO conference 'Cultural Diversity under Attack', 9-10 June 2016, Brussels, #Unite4Heritage](#)
- [Photo gallery](#)

Website statistics: [09/06](#): 814 views/1,431 page views. [Dedicated webpage](#): 823 visits/1,365 page views. [Press kit](#): 9 visits/86 page views. Brochure: *UNESCO's Response to Protect Culture in Crises*: 872 views ([English](#): 838, [French](#): 34). Video on UNESCO EU YouTube Channel: [UNESCO conference 'Cultural Diversity under Attack', 9-10 June 2016, Brussels, #Unite4Heritage](#): 202 views. [Photo gallery](#): 10 visits/50 page views.

Press coverage: As for the meeting held in Berlin a few days earlier (see page 3), communication was blurred by concerns about participants' ability to attend the political issues involved, nevertheless some 25 media covered the event.

Social media: Social Media team created a special template in order to create visual identity for the event. The event was well covered via @UNESCO and @UNESCO_EU. #Unite4Heritage reached 20 million Twitter impressions on 9 June 2016, and was 6th trending in Brussels.

III. World Oceans Day (08 June)

World Oceans Day is celebrated every year on 8 June and serves as a unique occasion to raise awareness on ocean related issues. As the only competent body for ocean science within the UN system, IOC-UNESCO is considered the most suitable entity for organizing this event and mobilizing the ocean community, including scientists, policy-makers, civil society and the youth, on a global scale.

Following the great success of the 2015 edition, World Oceans Day 2016 provided a framework for various events organized at UNESCO Headquarters, that brought together some 600 participants, including a scientific lecture on ocean acidification given by Professor Ken Caldeira (Carnegie Institution for Science), a roundtable on ocean science communication followed by the launch of the new IOC web portal, and a high level panel on the implementation of the global frameworks such as the 2030 Agenda for Sustainable Development and the Paris Agreement, with the notable participation of Getachew Engida, Deputy Director-General of UNESCO, Petteri Taalas, Secretary-General of WMO, Gilles Boeuf, Advisor to the French Ministry of Environment, Peter Haugan, Chair of the IOC, Lisa Emelia Svensson, Special Representative for the Swedish Ministry of Foreign Affairs, as well as business and research personalities.

Other side events as well at Headquarters, as part of the celebrations: A UNESCO Ocean Campus: 'Healthy Ocean, Healthy Planet', aimed at mobilizing middle school pupils around the topic of plastic pollution; a round table organized with the Ocean and Climate Platform on the role of the ocean in solving climate issues; and exhibitions on underwater noise pollution and on the work of the IOC.

Six months ahead of the next climate conference, COP22, World Oceans Day was an opportunity to proclaim that the time has come to put into practice the commitments expressed by the signatories of the Paris Agreement. The UNESCO celebrations were directly connected with a parallel scientific conference organized by the Ocean and Climate Platform at the Domaine du Rayol in southern France. Out of the combined events came the announcements to the media that major events dedicated to the Ocean will take place in November at COP22 in Marrakesh, organized both by the Government of Morocco and other countries, the United Nations and its agencies, scientific institutions and the civil society.

The UNESCO World Oceans Day celebration was moreover connected to 45 events organized around the world, registered by their organizers on the [IOC-UNESCO dedicated website](#). Social media traffic related to these events made wide use of the images and communication materials available on the dedicated website. The IOC-UNESCO branding for World Oceans Day was notably picked up by the official UN Twitter account, generating significant traffic.

To further mobilize stakeholders around World Oceans Day worldwide, IOC-UNESCO and the UN Division of Oceans and Law of the Sea will be launching a UN World Oceans Day Portal on 8 June 2017.

The initiative will be developed in collaboration with UN Agencies and civil society partners, with financing from the French environment company, SUEZ. IOC-UNESCO and SUEZ signed a three-year cooperation agreement at the end of the World Oceans Day festivities.



1. High Level Panel. 2. OCEAN CAMPUS. 3. Exhibition. © UNESCO/Line Bourdages

Participants:

| Event | People | Audience |
|------------------------------|--------|---|
| UNESCO Campus | 200 | Middle school pupils, adults interested in ocean-related issues |
| Civil society Round Table | 250 | Civil society, the youth, national officials, Permanent Delegations |
| Roger Revel Memorial Lecture | 300 | Scientists, members of the IOC Executive Council, national officials |
| Thematic Round Table | 400 | Members of civil society, scientists, members of the IOC Executive Council, national officials, |
| High Level Panel | 400 | Permanent Delegations |

Communication materials and activities

- [Media advisory](#) (02/06)
- [Press release](#) (09/06)
- [Message from the Director-General for World Oceans Day 2016](#)
- [Dedicated webpage](#)
- [Press related content and Toolkit](#)
- [Wide Angle – Shin Tani](#)
- [Celebrations Map](#)
- Civil Society Round Table: [The Ocean is part of the solutions](#)
- Thematic Round Table: [Ocean Science Communication](#)
- High Level Panel: [The Road to 2030](#)
- Roger Revel Memorial Lecture
- UNESCO Campus: 'Healthy Ocean, Healthy Planet'
- Exhibitions (Foyer Room I)
- Programme Booklet (soon online)
- Booklet *Good practices in ocean science communication* (soon online)

Website statistics: [Media advisory](#): 264 visits/613 page views. [Press release](#): 154 visits/386 page views. [Message from the Director-General for World Oceans Day 2016](#): 688 views (AR: 229, EN: 184, ES: 153, FR: 91, RU: 31). [Dedicated webpage](#): 3,581 visits/8,036 page views. [Press related content and Toolkit](#): 19 visits/321 page views. [Wide Angle – Shin Tani](#): 414 visits/553 page views.

Press coverage: World Ocean's Day attracted a good level of media interest with some 250 articles monitored, despite the fact that UNESCO did not propose any new facts or information regarding the state of the Ocean that could stimulate news editors and directors to pay particular attention to the Day. Some 20 articles mentioned the events taking place at UNESCO Headquarters.

Social media: Communication about World Ocean Day was done via UNESCO official channels in all 6 languages and from UNESCO/IOC accounts. DPI Social Media team created various visuals (facto-graphs, posters, gifs) and helped the OIC team with a social media communication pack, which later was sent out to participants, sponsors, stakeholders etc.

| | UNESCO main accounts 8 June | | UNESCO/IOC accounts 6-9 June |
|----------------------|-----------------------------|----------|------------------------------|
| | English: | Spanish: | English: |
| Twitter impressions | 423,315 | 120,681 | 31,835 |
| Facebook posts reach | 44,592 | 315,910 | 1,800 |

Focus on UNESCO Liaison Office in Geneva

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.

The UNESCO Geneva Liaison Office (GLO) was established in 1979 to liaise the Organization with the United Nations Office in Geneva (UNOG), UN Specialized Agencies (i.e. WHO, ILO, ITU, WIPO and WMO), UN offices, programmes and funds (e.g. OHCHR, UNHCR, UNAIDS, UNCTAD, etc.) as well as other Geneva-based institutional partners (e.g. ICRC, CERN, IUCN, IOM, etc.).

As the global hub for humanitarian, human rights and development work, Geneva hosts a great number of the UN bodies. GLO endeavors to secure a solid place for UNESCO in the cooperation platform of the UN system in Geneva, with quality and timely information based on both normative and operational activities. The Office facilitates the channeling of up-to-date information on UNESCO's strategic objectives and positions, especially with regard to SDGs, to UN entities, Permanent Missions of Member States and the civil society.

As its core mandate, GLO (1) represents UNESCO in inter-governmental and inter-agency meetings as well as in other diverse cooperation mechanisms in Geneva; (2) advocates for UNESCO's role, positioning and strategic programme priorities; (3) acts as a clearing house for information of relevance to UNESCO; and (4) develops new partnerships with UN entities, donors, the private sector and the civil society. In other words, the Office endeavors to ensure that UNESCO's global work is better known and widely recognized in International Geneva.

Major events :



1st consultative meeting with 25 UN agencies, programmes, funds and offices to take stock of the United Nations' collective contribution to the global peace agenda (21 June)

The meeting, which was a part of the ongoing joint research project between UNESCO and the Abat Oliba CEU University within the International Decade for the Rapprochement of Cultures, enabled different agencies to discuss the multidimensional work of the UN system and its "soft power" to advance peace, development and human rights. The role of education for peace in conflict prevention was particularly highlighted at the meeting which gathered more than 40 participants. [Read more.](#)



Panel discussion on "Freedom of Expression and Countering Hate Speech Online to prevent Youth Radicalization" (22 June)

Jointly organized with the Finnish Permanent Mission on the margins of the 32nd session of the Human Rights Session, the event reaffirmed freedom of expression as a fundamental human right. Expressing concerns on the growing use of digital technologies to spread online hate speech and extremist propaganda, the meeting highlighted UNESCO's role to promote press freedom, inter-cultural dialogue and global citizenship in line with the UN Secretary-General's Plan of Action to Prevent Violent Extremism. Around 80 participants including Member States, UN agencies, media and professional organizations, the academia and NGOs attended the event. [Read more.](#)



Partnering with the world of academia for the implementation of the Sustainable Development Goals (17 June)

GLO is working with the civil society, the private sector and the academia to advance stronger partnerships and innovative outreach activities in support of the Agenda 2030. As an example of this effort can be mentioned discussions with at the University of Geneva on future joint collaboration on SDGs in high education, which should further bolster UNESCO's fruitful cooperation with this prestigious University, which enrolls some 15,000 students from 131 countries.



"UNESCO Green Citizens: Pathfinders for Change" at the Palais des Nations (6 June - 30 Sept.)

For the first time, the UN Office in Geneva is hosting an outdoor exhibition at the fences of its Pregny Gate, offering hundreds of people visiting the Palais every day with glimpses on UNESCO's action in the field of education for sustainable development (ESD). Annually, over 110,000 visitors take guided tours in the Palais des Nations. The exhibition features dazzling photos that reflect unique stories about game changes in ESD in different parts of the world. The exhibition was previously displayed at UNESCO's HQ, during the COP21 Conference in Paris and at the UN HQs in New York. [Read more.](#)



Exhibitions on Peace and on the Holocaust will be shown in International Geneva

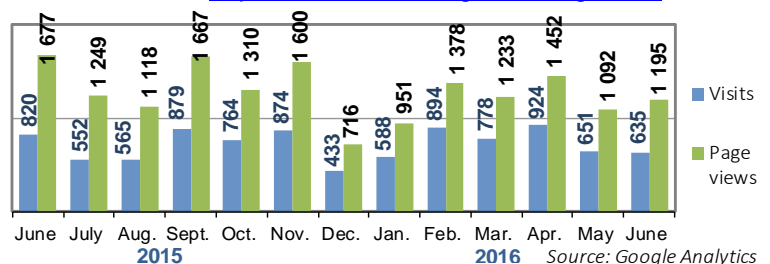
GLO is currently working with the UNOG to organize two major UNESCO exhibitions at the Palais des Nations in autumn 2016, namely an Exhibition on "Survivors of the Shoah: Courage, Will and Life" by UNESCO Artist for Peace, Mr Alain Husson-Dumoutier, from 2 to 29 September; and a Photo Exhibition on "What does Peace Look Like" featuring the impressive pictures from the Alfred Fried Photography Award, which will be displayed during the Geneva Peace Week in mid-November.

Media

GLO maintains working relations with journalists accredited to the United Nations in Geneva. The Office participates in the UN Communication Group and regularly contributes to the UNOG's *Perception Change Initiative* aimed at raising awareness on the UN's collective work among the public.

The June 2016 edition of the Geneva based *UN Special* magazine published [UNESCO's article](#) on the protection of the Syrian cultural heritage as humanitarian imperative.

Website traffic: <http://www.unesco.org/new/en/geneva>



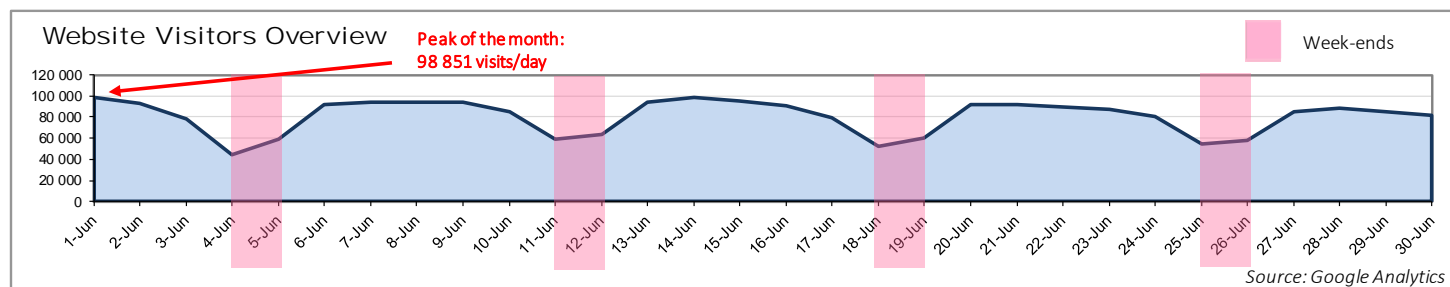
1. UNESCO Website - <http://www.unesco.org>

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: v.pham@unesco.org).

June web traffic shows a small decrease in visits compared to the same period in 2015, and dropped by 16% compared to the very busy month of May 2016. Page views fell by 19% and are for the first time this year slightly below the 6 million mark. This trend is typical for the month of June yearly. Following the global trend, the access to our website through "tablet" devices dropped sharply, mobile access is growing exponentially. The use of desktops (and laptops) is almost stable. Among our top referrer we can mention wikipedia.org, weather.com, nationalgeographics, cnn, and ifscience.com.

1.1. June 2016 Traffic

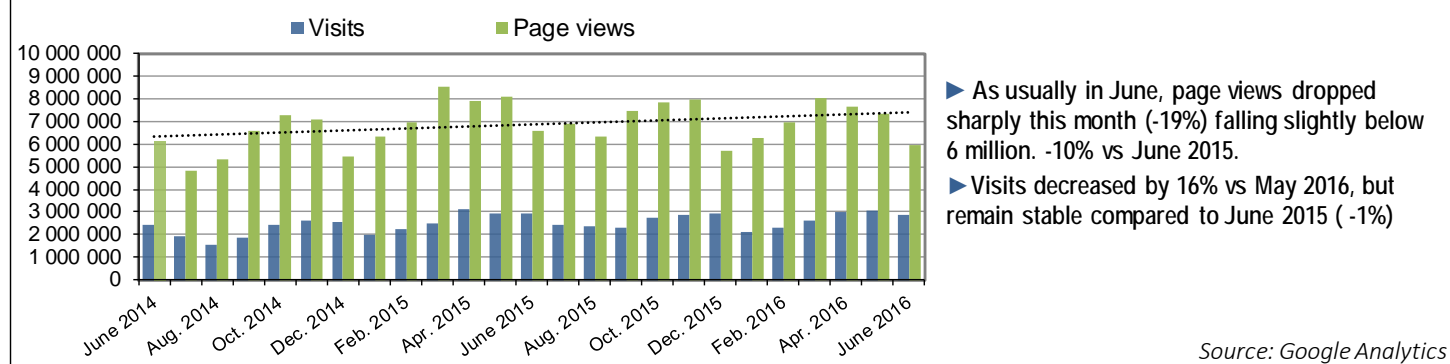
Daily Web Traffic Patterns



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 |
|-----------|-------------------------|------------------|------------------|---------------------|------------------|------------------|------------------------------|------------------|------------------|
| June 2016 | 5 960 552 | -9.97% | -19.07% | 2 418 567 | -1.38% | -16.53% | 1 678 913 | -9.83% | -15.45% |
| June 2015 | 6 620 455 | +7.82% | -18.47% | 2 452 499 | +25.59% | -17.32% | 1 861 868 | +24.80% | -17.93% |

Website traffic on unesco.org



1.3. Visits by Area of Interest in June 2016 (This data only covers tagged subsites)

| Areas of interest | Visits ² | Variation vs Y-1** | Variation vs M-1** |
|--|---------------------|--------------------|--------------------|
| UNESCO.ORG | 2 418 567 | -1.38% | -16.53% |
| Education for the 21st Century and ED Sector | 159 544 | -9.10% | +0.50% |
| One Planet. One Ocean & Science for a Sustainable Future and SC Sector | 54 895 | -13.96% | -23.32% |
| Learning to Live Together and SHS Sector | 54 684 | -3.79% | -14.27% |
| Protecting our Heritage and Fostering Creativity and CLT Sector | 1 088 927 | -7.93% | -20.57% |
| World Heritage | 940 392 | -9.66% | -21.96% |
| Intangible Heritage | 89 337 | +19.43% | -20.10% |
| Culture Sector (excl. Intangible Heritage) | 59 198 | -11.60% | 9.39% |
| Fostering Freedom of Expression & Building Knowledge Societies and CI Sector | 55 479 | -3.63% | +9.25% |

| Field offices (only those tracked) | 211 731 | +1.06% | +0.99% |
|------------------------------------|---------|---------|---------|
| IBE* | 34 787 | -2.63% | +54.46% |
| UIL* | 24 202 | -1.88% | -22.79% |
| UNEVOC* | 37 961 | -24.84% | -12.54% |

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

1.4. UNESCO Website Visitors

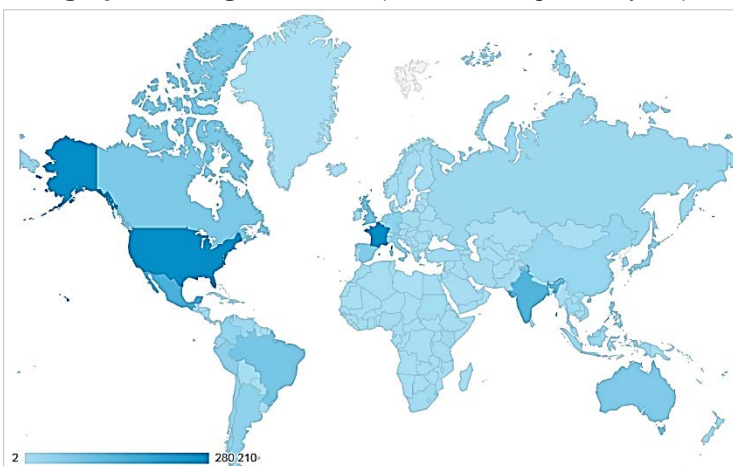
Top 10 domains/countries

| Country | Visits ² | % of Total visits | Variation vs M-1 | Pages/Visit | Average visit duration |
|----------------|---------------------|-------------------|------------------|-------------|------------------------|
| France | 280 210 | 11.59% | -13.95% | 2.78 | 00:03:34 |
| United States | 279 606 | 11.56% | -32.15% | 2.43 | 00:02:04 |
| Mexico | 161 737 | 6.69% | -6.81% | 2.19 | 00:02:27 |
| India | 148 343 | 6.13% | +32.97% | 2.19 | 00:02:16 |
| United Kingdom | 93 740 | 3.88% | -16.46% | 2.44 | 00:02:08 |
| Brazil | 88 694 | 3.67% | -12.89% | 2.06 | 00:01:59 |
| Canada | 76 287 | 3.15% | -24.36% | 3.01 | 00:03:20 |
| Australia | 71 887 | 2.97% | -34.17% | 2.95 | 00:03:57 |
| Spain | 63 792 | 2.64% | -28.85% | 2.63 | 00:02:15 |
| Peru | 46 786 | 1.93% | -1.61% | 1.96 | 00:02:08 |

Top 10 visitors' language

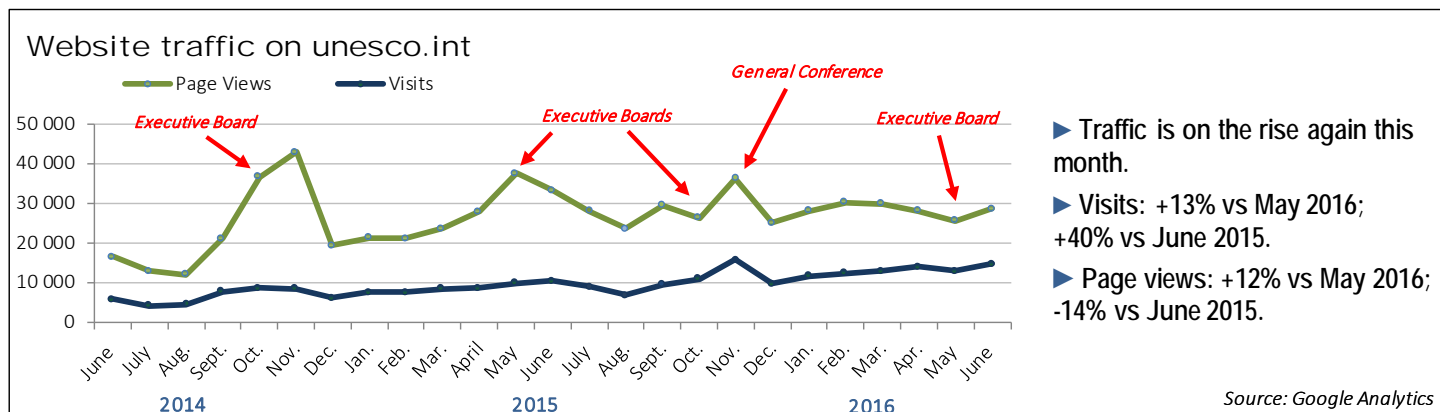
| Language | Visits ² | % of Total visits | Variation vs M-1 |
|------------|---------------------|-------------------|------------------|
| English | 1 158 685 | 47.91% | -16.02% |
| Spanish | 480 103 | 19.85% | -12.74% |
| French | 316 894 | 13.10% | -22.53% |
| Portuguese | 93 391 | 3.86% | -16.43% |
| Chinese | 49 100 | 2.03% | -15.22% |
| German | 40 876 | 1.69% | -6.11% |
| Russian | 36 915 | 1.53% | -30.05% |
| Italian | 35 030 | 1.45% | -25.58% |
| Japanese | 34 186 | 1.41% | +1.34% |
| Korean | 21 323 | 0.88% | -9.54% |

Geographical origin of visits (source: Google Analytics)



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

| | 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 |
|-----------|-------------------------|------------------|------------------|---------------------|------------------|------------------|-------------|------------------|--------------------|
| June 2016 | 28 608 | -14.13% | +11.85% | 14 774 | +40.84% | +13.80% | 2.40 | -6.61% | 00:03:32 |
| June 2015 | 33 315 | +101.77% | -11.40% | 10 490 | +81.27% | +5.99% | 2.88 | +1.41% | 00:04:28 |



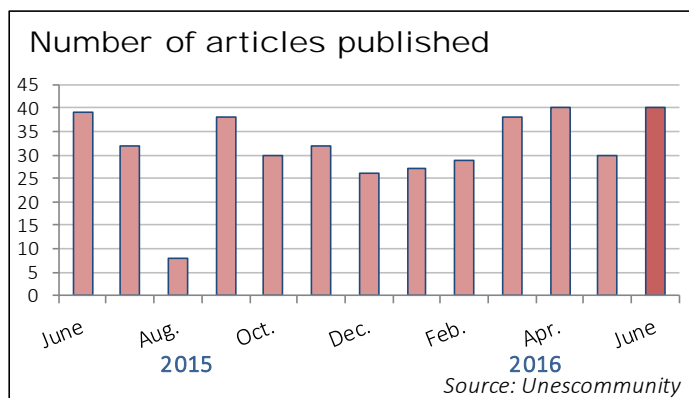
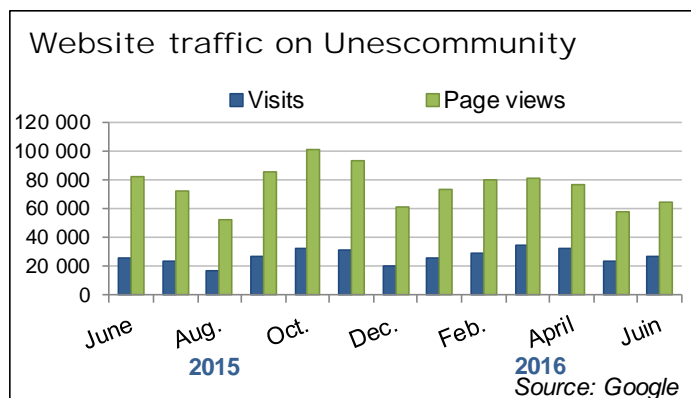
1.6. UNESCO Field Offices Websites/Webpages

Traffic for Field Offices websites, and Field Offices webpages on <http://en.unesco.org/countries> (blue background) for those having no dedicated website.

| Field Office | Page views ¹ | Variation vs M-1 | Visits ² | Variation vs M-1 |
|-----------------------------------|-------------------------|------------------|---------------------|------------------|
| Abidjan | 377 | +30.90% | 194 | +44.78% |
| Abuja | 367 | +2.80% | 154 | -9.94% |
| Accra | 183 | +0.00% | 103 | -0.96% |
| Addis Ababa | 870 | +4.57% | 500 | +43.27% |
| Almaty* | 8 975 | +0.98% | 4 387 | +16.96% |
| Amman | 5 054 | +3.59% | 2 405 | +2.73% |
| Apia | 2 034 | +33.03% | 1025 | +54.60% |
| Bamako | 447 | +82.45% | 164 | +32.26% |
| Bangkok* | 64 531 | +2.93% | 30 066 | -3.96% |
| Beirut | 4 618 | -18.42% | 2 106 | -21.15% |
| Brussels | 2 840 | +37.00% | 964 | +23.43% |
| Brazzaville | 97 | +3.19% | 37 | -11.90% |
| Brasilia | 117 146 | -6.98% | 66 134 | -2.35% |
| Bujumbura | 67 | -27.96% | 14 | -54.84% |
| Cairo | 4 672 | -15.05% | 2 245 | -11.30% |
| Dakar | 9 383 | -1.76% | 4 782 | +4.00% |
| Dar es-Salaam* | 30 683 | +15.68% | 6 815 | +11.34% |
| Dhaka | 1 760 | +6.15% | 831 | +19.05% |
| Doha | 1 439 | -23.29% | 570 | -9.38% |
| Geneva | 1 195 | +9.43% | 635 | -2.46% |
| Guatemala | 81 | -21.36% | 41 | -6.82% |
| Hanoi | 1 490 | -14.76% | 750 | +15.21% |
| Harare | 3 197 | +14.51% | 1 394 | +37.20% |
| Havana | 6 604 | +1.60% | 3 333 | +2.02% |
| Iraq (Office for) | 5 142 | +17.53% | 2 683 | +15.05% |
| Islamabad | 54 | +0.00% | 11 | -8.33% |
| Jakarta | 11 894 | +29.31% | 4 422 | +10.74% |
| Juba | 540 | +21.62% | 202 | +0.00% |
| Kabul | 2 514 | -20.79% | 1 226 | -26.67% |
| Kathmandu | 4 565 | +38.63% | 2 333 | +44.01% |
| Khartoum | 229 | +5.05% | 71 | -11.25% |
| Kingston | 589 | +29.17% | 161 | +23.85% |
| Kinshasa | 241 | -2.03% | 121 | -18.24% |
| Libreville | 404 | +13.17% | 151 | -2.58% |
| Lima | 15 239 | +7.75% | 7 127 | +31.59% |
| Maputo | 149 | +5.67% | 85 | +6.25% |
| Montevideo | 24 238 | +8.05% | 14 486 | +7.18% |
| Mexico | 36 961 | -4.48% | 21 980 | -1.45% |
| Nairobi | 4 512 | +43.37% | 2 338 | +65.70% |
| New Delhi | 11 427 | +32.35% | 6 172 | +51.35% |
| New York | 3 965 | +53.74% | 913 | +38.33% |
| Phnom Penh | 2 771 | +8.24% | 1 406 | +6.76% |
| Port au Prince | 978 | +47.07% | 321 | +34.87% |
| Quito | 12 954 | -13.66% | 8 671 | -11.51% |
| Rabat | 3 577 | -22.68% | 1 308 | -20.49% |
| Ramallah | 744 | -17.15% | 294 | -17.88% |
| San José | 13 077 | -17.01% | 10 075 | -15.82% |
| Santiago | 59 290 | -9.07% | 31 071 | -5.83% |
| Tashkent | 1 360 | -15.89% | 585 | -5.95% |
| Tehran | 2 766 | -3.22% | 1 187 | -20.97% |
| Venice | 6 049 | +4.47% | 2 149 | -3.85% |
| Winhoek | 145 | -8.81% | 55 | -21.43% |
| Yaounde | 3 087 | +48.34% | 1 416 | +31.72% |

*Almaty, Bangkok, and Dar es-Salaam Offices websites statistics are tracked separately.

1.7. UNESCOMMUNITY- <https://en.unesco.org/unescocommunity> and <https://fr.unesco.org/unescocommunity>



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.

1.8. WEBCASTS - Live streaming connections

| Event | Date | Simultaneous connections | | |
|--|------------|---|---|--|
| | | External | Internal | Total |
| USLS General Assembly 2016 | 20/06/2016 | <ul style="list-style-type: none"> English: 2 French: 1 | <ul style="list-style-type: none"> English: 5 French: 8 | <ul style="list-style-type: none"> 16 |
| Information meeting : External Audit Recommendations | 22/06/2016 | <ul style="list-style-type: none"> - | <ul style="list-style-type: none"> Floor: 3 | <ul style="list-style-type: none"> 3 |
| Enfant, Europe, Urgence. Protection et avenir des enfants migrants : un défi pour l'Europe | 28/06/2016 | <ul style="list-style-type: none"> English : 4 French : 2 | <ul style="list-style-type: none"> - | <ul style="list-style-type: none"> 6 |

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

UNESCO products for written and audiovisual media are:

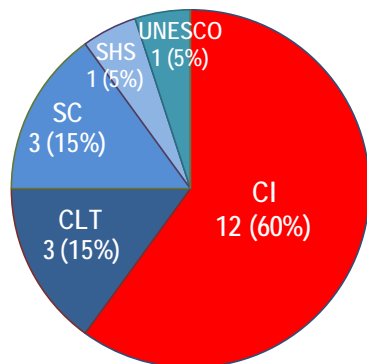
- Save the dates
- Media advisories
- Press releases
- Opinion editorial (Op-Eds)
- Video News Releases (VNR)
- Background Footage (B-Rolls).

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. Press releases/Media advisories

| | | |
|-----|-------|---|
| 1. | 01/06 | Director-General condemns killing of journalist Abdullah Azizan in Yemen |
| 2. | 02/06 | UNESCO celebrates World Oceans Day |
| 3. | 02/06 | UNESCO Creative Cities Network to focus on creativity and sustainable urban development at Beijing summit |
| 4. | 03/06 | Regional meeting in Abidjan on sport governance and integrity |
| 5. | 04/06 | Syrian and international experts agree on emergency measures to safeguard Syria's heritage |
| 6. | 06/06 | International Albinism Awareness Day at UNESCO |
| 7. | 08/06 | Director-General condemns killing of photojournalist David Gilkey and his interpreter Zabihullah Tamanna in Afghanistan |
| 8. | 08/06 | Director-General condemns killing of broadcast journalist Sagal Salad Osman in Somalia |
| 9. | 09/06 | World Oceans Day, Ocean and climate: from words to action |
| 10. | 10/06 | Breakfast session on Water and Climate Change Adaptation Strategies in Megacities |
| 11. | 13/06 | Director-General condemns murder of journalist Víctor Hugo Valdez Cardona in Guatemala |
| 12. | 20/06 | Director-General deplors death of journalist Osama Jumaa in Syria |
| 13. | 22/06 | Director-General condemns killing of journalist Jay Torres in Texas, USA |
| 14. | 22/06 | Director-General urges investigation into murder of broadcast journalist Luka Popov in Serbia |
| 15. | 23/06 | Director-General condemns killing of journalist Elidio Ramos Zárate in Mexico |
| 16. | 24/06 | UNESCO welcomes signing of Colombian ceasefire agreement in Havana |
| 17. | 24/06 | World Heritage Committee to meet in Istanbul, Turkey, 10 to 20 July |
| 18. | 27/06 | Director-General condemns murder of Mexican journalist Zamira Esther Bautista |
| 19. | 29/06 | Director-General condemns killing of two journalists in Guatemala: Álvaro Alfredo Aceituno López and Diego Salomón Esteban Gaspar |
| 20. | 30/06 | Director-General deplors death of Syrian journalist Khalid Al Issa in Turkey |

Press releases/Media advisories, by Sector

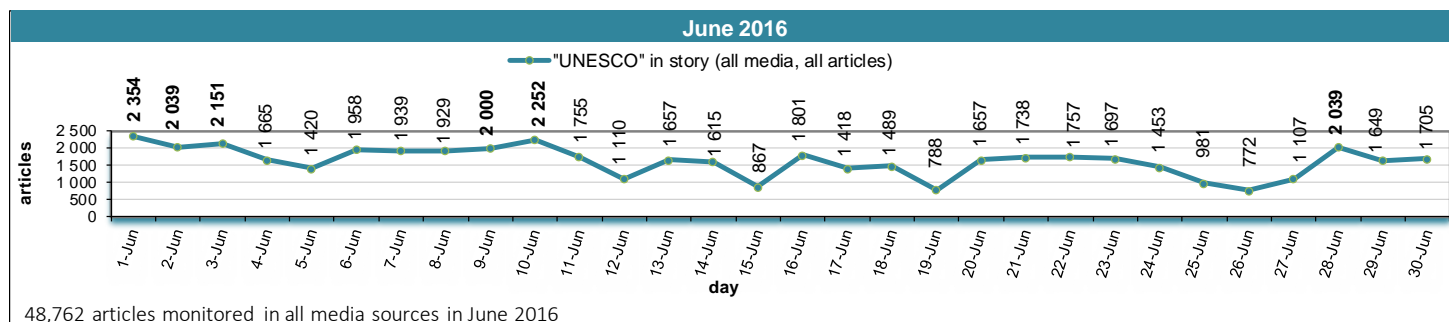


- ▶ 14 Press releases and 6 Media advisories published in June 2016.
- ▶ 12 of these issues were linked to CI activities, incl. 11 statements on the killing of media workers.

Source: Media Services webpage

2.2. Statistics on articles referring to UNESCO

This graph shows the number of articles monitored in all media sources, in which “UNESCO” appeared in the story in June (Source: CISION)



Detailed analysis is not available this month.

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

| Date | Subject / Title | Author | Language | Media |
|-------|--|--------------|----------|---|
| 02/06 | What We Owe the People of Syria | Irina Bokova | German | Der Tagesspiegel |
| 03/06 | | | English | The Huffington Post |
| 22/06 | Ending Impunity for War Crimes on Cultural Heritage: The Mali Case | Irina Bokova | English | The American Bar Association's International Criminal Court (ABA-ICC) Project Stanford Law School Program in International and Comparative Law |

2.4. Background Footage (B-roll) downloads - <http://www.unesco.org/new/en/unesco/resources/multimedia/>

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

20 B-rolls were downloaded in June.

| | Subject | Downloads | Media |
|----|--|-----------|-------|
| 1. | UNESCO priorities | 7 | N/A |
| 2. | Education for All Global Monitoring Report 2015 | 4 | N/A |
| 3. | UNESCO experts mission evaluates damage to Mali's cultural heritage | 3 | N/A |
| 4. | Man and Biosphere Programme | 2 | N/A |
| 5. | Launch of the reconstruction of World Heritage Mausoleums in Timbuktu | 1 | N/A |
| 6. | Day of solidarity with Mali | 1 | N/A |
| 7. | UNESCO Director-General message on Syrian Cultural Heritage | 1 | N/A |
| 8. | International meeting of experts for the safeguarding of Syria's cultural heritage | 1 | N/A |

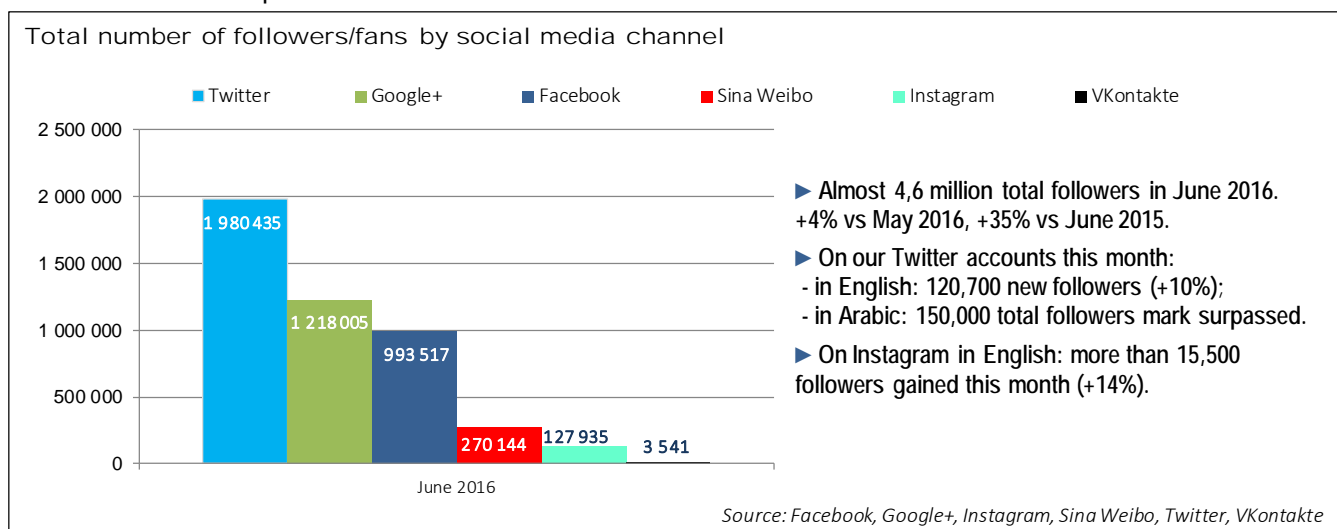
3. UNESCO Social Media Channels

In June 2016, UNESCO acquired a total of almost 4.6 million followers on key accounts across 6 languages, showing a 35% increase compared to June 2015. As in May 2016, the top 10 Facebook messages are in Spanish. On Twitter, our English account has seen an impressive growth, with 120,700 new followers within just 1 month (this includes lost/gained followers). Our Arabic Twitter account closed this month with more than 151,000 followers, which puts it among the top UN agencies' accounts in Arabic.

Video is the social media trend in 2016. This is clearly illustrated with a huge hit of 600,000 plus views of "Education for Sustainable Development: Children speak up!" on Sina Weibo account.

Celebration of International Days has one of the biggest outreach for our Social Media messages. As social media is increasingly driven by visual imagery, this month we focused efforts on improving the look and feel of our social media communications. This effort proved to be immensely helpful for audience understanding of, and engagement with, UNESCO's activities. Coverage of World Environment Day (5 June), World Oceans Day (8 June), and World Day to Combat Desertification and Drought (17 June) – which are in our TOP10 Facebook and Twitter posts– benefited immensely from this approach compared to past years.

The launch of a social media campaign for World Refugee Day deserves special mention. Although it is not an official day observed by UNESCO, we had various interesting and informative materials on the subject. On this occasion, the Social Media team worked together with the Education sector on the production of visuals with well-crafted posts. This allowed us to deliver our messages to communities that do not usually come into contact with our work. The same scheme of communication shall be reproduced in the future.



3.1. Social networking sites and Microblogs

Facebook - www.facebook.com/unesco Google+ plus.google.com/+UNESCO VKontakte - vk.com/unesco
 Twitter - <http://twitter.com/unesco/> Sina Weibo - <http://t.sina.com.cn/unesco>

Variation June 2016 vs May 2016


| Likes/Followers | | June 2016 | May 2016 | Variation vs May |
|---------------------------------------|------------|-----------|-----------|------------------|
| Total likes/followers (all languages) | | 4 465 642 | 4 309 402 | +3.63% |
| Facebook | English | 380 955 | 370 335 | +2.87% |
| | Spanish | 353 558 | 346 424 | +2.06% |
| | Portuguese | 200 916 | 198 354 | +1.29% |
| | Arabic | 27 631 | 27 354 | +1.01% |
| | French | 20 224 | 19 601 | +3.18% |
| | Russian | 10 233 | 10 200 | +0.32% |
| Google+ | English | 1 218 005 | 1 213 875 | +0.34% |
| VKontakte | Russian | 3 541 | 3 492 | +1.40% |
| Twitter | English | 1 311 333 | 1 190 633 | +10.14% |
| | Spanish | 326 755 | 323 449 | +1.02% |
| | Arabic | 151 747 | 148 300 | +2.32% |
| | Portuguese | 98 419 | 97 973 | +0.46% |
| | French | 65 089 | 63 719 | +2.15% |
| | Russian | 27 092 | 26 985 | +0.40% |
| Sina Weibo | Chinese | 270 144 | 268 708 | +0.53% |

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

| Subject | Language | Posted | Likes | Shares |
|--|----------|--------|-------|--------|
|  85th anniversary of Anne Frank's birth | Spanish | 12/06 | 5 621 | 4 900 |
| World Oceans Day (8 June) + quotation by Arthur C. Clarke | Spanish | 07/06 | 2 234 | 1 988 |
| World Oceans Day (8 June) + quotation by Wystan Hugh Auden | Spanish | 08/06 | 1 829 | 1 924 |
| World Environment Day (5 June) | Spanish | 05/06 | 1 714 | 1 485 |
| International Albinism Awareness Day (13 June) | Spanish | 13/06 | 1 385 | 681 |
| World Day to Combat Desertification (17 June) | Spanish | 17/06 | 1 356 | 1 555 |
| Birthday tribute to Federico García Lorca. | Spanish | 05/06 | 1 274 | 905 |
| 30th anniversary of the death of Jorge Luis Borges | Spanish | 14/06 | 1 101 | 973 |
| World Refugee Day (20 June) | Spanish | 20/06 | 1 073 | 1 227 |
| International Gay Pride Day (28 June) | Spanish | 28/06 | 1 060 | 786 |

*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.

Top 10 Twitter posts in June (ranked by highest number of re-tweets)

| Message | Language | Posted | Re-tweets | Likes |
|--|----------|--------|-----------|-------|
|  The future of wildlife is in our hands - now is the time to act. This is our message for #WorldEnvironmentDay! | English | 05/06 | 545 | 550 |
| El 12 de junio de 1942 Ana Frank comenzó su diario, un testimonio para la humanidad http://on.unesco.org/1HyGphk | Spanish | 12/06 | 543 | 360 |
| 5 June is #WorldEnvironmentDay! Wildlife is an integral part of our #biosphere . http://on.unesco.org/1sqMPe3 #WED2016 | English | 04/06 | 433 | 420 |
| Building peace where it starts - in the minds of men & women. Spread the word on #SocialMediaDay! | English | 30/06 | 414 | 445 |
| #Yoga is an ethos of achieving oneness w/yourself, the world&nature we need today. #YogaDay Find out more via @UN . | English | 21/06 | 340 | 435 |
| Borges, ahora y siempre http://on.unesco.org/1UaxZVn #Borges #Borges30años #Efemérides | Spanish | 14/06 | 321 | 283 |
| Aprender a conocer, a hacer, a vivir juntos y a ser: los 4 pilares básicos de la #educación , por @garbinelarralde | Spanish | 29/06 | 307 | 207 |
| La acidificación y el calentamiento por CO2 pueden hacer desaparecer los arrecifes en décadas #DíaMundialdelosOcéanos | Spanish | 08/6 | 235 | 108 |
| Did you know? The Diary of Anne Frank is one of the 10 most read books worldwide. http://on.unesco.org/25ThNxh | English | 13/06 | 227 | 335 |
| Ocean acidification has never been so fast in 55 MILLION YEARS: http://unesco.org/new/en/oceans-day ... #WorldOceansDay | English | 08/06 | 224 | 143 |

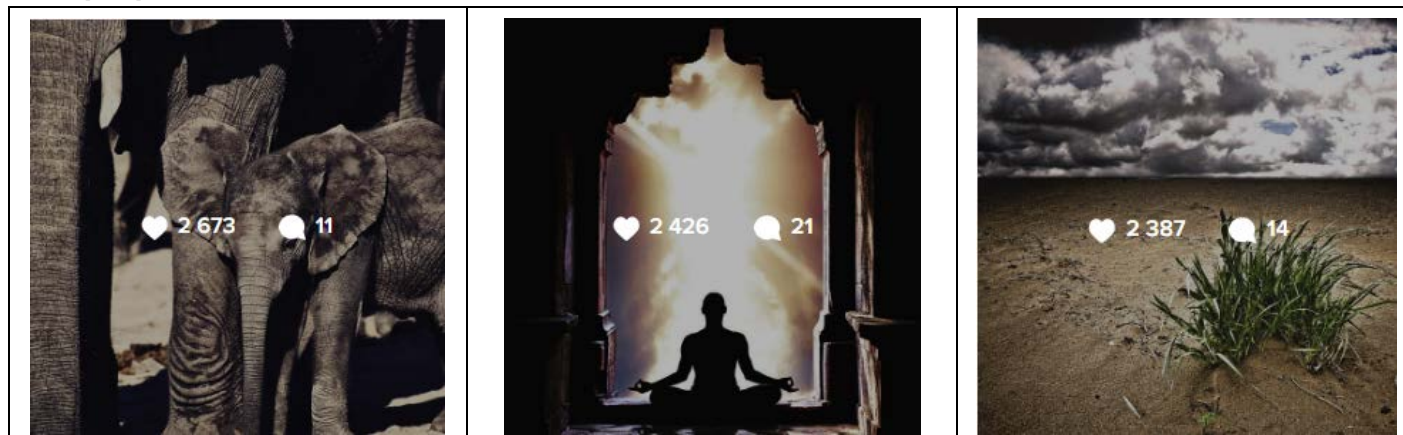
3.2. Social Apps

3.2.1 Instagram - <http://instagram.com/unesco/>

Variation June 2016 vs May 2016

| | Publications | | Subscribers | |
|-----------------------|--------------|------------------|-------------|------------------|
| | June 2016 | Variation vs M-1 | June 2016 | Variation vs M-1 |
| Total (all languages) | 541 | +9.07% | 127 935 | +14.09% |
| English | 324 | +6.93% | 124 364 | +14.25% |
| Spanish | 122 | +20.79% | 3 027 | +7.95% |
| Russian | 95 | +3.26% | 544 | +11.48% |

Top 3 photos (clickable images)



3.3. Video Traffic

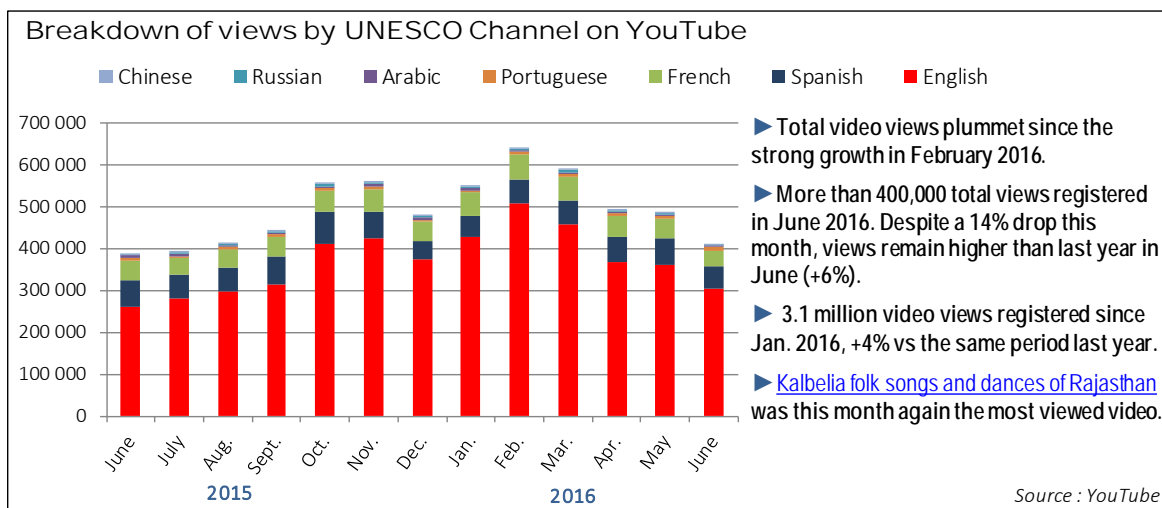
Video views are tracked on YouTube.

3.3.1 UNESCO Channels on YouTube - <http://www.youtube.com/unesco>

Variation June 2016 vs May 2016

| Video views | June 2016 | Variation vs M-1 |
|-----------------------|-----------|------------------|
| Total (all languages) | 408 867 | -15.48% |
| English | 304 416 | -16.10% |
| Spanish | 53 649 | -12.31% |
| French | 38 155 | -19.25% |
| Portuguese | 7 947 | +31.83% |
| Arabic | 2 846 | -8.22% |
| Russian | 1 818 | -45.06% |
| Chinese | 36 | -45.45% |

| Subscribers Ratio Diff. between gained & lost | June 2016 | Variation vs M-1 |
|--|-----------|------------------|
| Total (all languages) | 1 345 | -5.75% |
| English | 929 | -10.15% |
| Spanish | 229 | +21.81% |
| French | 78 | -29.73% |
| Portuguese | 69 | +27.78% |
| Arabic | 23 | -8.00% |
| Chinese | 10 | +66.67% |
| Russian | 7 | -22.22% |



▪ **Top 5 videos on UNESCO TV English Channel**

| | Title | Subject | Total views |
|---|---|---------|-------------|
| 1 | Kalbelia folk songs and dances of Rajasthan | CLT/ITH | 44 883 |
| 2 | Shrimp fishing on horseback in Oostduinkerke | CLT/ITH | 21 171 |
| 3 | The Polyphonic Singing of the Aka Pygmies of Central Africa | CLT/ITH | 10 860 |
| 4 | The Dragon Boat festival | CLT/ITH | 8 318 |
| 5 | The watertight-bulkhead technology of Chinese junks | CLT/ITH | 7 648 |

▪ **Top 5 videos on UNESCO TV Spanish Channel**

| | Title | Subject | Total views |
|---|---|---------|-------------|
| 1 | Aprender a Proteger la Biodiversidad | ED | 11 295 |
| 2 | Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas | UNESCO | 3 612 |
| 3 | Los cantos polifónicos de los pigmeos aka de Centoáfrica | CLT/ITH | 2 325 |
| 4 | La huaconada, danza ritual de Mito | CLT/ITH | 2 164 |
| 5 | Educación para la prevención de las catástrofes | ED | 1 655 |

▪ **Top 5 videos on UNESCO TV French Channel**

| | Title | Subject | Total views |
|---|--|---------|-------------|
| 1 | Bouba & Zaza - le dessin animé pour la jeunesse | ED | 3 933 |
| 2 | La pêche aux crevettes à cheval à Oostduinkerke | CLT/ITH | 2 488 |
| 3 | Bouba & Zaza - le dessin animé pour la jeunesse | ED | 2 291 |
| 4 | Les chants polyphoniques des pygmées Aka de Centrafrique | CLT/ITH | 1 941 |
| 5 | Le chant polyphonique géorgien | CLT/ITH | 1 323 |

▪ **Top 5 videos on UNESCO TV Portuguese Channel**

| | Title | Subject | Total views |
|---|---|---------|-------------|
| 1 | Museu de Imagens do Inconsciente | CLT | 3 341 |
| 2 | Serra Capivara | CLT/WHC | 2 180 |
| 3 | Boas práticas no combate ao bullying homofóbico nas escolas | ED | 460 |
| 4 | Vídeo da UNESCO celebra 53 anos de Brasília | CLT/WHC | 370 |
| 5 | UNESCO: os oceanos pedem socorro! | SC | 330 |

▪ **Top 5 videos on UNESCO TV Arabic Channel**

| | Title | Subject | Total views |
|---|--|---------|-------------|
| 1 | Lynes and Geoglyphs of Nasca and Pampas de Jumana | CLT/WHC | 307 |
| 2 | UNESCO History* | UNESCO | 218 |
| 3 | Manufacture of clay bricks in the hill of Jaber refugee camp-Jericho | CLT | 192 |
| 4 | Archaeological Areas of Pompei | CLT/WHC | 148 |
| 5 | Palace and Park of Versailles | CLT/WHC | 128 |

▪ **Top 5 videos on UNESCO TV Russian Channel**

| | Title | Subject | Total views |
|---|--|---------|-------------|
| 1 | Prehistoric Sites and Decorated Caves of the Vézère Valley | CLT/WHC | 162 |
| 2 | Taj Mahal | CLT/WHC | 136 |
| 3 | UNESCO History* | UNESCO | 100 |
| 4 | Petra | CLT/WHC | 79 |
| 5 | Timgad | CLT/WHC | 72 |

▪ **Top 5 videos on UNESCO TV Chinese Channel**

| | Title | Subject | Total views |
|---|--|---------|-------------|
| 1 | Video 24 | CLT | 8 |
| 2 | UNESCO History* | UNESCO | 7 |
| 3 | Interview of Zhang Jun - UNESCO Artist for Peace* | UNESCO | 6 |
| 4 | Gao Shijun, Director of European HQ of China Radio International | CI | 4 |
| 5 | 40th anniversary of the World Heritage Convention | CLT/WHC | 3 |

▪ Videos posted in June on UNESCO YouTube Channels (by number of views):

| Top | Title | Length | Posted | Channel | Views as at 07/07/2016 |
|-----|--|--------|--------|---------|------------------------|
| 1. | Getting education data right | 3:03 | 08/06 | English | 955 |
| 2. | A world without information? Right to Information and SDGs | 1:23 | 15/06 | English | 509 |
| 3. | Fundraising campaign for Ecuador | 1:48 | 13/06 | English | 304 |
| 4. | Migrant orphans find a home and hope at Thai-Myanmar border | 1:14 | 13/06 | English | 290 |
| 5. | Director-General visits Syrian refugees in Gaziantep* | 3:56 | 17/06 | English | 249 |
| 6. | Novruz, Nowrouz, Nooruz, Navruz, Nauroz, Nevruz | 9:04 | 07/06 | English | 241 |
| 7. | New focus of the Voxbox debate: Towards 2030 with STOA and JRC at the European Parliament | 20:26 | 03/06 | English | 181 |
| 8. | Campaña Recaudación Fondos #TerremotoEcuador | 1:48 | 06/06 | Spanish | 181 |
| 9. | 中国支持促进女童与妇女教育 (China supports the promotion of girls' and women's education) | 2:53 | 10/06 | English | 177 |
| 10. | "Welcome to a cup of Coffee" (English version) WPF2016 in Palestine | 4:15 | 29/06 | English | 125 |
| 11. | Semana de América Latina y el Caribe en la UNESCO | 4:01 | 03/06 | Spanish | 124 |
| 12. | Teaser Tráfico Ilícito 165241036 | 4:51 | 07/06 | Spanish | 91 |
| 13. | Emergency Psychosocial Support for Students Affected by Typhoon in the Philippines (long version) | 9:58 | 23/06 | English | 85 |
| 14. | 绿色长城计划 抗沙漠化日 (UNESCO GREEN CITIZENS Senegal: The "Great Green Wall" - Fatou AIDARA) | 2:15 | 17/06 | English | 82 |
| 15. | Les artistes et la mémoire de l'esclavage : Alain Foix – English subtitles | 2:27 | 15/06 | French | 76 |
| 16. | 可持续发展—儿童有话说! (Education for sustainable development Children speak up!) | 4:24 | 17/06 | English | 73 |
| 17. | Emergency Psychosocial Support for Students Affected by Typhoon in the Philippines (short version) | 4:51 | 23/06 | English | 70 |
| 18. | Una nueva generación de emprendedores culturales en Guatemala | 3:17 | 16/06 | Spanish | 66 |
| 19. | 厄瓜多尔募捐视频—修改版 (Fundraising campaign for Ecuador) | 1:48 | 17/06 | English | 62 |
| 20. | Jane Goodall visita Villa Ocampo | 3:35 | 23/06 | Spanish | 62 |
| 21. | "Welcome to a cup of Coffee" (Arabic version) WPF2016 in Palestine | 4:30 | 29/06 | English | 61 |
| 22. | Solidarité avec l'Équateur - Un appel pour l'éducation | 1:48 | 13/06 | French | 53 |
| 23. | Un nuevo escenario para los músicos emergentes de Tayikistán | 2:55 | 16/06 | Spanish | 38 |
| 24. | Desarrollo de políticas culturales en Togo | 2 :59 | 16/06 | Spanish | 21 |

*Produced by UNESCO Studio.

4. UNESCO Photobank (under construction, N/A for June)

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.

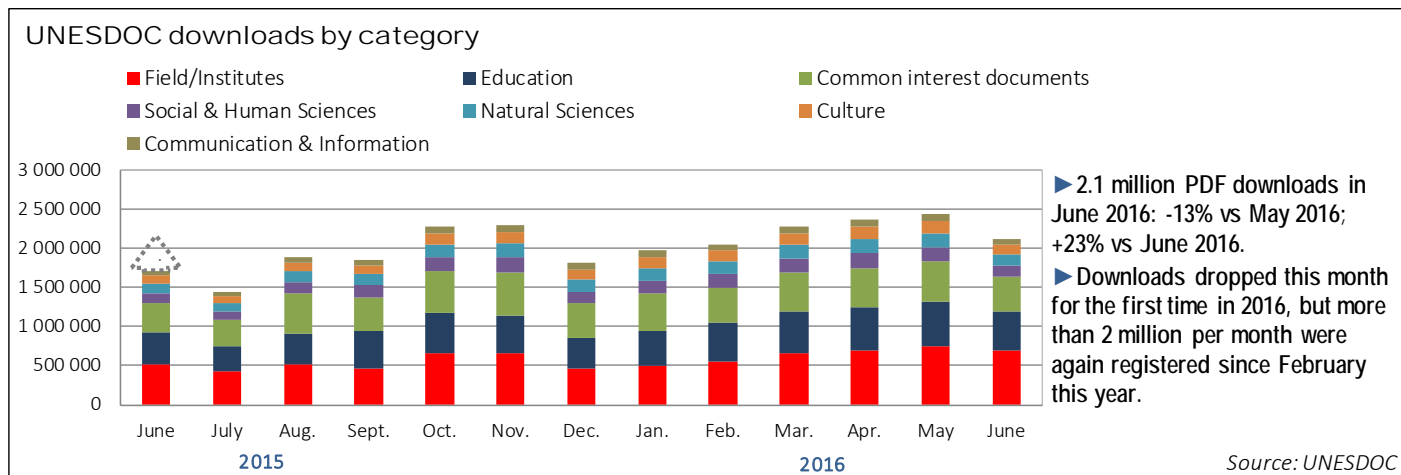
In June 2016, there were **153 166** records available online in PDF format (152 826 in May 2016), including documents, publications, communication material and other working documents.

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 in June | 2 126 269 |
|--|------------------|

| Sectors/Field/Institutes | Number of PDF | Number of downloads | Variation vs M-1 | Average nb of downloads per PDF |
|-------------------------------|---------------|---------------------|------------------|---------------------------------|
| Education | 10 176 | 501 259 | -12.41% | 49 |
| Natural Sciences | 10 050 | 145 629 | -15.95% | 14 |
| Social and Human Sciences | 5 937 | 144 081 | -22.46% | 24 |
| Culture | 4 210 | 121941 | -21.52% | 29 |
| Communication and Information | 2 891 | 78 950 | -15.28% | 27 |
| Field & Institutes | 10 533 | 690 458 | -7.80% | 65 |
| Common interest documents | NA | 443 951 | -14.01% | NA |



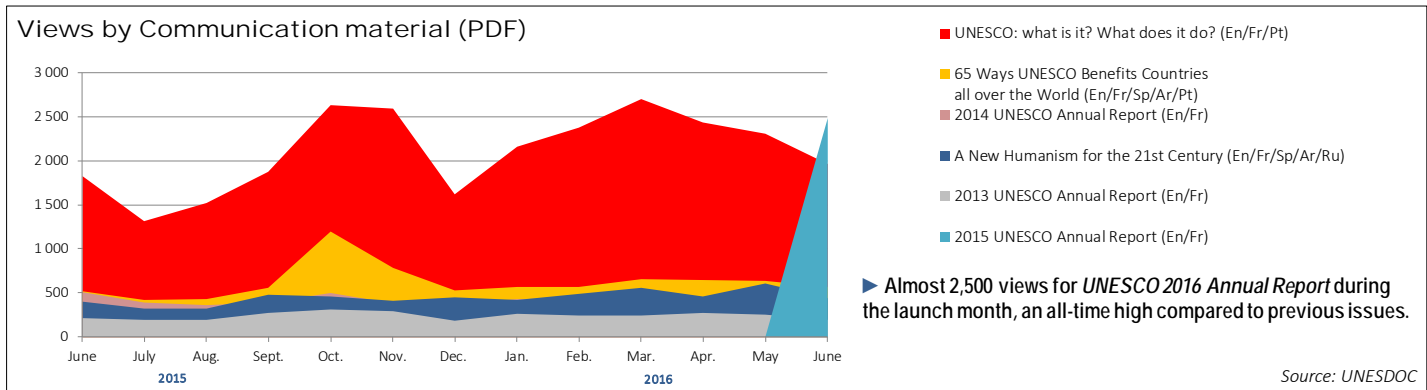
5.1.2 Top 15 Country Origin

| | Country | Downloads |
|----|--|-----------|
| 1 | United States of America | 433 966 |
| 2 | Mexico | 99 752 |
| 3 | Germany | 65 428 |
| 4 | France | 52 457 |
| 5 | Brazil | 48 893 |
| 6 | China | 42 376 |
| 7 | United Kingdom of Great Britain and Northern Ireland | 34 557 |
| 8 | Peru | 32 314 |
| 9 | Philippines | 29 652 |
| 10 | Spain | 27 660 |
| 11 | Canada | 26 467 |

| | | |
|----|------------------------------------|--------|
| 12 | Argentina | 26 256 |
| 13 | Colombia | 26 171 |
| 14 | India | 23 420 |
| 15 | Venezuela (Bolivarian Republic of) | 21 679 |

5.1.3 Printable Communication materials

| Title | Total downloads in June | | | | | | | Total |
|--|-------------------------|------------|------------|-----------|-----------|----------|------------|--------------|
| | EN | FR | SP | RU | AR | ZH | POR | |
| 2015 UNESCO Annual Report | 2 102 | 383 | | | | | | 2 485 |
| UNESCO: what is it? What does it do? | 1 303 | 353 | | | | | 308 | 1 964 |
| 65 Ways UNESCO Benefits Countries all over the World | 172 | 98 | 162 | | 4 | | 129 | 565 |
| A New Humanism for the 21st Century | 125 | 44 | 197 | 61 | 7 | | | 434 |
| 2012 UNESCO Annual Report | 247 | 45 | | | | | | 292 |
| 2014 UNESCO Annual Report | 199 | 22 | | | | | | 221 |
| 2013 UNESCO Annual Report | 171 | 19 | | | | | | 190 |
| TOTAL | 4 319 | 964 | 359 | 61 | 11 | 0 | 437 | 6 151 |

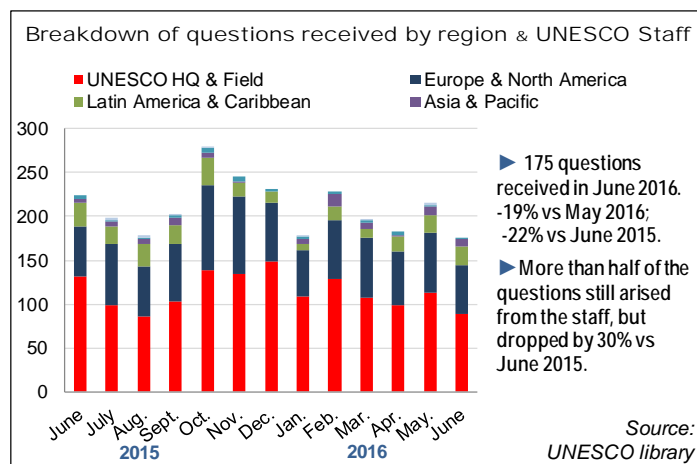


5.2. UNESCO Library - <http://www.unesco.org/library>

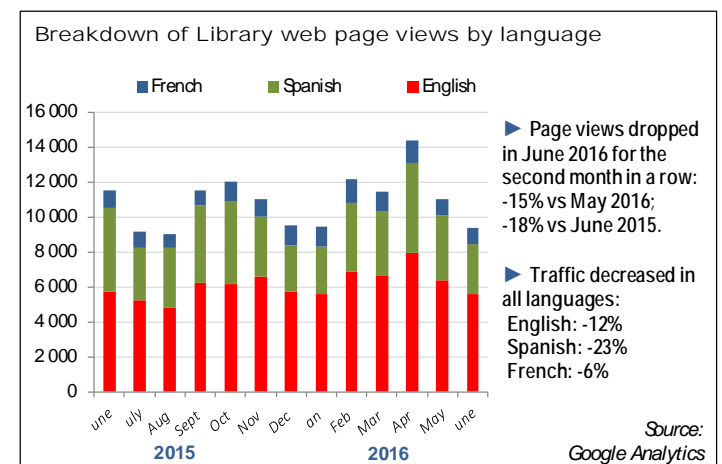
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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 - <http://www.unesco.org/library>



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

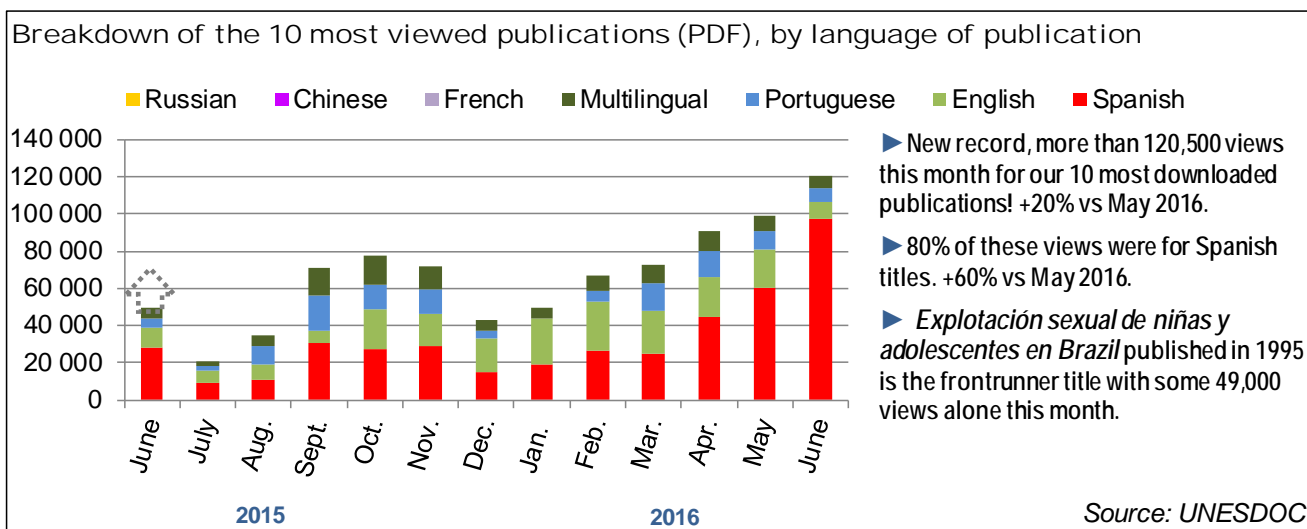
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical 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 June 2016 figures for the top 10 online viewing have increased for the sixth month in a row to reach an all-time high; more than 120,000 page views in June alone. A 20% growth compared to May 2016 with views mostly of Spanish titles. The English version of the [EFA GMR, 2015](#) moved up to the third position of the table. Publications page views on Google Books in June 2016 have seriously slumped (-38% compared to May 2016) but are still slightly higher than the same month in 2015 (+16%). Sales in the book shop were very varied with the top title being in French and the second a bilingual publication on Sports Values (SHS). International sales were also very varied with titles from CLT, CI, ED and SC.

6.1. Top 10 most consulted PDFs* (UNESDOC)

| Title | Sector | Language | Views* | Published |
|--|--------|--------------|--------|---|
| 1. Explotación sexual de niñas y adolescentes en Brasil (Sexual exploitation of girls and adolescents in Brazil) | ED | Spanish | 48 947 | Brasilia, UNESCO Brasilia/CECRIA, 1995 |
| 2. 15 buenas prácticas docentes: experiencias pedagógicas premiadas en el I Concurso Nacional de Buenas Prácticas Docentes | ED | Spanish | 12 865 | Lima, Ministerio de Educación, 2014 |
| 3. Education for All 2000-2015: achievements and challenges; EFA global monitoring report, 2015 | ED | English | 9 176 | Paris, UNESCO, 2015 |
| 4. Protagonismo docente en el cambio educativo, revista PRELAC (Teacher involvement in educational change) | ED | Spanish | 8 510 | UNESCO Office Santiago and Regional Bureau for Education in Latin America and the Caribbean, 2005 |
| 5. Declaração Universal dos Direitos Humanos | SHS | Portuguese | 7 969 | Brasilia, UNESCO Brasilia, 1998 |
| 6. Los Siete saberes necesarios para la educación del futuro | ED | Spanish | 7 894 | UNESCO, 1999 |
| 7. Mantenimiento de instalaciones eléctricas del establecimiento educacional | ED | Spanish | 6 468 | Santiago, 1998 |
| 8. Declaración Universal de Derechos Humanos | SHS | Plurilingual | 6 436 | Santiago de Chile, OREALC, 2008 |
| 9. Educación para el desarrollo sostenible: libro de consulta (Education for sustainable development: sourcebook) | ED | Spanish | 6 188 | Paris, UNESCO, 2012 |
| 10. Manual de gestión para directores de instituciones educativas | ED | Spanish | 6 079 | Lima, UNESCO Office Lima, 2011 |

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

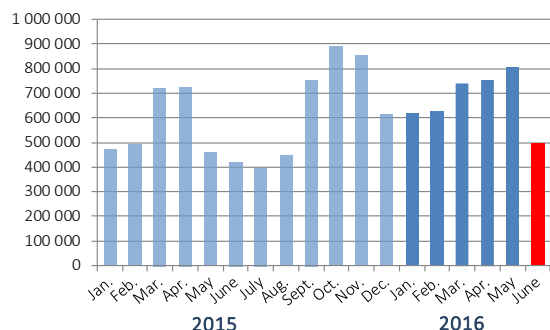


6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **684** 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 |
|-----------|------------------------------|-------------|--------------|-----------------------------|
| June 2016 | 684 | 55 251 | 493 876 | 294 |
| June 2015 | 548 | 39 026 | 422 631 | 209 |

Publications page views



- ▶ Publications page views on Google Books dropped sharply in June 2016, after the steady growth since early 2016: -38% vs May 2016; +16% vs June 2015.
- ▶ June 2016 page views are the lowest registered since Aug. 2015.

Source: Google Books

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)

| Publication | Copies sold | Sector |
|-------------|-------------|---------|
| | 51 | ERI/DPI |
| | 50 | SHS |
| | 26 | ERI/DPI |
| | 21 | CLT/WHC |
| | 12 | ED |

Bookshop sales of non-UNESCO publications, top 5

| Publication | Copies sold | Publisher |
|-------------|-------------|--------------------|
| | 4 | Editions Gelbart |
| | 2 | Ouest France |
| | 2 | UN |
| | 2 | Panasonic |
| | 1 | Fondation Ki-Zerbo |

6.4. Online and international sales

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

| Publication | Copies sold | Sector |
|-------------|-------------|---------|
| | 13 | CI |
| | 13 | ED |
| | 12 | CLT/WHC |
| | 11 | CLT/WHC |
| | 10 | SC |

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

Bookshop sales of UNESCO publications, lowest sellers

| Title | Copies sold | Sector |
|--|-------------|------------|
| UNESCO Science Report Towards 2030 | 0 | SC |
| Couleur ? Quelle couleur ? Rapport sur la lutte contre la discrimination et le racisme dans le football | 0 | SHS ERI |
| Replantear la educación ¿Hacia un bien común mundial? | 0 | ED |
| Revue Patrimoine Mondial - La planète à la croisée des chemins - N° 79 | 0 | CLT/WHC |
| The State of Broadband 2015 | 0 | CI |

Online and international sales of UNESCO publications, lowest sellers

| Title | Copies sold | Sector |
|---|-------------|------------|
| Combattre les discours de haine sur internet | 0 | CI |
| Couleur ? Quelle couleur ? Rapport sur la lutte contre la discrimination et le racisme dans le football | 0 | SHS ERI |
| Repenser l'Éducation: Vers un bien commun mondial ? | 0 | ED |
| Replantear la educación | 0 | ED |
| World Trends in Freedom of Expression and Media Development - Special Digital Focus 2015 | 0 | CI |

* 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 June

| Contract No. | Title | Publisher | Language | Date signed |
|--------------|--|---|--------------------|-------------|
| J.2016-007 | UNESCO Science Report Towards 2030 | Egyptian Academy of Scientific Research and Technology (ASRT) | Arabic | 06/06/2016 |
| J.2016-008 | UNESCO Science Report, Towards 2030 | MAGISTER-PRESS Publishing House | Russian | 07/06/2016 |
| J.2016-009 | Digital Culture in Brazil / Cultura digital no Brasil | Editora Brasileira de Arte e Cultura/UNESCO Brasilia | English/Portuguese | 06/06/2016 |
| J.2016-010 | Global Citizenship Education: Topics and Learning Objectives | Danish National Commission | Danish | 27/06/2016 |

6.7. Permissions granted to use or translate UNESCO content, in June

N/A this month.

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

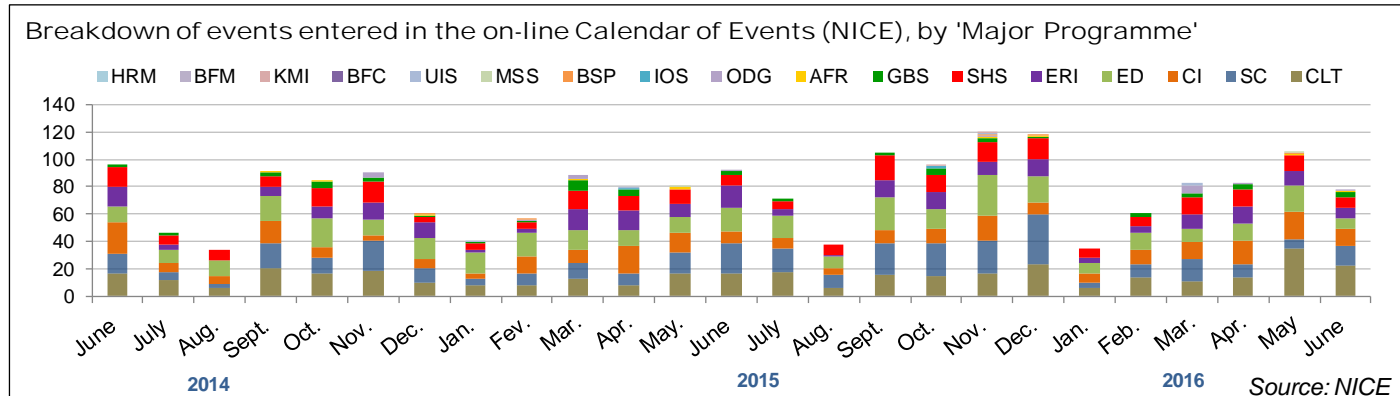
Launched in January 2010, the New Integrated Calendar of Events (NICE) available on Internet and Intranet should reflect all Events organized by UNESCO Headquarters, Field Offices, Permanent Delegations, and/or in which UNESCO is implicated. The tables below reflect only the events entered respectively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

7.1. Number of events by “Major Programmes”

| Major Programme | Total | Organized by | | |
|-----------------|-----------|--------------|---------------|------------|
| | | Headquarters | Field Offices | Institutes |
| CI | 12 | 4 | 8 | |
| CLT | 22 | 13 | 9 | |
| ED | 8 | 4 | 3 | 1 |
| ERI | 8 | 8 | | |
| SC | 15 | 11 | 4 | |
| SHS | 7 | 5 | 2 | |
| AFR | 1 | 1 | | |
| ODG | 1 | 1 | | |
| IOS | 1 | 1 | | |
| GBS | 4 | 4 | | |
| Total | 79 | 52 | 26 | 1 |

7.2. Events organized by Field Offices/ Institutes

| | |
|-------------------|-----------|
| Abuja | 1 |
| Apia | 1 |
| Bangkok | 1 |
| Beijing | 1 |
| Beirut | 1 |
| Geneva | 1 |
| Havana | 1 |
| Jakarta | 1 |
| Kathmandu | 1 |
| Kingston | 1 |
| Libreville | 1 |
| Maputo | 2 |
| Nairobi | 3 |
| New Delhi | 1 |
| Phnom Penh | 2 |
| San Jose | 1 |
| Santiago de Chile | 1 |
| Tashkent | 1 |
| Venice | 4 |
| UIL | 1 |
| Total | 27 |



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

8.1.1 Programme Meetings

| Date | Title* | Organizer | Place | Public |
|---------------------|---|--|---|--------------|
| 01/06 | 26e réunion du Bureau du Conseil intergouvernemental du programme Information pour tous | CI/INF | Salle VIII | 30 |
| 01-03/06 | Assemblée générale - Convention 2003 | CLT/CCS | Divers | 250 |
| 01-03/06 | 6e réunion biannuelle du consortium Human Variome Project (HVP6) + exposition | SC/PCB | Divers | 350 |
| 02-03/06 | Réunion du Conseil consultatif du Rapport mondial de suivi sur l'éducation | ED/GEM | Salles XIII - XIV | 60 |
| 04-11/06 | 49e session du Conseil exécutif de la Commission océanographique intergouvernementale | IOC/EXS | Divers | 300 |
| 07/06 | Colloque : « La mondialisation des politiques éducatives et la justification de la privatisation » | ED/ESC/PCR | Salle IX, XIV | 60 |
| 08/06 | Célébration de la Journée mondiale de l'océan | IOC/EXS | Divers | 600 |
| 08-09/06 | Réunion du Groupe consultatif sur le développement de la petite enfance | ED/IPS/IGE | Salle XVI | 40 |
| 09-10/06 | Expert Meeting: "International Handbook on Technology in Education" | ED/PLS/HED | Salle XV | 25 |
| 11-17/06 | 22e session du Conseil intergouvernemental du Programme hydrologique international de l'UNESCO | SC/HYD | Divers | 200 |
| 13-15/06 | Atelier mondial sur l'enseignement des sciences de la mer | IOC/TSU | Salle XII | 50 |
| 14/06 | Visite de Dr Jill Biden, Deuxième dame des Etats-Unis d'Amérique | Déleg. perm. des Etats-Unis d'Amérique | Salle V + Restaurant 7 ^e étage | 150 |
| 15/06 | Sport Integrity Global Alliance (SIGA) meeting | SHS/EGC | Salle IX | 60 |
| 16/06 | Réunion conjointe UNESCO - Commonwealth of Learning pour lancer le Guide sur les MOOCS à l'intention des décideurs politiques des pays en développement | ED/PLS/HED | Salle IX | 90 |
| 16-18/06 | Réunion avec l'Union Géodésique et Géophysique Internationale | SC/EES/EGR | Salle XIV | 30 |
| 21/06 | Réunion Plateforme Océan et Climat | IOC/EXS | Salle IX | 50 |
| 21/06 | Conférence de presse : « Vers la Conférence mondiale sur les Humanités » | SHS/TSD/RPF | Salle XI | 150 |
| 27-30/06 | Réunion de formation UNESCO / IGRAC | SC/HYD/GSS | Salle XIV | 20 |
| 28/06 | Réunion des Écoles supérieures du professorat et de l'éducation | ED/ESC/TED | Salle VI | 40 |
| Total participation | | | | 2 555 |

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

8.1.2 Meeting of Governing Bodies

| Date | Title | Organizer | Place | Public |
|---------------------|---|---------------------------|----------------|------------|
| 01/06 | Réunion extraordinaire du Comité du Siège | Délégation perm. du Qatar | Salle XVI | 50 |
| 02/06 | Première réunion du Sous-Groupe 1 du groupe de travail sur la gouvernance | DIR/GBS | Salle XI | 200 |
| 03/06 | Réunion d'intersession des membres du Conseil exécutif | GBS/DIR | Salles X - XII | 200 |
| 08/06 | 2e réunion du Bureau du Comité du Siège | MSS/B | Salle XIV | 25 |
| 15-16/06 | 192e session du Comité du Siège | MSS/OPS | Salle XI | 80 |
| Total participation | | | | 555 |

8.1.3 Information Meeting for Permanent Delegations

| Date | Title | Organizer | Place | Public |
|---------------------|--|------------|----------|------------|
| 14/06 | Séance d'information et d'échanges à l'intention des Etats parties à la Convention du patrimoine mondial | CLT/CCS | Salle XI | 200 |
| 22/06 | Présentation UNU-Flores | SC/HYD/EQE | Salle XI | 150 |
| 28/06 | Compter (sur) les femmes dans la vie politique : les perspectives du Maroc et de la Tunisie | ODG/GE | Salle IX | 90 |
| Total participation | | | | 555 |

8.1.4 Electoral Groups Meetings (Plenaries)

| Date | Title | Organizer | Place | Public |
|---------------------|-----------------------------------|--------------------------|------------|------------|
| 10/06 | Réunion plénière du Groupe arabe | Délég perm. du Koweït | Salle XVI | 40 |
| 27/06 | Réunion plénière de l'ASPAC | Délég perm. du Népal | Salle XIII | 50 |
| 28/06 | Réunion plénière du Groupe des 77 | Groupe 77 | Salle XI | 100 |
| 28/06 | Réunion plénière du GRULAC | Délég perm. du Guatemala | Salle XVI | 40 |
| 10/06 | Réunion plénière du Groupe arabe | Délég perm. du Koweït | Salle XVI | 40 |
| Total participation | | | | 270 |

8.1.5 External rentals

| Date | Title | Organizer | Place | Public |
|---------------------|--|---|----------------|--------------|
| 01/06 | Colloque : « Le siège de l'UNESCO : une architecture moderne à Paris » | CNFU | Salle XI | 200 |
| 02/06 | Cérémonie spéciale à la mémoire de Monsieur Boutros-Boutros Ghali | Association internationale des Soldats de la paix | Salle XII | 70 |
| 02/06 | Colloque sur le Polyhandicap | Groupe Polyhandicap France | Salle XII | 300 |
| 09-10/06 | GFEI Training | UNOPS | Salle XIII | 70 |
| 15/06 | Assemblée générale de l'Association internationale pour la sauvegarde de Tyr | Délég perm. du Liban | Salle IX | 20 |
| 27-30/06 | WICE Workshop | WICE | Salle VI | 50 |
| 28/06 | Conférence sur les enfants migrants | Le défenseur des Droits | Salle IV | 170 |
| 29/06 | Forum interrégional des Principaux d'écoles primaires | FMACU - WFUCA | Salles II, VII | 300 |
| Total participation | | | | 1 180 |

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

8.2.1 Exhibitions, Shows, Screenings and Conferences

| Date | Title | Organizer | Place | Public* |
|----------|--|---------------------------|------------------|---------|
| 01/06 | Colloque : « Le siège de l'UNESCO : une architecture moderne à Paris » | CNFU | Salle XI | 200 |
| 01/06 | Conférence et projection : « Samothrace » | Délég perm. de la Grèce | Salle XII + Mall | 300 |
| 06/06 | Concert : « Liban en musique et en images » | Délég perm. du Liban | Salle II | 350 |
| 06-10/06 | Exposition : « Energy » | Délég perm. du Kazakhstan | Salle des Actes | 200 |
| 08/06 | Célébration de la Journée mondiale de l'océan <ul style="list-style-type: none"> • Campus UNESCO « Océan sain, planète saine : la pollution plastique » • Conférence « Acidification de l'océan » par le Professeur Ken Caldeira • Table ronde « Mobiliser la société et les parties prenantes pour une communication efficace en sciences marines » • Table ronde « Passer de l'accord à l'action : le rôle de l'océan et des sciences marines dans la mise en œuvre des grands accords internationaux à l'horizon 2030 » | COI | Salles XI et II | 600 |

| | | | | |
|----------|---|--|----------------------|-----|
| 13-17/06 | Exposition : « Comme le Phénix qui renaît de ses cendres : la destruction et la reconstruction de Varsovie 1939-1945" » | Déleg perm. de la Pologne | Salle des Actes | 100 |
| 13-17/06 | Exposition : « ABC de la poésie russe » | Déleg perm. de la Fédération de Russie | Salle Pas Perdus | 200 |
| 13-17/06 | <u>Célébration de la Journée internationale de sensibilisation à l'Albinisme</u> 13/06 - Colloque « La médecine face à l'albinisme » et « L'albinisme au quotidien », projection du film documentaire « Black man, white skin » de José Mnaul Colon 13-17/06 - Exposition « « Blanc ébène » de Patricia Willocq | AFR/PSI | Salle IV Salles Miró | 400 |
| 20/06 | Projection du documentaire « Bonjour Beyrouth » | Déleg perm. du Liban | Salle XI | 180 |
| 20/06 | Exposition « À quoi ressemble la paix ? », photos des lauréats du Prix Alfred Fried | ERI et Alfred Fried Photography Award | Grilles Suffren | n/a |

* 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.

- o **8 events** were promoted in the June 2016 monthly *Calendar of cultural events* printed out in 3,000 copies (in French), and its electronic version sent out to **28,762** subscribers.
- o **9 events** were organized, co-organized and/or promoted in June 2016 by DPI/PRP (Public Relations and Partnerships Section).

8.3. UNESCO Visits

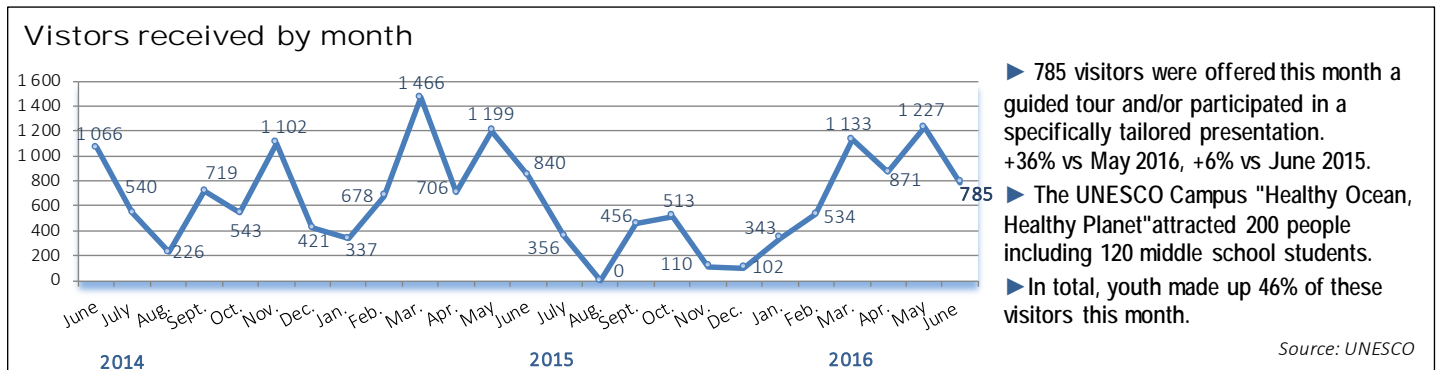
A total of **36 guided tours** of Headquarters for **585 visitors**, **1 UNESCO CAMPUS** "Healthy Ocean, Healthy Planet" attended by **200 participants**, and **2 specifically tailored presentations** for **72 people**, were organized in June 2016. More than half of these visits/presentations (19) were conducted in English for a mainly European and North American public.

| 1. Requests | |
|-----------------------------|-----|
| Number of emails received | n/a |
| Number of requests received | n/a |
| Accepted requests | 37 |
| Declined requests | n/a |

| 3. Type of visits | | |
|------------------------|----|-----|
| Group Visits | 28 | 76% |
| Individual Visits | 6 | 16% |
| Thematic Presentations | 3 | 8% |

| 2. Languages | | |
|--------------------------------|----|-----|
| Visits/Presentation in English | 19 | 51% |
| Visits/Presentation in French | 15 | 41% |
| Other | 3 | 8% |

| 4. Origin | | |
|---------------------------------|-----|-----|
| Europe and North America | 662 | 84% |
| Asia and Pacific | 75 | 10% |
| Africa | 0 | 0% |
| Arab States | 0 | 0% |
| Latin America and the Caribbean | 48 | 6% |



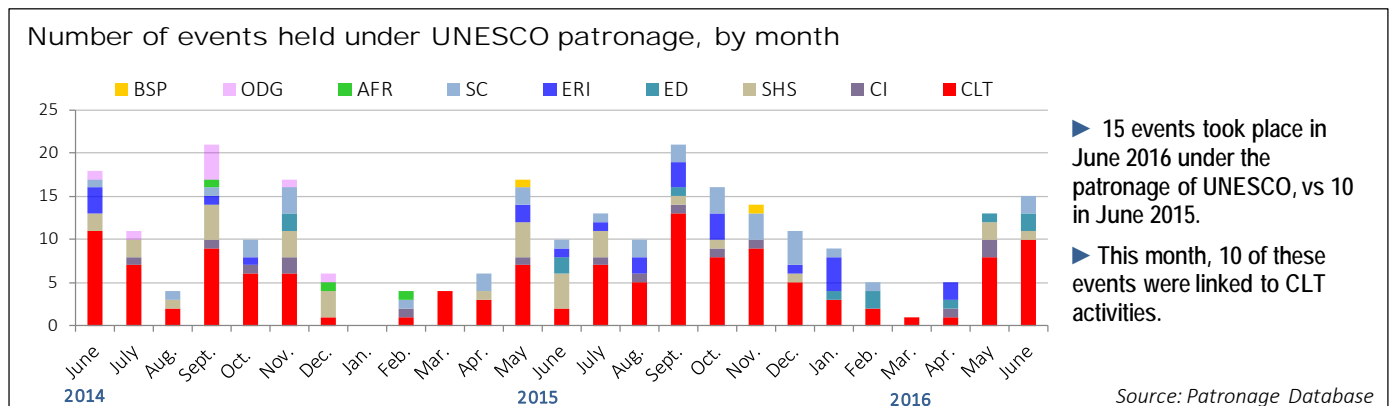
9. UNESCO logo exposure

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.

- 15 events which have been granted UNESCO's patronage took place in June 2016.

| Start Date | Country of Activity | Name of Activity | Target Audience | Sector |
|---------------|----------------------|--|--|--------|
| 01/06 | South Korea | International Girls' Health Student Writing Competition | Students | ED |
| 01/06 | France/ UNESCO HQ | Colloque : "Le Siège de l'UNESCO, une architecture moderne à Paris" au Siège de l'UNESCO, organisé par la Commission nationale française | National Commission & Permanent Delegation network | CLT |
| 01/06 | France | 9e édition de la Biennale internationale des arts numériques "Mondes sensible" | The general public | CLT |
| 03/06 & 23/06 | Belarus | 11th Republican Festival of National Cultures in Grodno and the National Festival of Folk Art "Beraginya-2016" in Oktyabrsky, Gomel Region | The general public | CLT |
| 04/06 | Croatia | 50th Anniversary of the Festival of Dalmatian "klapa" singing | The general public | CLT |
| 04/06 | Belgium | Closing ceremony of the "International Festival of Language and Culture - Colours of the World" in Brussels | Civil society organisations & the general public | CLT |
| 05/06 | Austria | Sustainable Best Practice Week organised by the Energy Globe Foundation to raise awareness on the importance of sustainability | Civil society organisations & the public | SC |
| 11/06 | France | 4th International competition of the open air painting in Normandy, organised by the Russian-French Association "The Cultural Crossroad" | Young painters | CLT |
| 13/06 | France/ UNESCO HQ | Exhibition "ABC of Russian Poetry" at UNESCO HQ by the Perm. Delegation of the Russian Federation | Permanent Delegation network | CLT |
| 18/06 | Poland | 7th Edition of the Brave Kids Project in Wroclaw to raise awareness among young people on the importance of dialogue, mutual understanding and peace | Young people | CLT |
| 23/06 | Russian Federation | 5th Krasnoyarsk International Music Festival of the Asia-Pacific region | Artists & the general public | CLT |
| 23/06 | Switzerland | Global Ethics Forum in Geneva | Civil society organisations | ED |
| 23/06 | UK | National Women in Engineering Day | Female engineers and female students | SC |
| 24/06 | Russian Federation | BRICS and SCO Student Spring International Festival in the Republic of Bashkortostan | Students | SHS |
| 29/06 | France | Première représentation publique de la chorégraphie "Du désir d'horizons" créée par Lalia Sanou, au Théâtre national de Chaillot | The general public | CLT |



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 Inc.

| Date | Subject | Format | Audience share |
|-------|--|--------|----------------|
| 05/06 | Arles, Roman and Romanesque Monuments (France) | 30 min | 6.1% |
| 12/06 | Pitons Management Area (Saint Lucia) | 30 min | 5.3% |
| 19/06 | The Trulli of Alberobello (Italy) | 30 min | 5.8% |
| 26/06 | Canaima National Park (Venezuela) | 30 min | 4.8% |

Average audience share in June: **5.5%** (for the first broadcast). Estimate number of viewers in Japan: **4,972,000** (for the first broadcast). The total audience of the programmes in June was estimated at **19,890,000** viewers.

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](#) in Chinese, English, Spanish, French, Russian, Arabic, 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

| Links to titles by language (other than Chinese) | Nb of reports |
|--|---------------|
| English | 37 |
| French | 18 |
| Spanish | 17 |
| Arabic | 7 |
| Russian | 5 |
| In June a total of 84 reports were released on UNESCO through Xinhuanet | |

10.2 Ad Hoc Communication partnerships

| UNESCO Green Citizens | Partners | Benefits |
|--|---|---|
| New partner | Institutional <ul style="list-style-type: none"> WISE | <ul style="list-style-type: none"> Visibility on WISE website |
| Travelling outdoor exhibition « Pathfinders for Change » at the fences of the Palais des Nations, Geneva (Pregny Gate) 6 June - 30 Sept. 2016 | Founding <ul style="list-style-type: none"> SIPA Press Institut Klorane | <ul style="list-style-type: none"> Visibility for the public at large. Very first exhibit at the Palais des Nations fences. Hundreds of visitors/day. |

10.3 Media partnerships

None in June.