



United Nations  
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Cultural Organization

Sector for  
External Relations and  
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Division of Public Information

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# Monthly Visibility Report

## November 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 60,000 articles mentioning UNESCO were monitored in November 2016 in news outlets worldwide (-16% vs Oct. 2016). Peaks were registered early in the month with up to 3,000 daily articles, notably on the occasion of International Day to End Impunity for Crimes against Journalists, with its multiple events in various venues around the world, and at the end of the month, with more than 4,000 articles monitored, mainly related to the ongoing inscriptions to the Representative List of the intangible Cultural Heritage (see graph to the right).

The following event are highlighted in the Major Events pages:

- Internet and the Radicalization of Youth: Preventing, Acting and Living Together (30/10-01/11)
- International Day to End Impunity for Crimes Against Journalists (02/11)
- UNESCO at COP22 (7-18/11)
- World Philosophy Day (17/11)
- High-Level Conference "Promoting an Inclusive Urban Agenda for Refugees and Migrants" (22/11) and Expert Meeting "Empowering cities to implement an inclusive urban agenda for refugees and migrants" (23/11)

## UNESCO Website and Social Media Channels

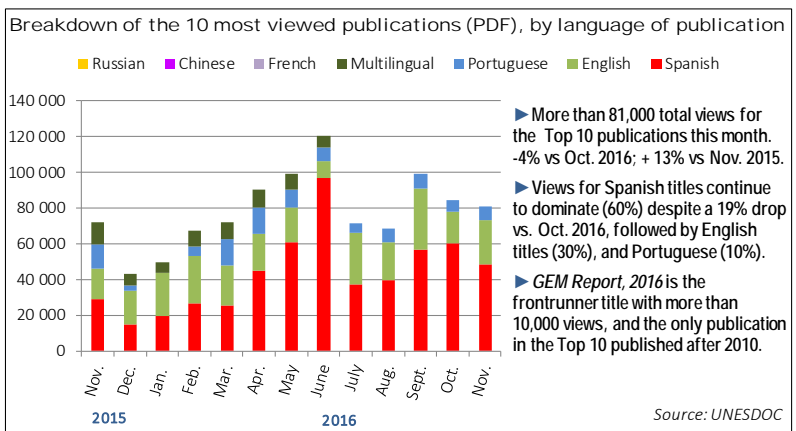
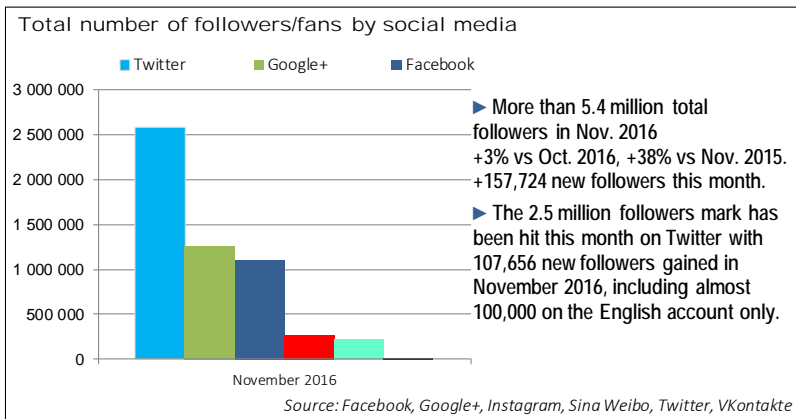
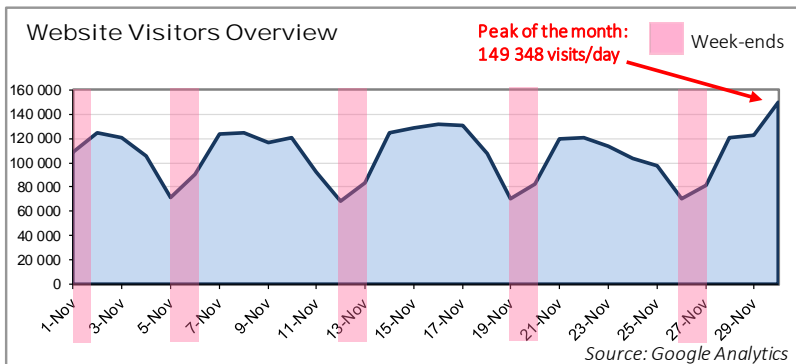
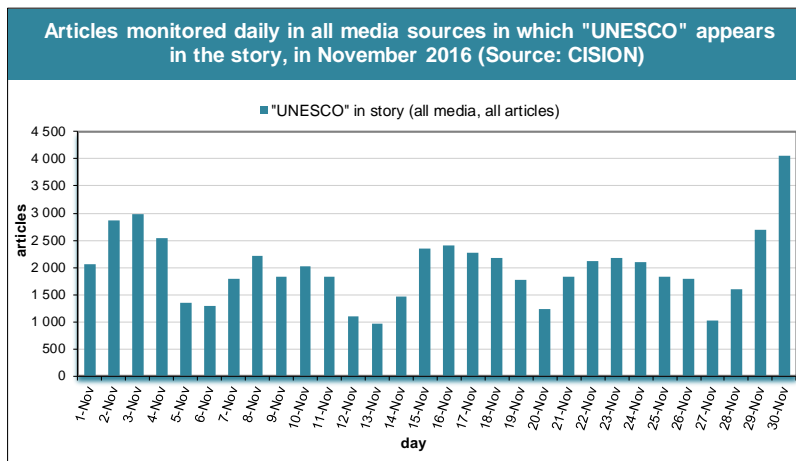
- Traffic on UNESCO's public website dropped by 5% after two consecutive months of growth. Visits and page views remain however among the highest in 2016. A peak was registered on 30 Nov. 2016 with the increased traffic on the Intangible Heritage website on the occasion of the inscriptions on the Representative List of Intangible Cultural Heritage (+65% vs Nov. 2015).
- November 2016 was a busy month for UNESCO's social media to cover the numerous events. As a result, it sustained a positive growth on our social media channels in all languages with significant accomplishments on various platforms. This month, a total of more than 5.4 million followers were registered on key accounts across 7 languages, showing a 38% increase compared to November 2015.

## Publications

- November 2016 figures for the Top 10 online viewing have fallen since Sept. this year but still remain superior to those in 2015 in the same period (+13%). A large interest is shown for Spanish titles (60%) and for the English version of the flagship publication [GEM Report, 2016](#), the frontrunner in the Top 10. Publications page views on Google Books are the second highest this year, after a slow three months.
- In the bookshop, the best-selling publications were the [World Social Science Report 2016](#) and World Heritage titles, while online and internal sales were dominated by *Climate Change* (in French) in the IOC Ocean Forum series, and the new volumes in the collection *Different Aspects of Islamic Culture*.

## Focus on a Field Office

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



## Major events:

### I. Internet and the Radicalization of Youth: Preventing, Acting and Living Together (30 Oct.- 01 Nov. 2016)

UNESCO and the Government of Quebec organized a conference on "Internet and the radicalization of youth: Preventing, Acting and Living together" from 30 October to 1 November 2016 in Quebec, Canada. The conference was organized in the framework of the Information for All Programme (IFAP) and as a follow-up of the first-ever conference on this topic, held in June 2015 at UNESCO Headquarters in Paris. The main goals were to: 1) present best practices in countering radicalization of young people in cyberspace and 2) develop initiatives for effectively preventing violent extremism and radicalization of youth.

The conference was a considerable success in terms of participation.



Three concrete initiatives were announced during the event:

1. The Call of Quebec for Action was announced by the end of conference signed by the participants including the Prime Minister Philippe Couillard and the Minister of International Relations and la Francophonie, Christine St Pierre
2. The creation of a UNESCO Chair on the fight against radicalization and preventing violent extremism
3. The project "Prevention of violent extremism by strengthening capacities of young people in Jordan, Libya, Morocco and Tunisia"

**Participants:** 500 participants from about 70 countries. **Audience:** The Prime Minister of Quebec, 7 Ministers, government officials, 4 high-level UN officials, and 5 mayors, researchers, specialists and civil society representatives.

Communication materials and activities:

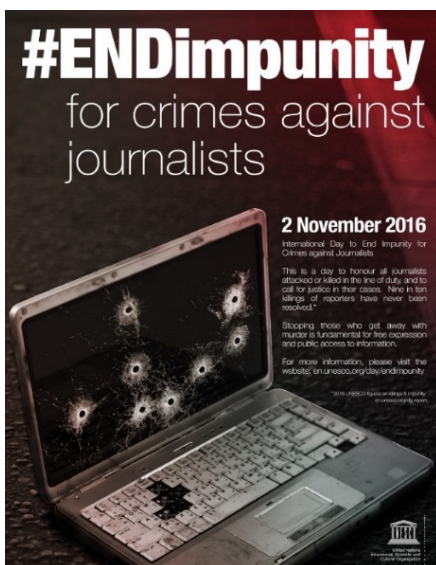
- Media advisory: [24/10](#)
- News: [31/10 \(1\)](#), [31/10 \(2\)](#), [8/11](#)
- [Press release by the Government of Quebec](#) (01/11)
- [Dedicated webpage](#)
- [Preventing Violent Extremism webpage](#)
- [Concept Note](#)
- [Programme](#)
- [List of Speakers](#)
- [Québec's Call for Action](#)
- Publication: *A Teacher's Guide on the Prevention of Violent Extremism* ([English](#), [French](#), [Russian](#), [Arabic](#))

**Website statistics** (15 oct. -30 nov): Media advisory: [24/10](#): 727 visits/1,136 page views. News: [31/10 \(1\)](#): 184 visits/243 page views, [31/10 \(2\)](#): 623 visits/878 page views, [8/11](#): 220 visits/405 page views. [Dedicated webpage](#): 4,631 visits/7,521 page views. [Preventing Violent Extremism page](#): 991 visits/3,713 page views. *A Teacher's Guide on the Prevention of Violent Extremism*: 3,935 views ([English](#): 2,690, [French](#): 534, [Arabic](#): 528, [Russian](#): 183).

**Press coverage:** Quebec conference got wide coverage locally, however, articles appeared as well in [Paris Match](#) and [Le Monde](#).

**Social media:** The DPI team provided access to @unescoNOW (our dedicated live-tweeting account) to programme specialists present at the event in order to live-tweet activities, while @unesco channels were cross promoting the live materials. In addition, @UNESCO communicated on the subject with compelling visuals and interesting statistics.

### II. International Day to End Impunity for Crimes Against Journalists (02 Nov.)



The third edition of the [International Day to End Impunity for Crimes against Journalists \(IDEI\)](#) was observed through a multitude of events organized worldwide; its commemoration started by a seminar in Arusha, Tanzania on 10 September 2016 organized by UNESCO and the African Court on Human and Peoples' Rights. Other events included high-level panel discussions and roundtable discussions in New York, Bogotá and The Hague as well as other initiatives in Europe, Asia, South America, the MENA region, and Africa. In total [33 commemorations](#) were organized by UNESCO and partners to raise awareness on impunity for crimes against journalists and its impact on the safety of journalists.

In order to promote the International Day, a **media kit** was sent out in advance to field offices, NGOs and partners and well-known journalists for them to share the materials on IDEI with their network and on social media. The International Day also served as the occasion to share the highlights of the new UNESCO Director-General's Report on Safety of Journalists and the Danger of Impunity through the public **awareness raising campaign** 'My killers are still free', which visualized the key findings of the Report and emphasized the duress of impunity through audio testimonials of those who keep the memory of killed media workers alive. The powerful and heartfelt statements of close relatives, co-workers, and lawyers demonstrate the consequences of impunity and the ultimate price journalists have paid. Furthermore, an **Op-Ed**

by Mr Frank La Rue, the Assistant Director-General for Communication and Information, was translated in 6 languages and published in 43 media in more than 20 different countries, including, Cambodia, Italia, Jordan Myanmar, Pakistan, South Sudan, Senegal, Russia, United States. In more than 50 countries various articles on the International Day were published. Official declarations and statements were made by Secretary-General Bank Ki-moon of the United Nations, European Commission, Organization of American States, African Union, OSCE, but also by the President of France, François Hollande, and the President of Somalia, Hassan Sheikh Mohamad.



**Participants:** Seminar in Arusha: more than 100 participants (judges, journalists) from 36 different countries. A total of 26 people participated as a speaker in the panel discussion and 43 journalists attended the seminar. Speakers for the high level panel discussions around the world included renown journalists, among which Mr Mazen Darwish, Laureate of the UNESCO/Guillermo Cano World Press Freedom Prize; representatives of civil society and other Member States' representatives. **Audience:** Representatives from Member States, UN Agencies, NGOs, academia, and media professionals.

Communication materials and activities:

**Seminar in Arusha**

- Press release (05/09): [EN](#), [FR](#), [RU](#), [AR](#)
- News (12/09): [EN](#), [FR](#), [AR](#)
- [Dedicated webpage](#)
- Concept note: [EN](#), [FR](#), [ES](#), [RU](#), [AR](#)
- Programme: [EN](#), [FR](#)
- Poster: [EN](#), [FR](#), [ES](#), [RU](#), [AR](#)
- Infographic: [EN](#)
- Video on African Court : [EN](#), [FR](#), [AR](#)
- Kakemono
- Report on seminar : [EN](#)

**International Day to End Impunity for Crimes Against Journalists**

- Press release (02/11): [EN](#), [FR](#), [ES](#), [RU](#), [AR](#), [CH](#)
- UNESCO News: [28/10](#), [31/10 \(1\)](#), [31/10 \(2\)](#), [02/11 \(1\)](#), [02/11 \(2\)](#), [03/11 \(1\)](#), [03/11 \(2\)](#), [07/11](#)
- [Dedicated website](#) + My Killers are still free campaign: [website](#)
- Message from the DG for the Day: [EN](#), [FR](#), [ES](#), [RU](#), [AR](#), [CH](#) and of UNSG: [EN/FR](#)
- Director-General's 2016 Report on the Safety of Journalists and the Danger of Impunity: [EN](#), [FR](#). Executive Summary: [EN](#). Brochure: [EN](#), [FR](#), [ES](#), [RU](#), [AR](#), [CH](#), [MO](#), [PT](#)
- Op-Ed by Frank La Rue (see p. 15). [IDEI 2016 Press Coverage](#)
- Visuals: [EN](#), [FR](#), [ES](#), [RU](#), [AR](#), [CH](#)
- [Commemorations map](#)
- Quotes: [DG1](#), [DG2](#), [ADG1](#), [ADG2](#), [ADG3](#), [C. Amanpour](#)
- Videos: [ADG/CI message for the Day](#); [End Impunity in Yemen](#)
- [Panel discussion](#) and [Press conference with Frank La Rue](#) in New York on UN WEB TV

**Webcast/Live streaming connections:** On UN WEB TV. Figures n/a so far.

**Website statistics:** **Seminar in Arusha** (traffic in Sept. 2016): [Press release](#) (05/09):62 visits/175 page views. News ([12/09](#)):89 visits/219 page views. [Dedicated webpage](#): 157 visits/417 page views. Video on African Court (until 30/11): [EN](#): 686 views, [FR](#): 233 views, [AR](#): 111 views. **IDEI** (traffic from 14 Oct. to 30 Nov. 2016): [Press release](#) (02/11): 1,064 visits/1,714 page views. UNESCO News: [28/10](#), 7 visits/19 page views; [31/10 \(1\)](#): 149 visits/246 page views; [31/10 \(2\)](#): 129 visits/187 page views; [02/11 \(1\)](#): 17 visits/20 page views; [02/11 \(2\)](#): 38 visits/85 page views; [03/11 \(1\)](#): 16 visits/53 page views; [03/11 \(2\)](#) : 20 visits/54 page views ; [07/11](#): 2 visits/55 page views. [Dedicated website](#): 3,275 visits/8,148 pv. [Message from the DG for the Day](#): 571 views. The Safety of Journalists and the Danger of Impunity, Report by the DG to the Intergovernmental Council of the IPDC: 22 views. [Brochure](#): N/A. Videos: [ADG/CI message for the Day](#): 646 views. [End Impunity in Yemen](#): 499 views.

**Press coverage:** Some 50 articles, mainly in the African media, covered the Arusha Seminar in September 2016. International Day to End Impunity for Crimes Against Journalists was extensively covered worldwide early in the month, and several hundreds of articles were monitored as well throughout the month of November referencing UNESCO statistics on the killing of journalists. The Op-Ed by Frank La Rue, was published in more than 30 media in Oct.-Nov. 2016. See selected media coverage [here](#).

**Social media:** The 2 November commemoration was widely shared on all UNESCO's social media channels. In the week leading up to 2 November, UNESCO Twitter account disseminated teasers of the testimonials of the 'My killers are still free' campaign, as well as the poster especially created for the International Day and infographics on the Director-General's Report on Safety of Journalists and the Danger of Impunity. In order to engage the global public and programme partners, 'power' twitterers with a large following were contacted to share IDEI2016-related tweets on 2 Nov. E.i Ms Christiane Amanpour, our Goodwill Ambassador for Freedom of Expression and Journalist Safety, Mr Hamid Mir, a well-known Pakistani journalist, Ms Maria Ressa, Philippine journalists, Mr Edison Lanza, Special Rapporteur on Freedom of Expression of the Inter-American Commission on Human Rights (CIDH), Ms Cilla Benkö, CEO of Sveriges Radio, as well as partnering delegations and civil society organizations such as WAN-IFRA, CPJ, IFEX and IFJ tweeted or retweeted UNESCO content. Also several UN Agencies retweeted IDEI2016-related tweets, amongst others United Nations, Un Human Rights, UN Women and UNODC. The [link to the DG's Report](#) was the most retweeted, namely 866 times.

	English	Spanish
Twitter impressions	140,505,483	29,563,598
Facebook posts reach	516,200	68,823



The 22<sup>nd</sup> Conference of the Parties to the United Nations Framework Convention on Climate Change (COP22) convened from 7 to 18 November 2016 in Marrakech, Morocco. On this occasion and as part of the overall United Nations system, UNESCO's observer presence at the COP once again provided information and technical resources about its work on climate change. UNESCO also assists UNFCCC-COP host countries through its [uniquely multidisciplinary expertise and outreach](#) in climate change education, science, culture and communication, mobilizing efforts for enhanced climate change awareness and action in the lead-up to, during and in the follow-up to each COP.

On the occasion of COP22, **75 events** (conferences, debates, launching events etc.) were organized by UNESCO before and during the conference, in Marrakech and in the different areas of the COP (Blue and Green Zones).

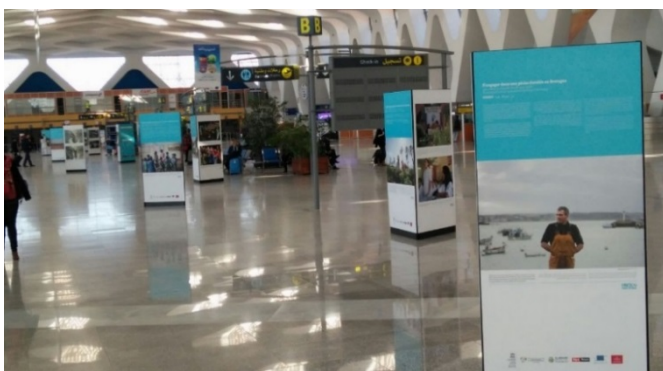
Since COP21, UNESCO has a pavilion in the civil society area (Green Zone) of the COP, providing an opportunity to engage different stakeholders and the general public to collectively address climate change and inform them about UNESCO's role in finding solutions. A [series of thematic days](#) related to UNESCO's actions on climate change was organized on UNESCO's pavilion, where conferences and debates were held: **Indigenous People** (7/11), **UNESCO's Designated Sites** (8/11), **Water** (9/11), **Ocean and Disaster Risk Reduction** (10/11), **Social and Human Sciences** (11/11), **Small Island Developing States** (12/11), **Education** (14/11), **Gender** (15/11) and **Africa** (16/11).



UNESCO Pavilion, SHS Day ©UNESCO

UNESCO was once again the **only UN agency to be represented in the civil society area** and also the only organism to **present a series of debates and conferences all day, every day**. This offered a unique space and opportunity for a great variety of stakeholders such as UNESCO's experts, representatives of other UN agencies, UNESCO's partners, the civil society and the general public, to gather and exchange on main issues related to climate change. Sessions were attended by a vast public from 15 to 150 people (depending on the session), and some 150 to 300 people came every day to UNESCO's pavilion to find out more about the UNESCO's actions on climate change. **UNESCO's motto "Changing Minds, not the Climate" had a great success with the public on site**, who understood perfectly the key role Education and raising awareness plays in the creation of a sustainable world. The great cooperation between UNESCO's several sectors and between UNESCO's headquarters and field offices allowed the Organization to **consolidate its presence and visibility on its actions to the international community and to the civil society**.

During the COP, events organized by UNESCO were covered by [Radio Climat](#), which broadcast in Marrakech on a temporary radio license, and also contributed to a temporary press agency for community radio stations worldwide, led by young people. This programme was coordinated by AMARC, in partnership with the FMAS, with the support of the Maghreb UNESCO office in the framework of the «Network of Mediterranean Youth» project (NET-MED Youth) and funded by the European Union.



UNESCO GREEN CITIZENS exhibition in Marrakech's airport

The "UNESCO GREEN CITIZENS: Pathfinders for change" exhibition, highlighting nine emblematic projects on education for sustainable development, was held in Marrakech's airport in November during the COP and could be seen by all passengers. A launch event was organized on UNESCO pavilion, in the presence of UNESCO Director-General, Ms. Irina Bokova. The exhibition will be travelling to four other international Moroccan airports until March 2017:

- Casablanca (December 2016)
- Rabat (January 2017)
- Tanger (February 2017)
- Fez (March 2017)

**Participants:** 15 to 150 people per event / 150 to 300 visitors every day on UNESCO's pavilion

**Audience:** Government officials, representatives of UN bodies and agencies, intergovernmental and civil society organizations, journalists, experts, students with their teachers, youth, the general public.

#### Communication materials and activities:

- Press release: [10/11](#) (+[AR](#), [FR](#))
- News : [03/11](#) (+ [AR](#), [FR](#)) ; [07/11](#) (+[AR](#), [FR](#)) ; [08/11](#) ; [09/11 \(1\)](#) (+[AR](#)) ; [09/11 \(2\)](#) ; [10/11 \(1\)](#) (+[AR](#), [FR](#)) ; [10/11 \(2\)](#) ; [14/11 \(1\)](#) (+[AR](#), [FR](#)) ; [14/11 \(2\)](#) (+[FR](#)) ; [14/11 \(3\)](#) ; [17/11 \(1\)](#) ([AR](#)) ; [17/11 \(2\)](#) ([AR](#)) ; [17/11 \(3\)](#) ([FR](#)) ; [22/11](#) ([AR](#))
- Dedicated website ([ENG](#), [FR](#), [AR](#), [RU](#), [ZH](#)) ; [Adressing Climate Change](#)
- [COP 22 Photo gallery](#)
- COP22 Brochure [ENG](#) (400 copies) [FR](#) (800 copies)
- Weathering Uncertainty [ENG](#) (150 copies)
- WU executive summary [ENG](#) (100 copies)
- Indigenous Knowledge and Climate Change conference abstracts [ENG](#) (250 copies)
- Man And The Biosphere Programme [ENG](#) (100 copies) [FR](#) (100 copies) [ESP](#) (100 copies) [AR](#) (100 copies)
- MAB Activity Report 2014-2015 [ENG](#) (50 copies) [FR](#) (50 copies)
- Climate Change Impacts on Mountain Regions of the World [ENG & FR](#) (100 copies)
- UNESCO Global Geoparks : Celebrating Earth Heritage, Sustainable local Communities [ENG](#) (50 copies)
- Disaster Risk Reduction: UNESCO's contribution to a global challenge [ENG](#) (50 copies)
- Teaching Manual: "Sandwatch - Adapting to climate change and educating for sustainable development" [ENG](#) (3 copies) [FR](#) (3 copies) for consultation
- Brochure: "Small Island Developing States - UNESCO'S ACTION PLAN" [ENG](#) (30 copies) [FR](#) (30 copies)
- Brochure: "Islands of the future - Building resilience in a changing world" [ENG](#) (15 copies) [FR](#) (15 copies)
- GEM Planet chapter [ENG](#) (1,000 copies)
- ACE Guidelines [ENG](#) (30 copies)
- CD Learning and Teaching for a Sustainable Future [ENG](#) (200 copies)
- CD CCE Teachers'Course [ENG](#) (100 copies)
- CCE Starter Guide (students) [ENG](#) (40 copies)
- GAP Folder [ENG](#) (50 copies) [FR](#) (50 copies)
- YouthXchange climate change [ENG](#) (40 copies)
- YouthXchange Biodiversity [ENG](#) (40 copies)
- YouthXchange sustainable lifestyles [ENG](#) (40 copies)
- DESD Final Report [ENG](#) (26 copies)
- « Not just hot air » [ENG](#) (20 copies)
- [Success Stories ESD Prize laureates 2015](#) [ENG](#) (100 copies) [FR](#) (50 copies) [ESP](#) (50 copies)
- [Info sheet on ESD Prize winners 2016](#) [ENG](#) (40 copies) [FR](#) (30 copies)
- Flyers on the Manifesto for Women in Science [ENG](#) (100 copies) [FR](#) (100 copies)
- 100 USB keys with UNESCO World Science Report Towards 2030 [ENG](#) (100 copies)
- Brochures on STEM and Gender Advancement (SAGA) project [ENG](#) (50 copies)
- African women, Pan-Africanism and African renaissance [ENG](#) (several copies)
- La priorité Afrique de l'UNESCO [FR](#) (45 copies)
- Mouvement Panafricain pour la culture de la Paix [FR](#) (33 copies)
- Femmes Africaines, Panafricanisme et Renaissance africaine [FR](#) (30 copies)
- Futurs africains : vers une émergence durable ? [FR](#) (40 copies)
- Stratégie Opérationnelle pour la priorité Afrique [FR](#) (26 copies)
- First draft of a preliminary text of a declaration on ethical principles in relation to climate change [ENG](#) (100 copies)
- World Social Science Report 2016 [ENG](#) (100 copies) [FR](#) (150 copies)
- Postcards, flyers, bags, pens and pins

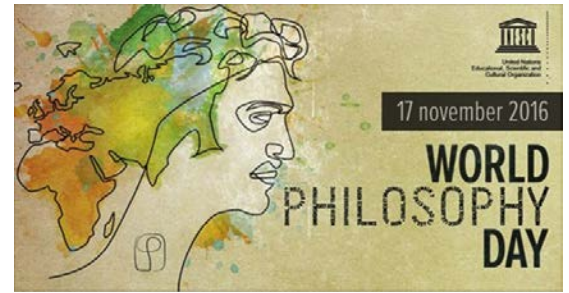
**Website statistics:** Press release: [10/11](#): 904 visits/351 page views. News : [03/11](#): 81 visits/193 page views. [07/11](#): 334 visits/598 page views. [08/11](#): 292 visits/456 page views; [09/11 \(1\)](#): 131 visits/421 page views ; [09/11 \(2\)](#): 65 visits/129 page views ; [10/11 \(1\)](#): 66 visits/129 page views; [10/11 \(2\)](#): 34 visits/67 page views ; [14/11 \(1\)](#): 569 visits/1,073 page views; [14/11 \(2\)](#): 33 visits/74 page views ; [14/11\(3\)](#): 20 visits/57 page views ; [17/11 \(1\)](#): 110 visits/207 page views; [17/11 \(2\)](#): 150 visits/268 page views; [17/11 \(3\)](#): 469 visits/679 page views ; [22/11 \(AR\)](#) : 48 visits/91 page views. **Dedicated website:** 1,073 visits/2,647 page views. [Adressing Climate Change](#) page: 2,013 visits/3,045 page views. COP 22 Photo gallery: 57 visits/99 page views. Publications downloads: [COP22 Brochure](#) (views: [ENG](#): 931, [FR](#): 177); [Weathering Uncertainty](#): 263 views. [GEM Planet chapter](#): 10,133 views. ACE Guidelines: 928 views. DESD Final Report: 320 views. [UNESCO Science Report: Towards 2030](#): 2,260 views. World Social Science Report 2016 ([ENG](#): 2,223, [FR](#): 2,474); [UNESCO, climate change education and COP22](#) ([ENG](#): 350; [FR](#): 129)

**Press coverage:** Some 400 articles referenced UNESCO at COP22. The Kuwait News Agency, National Radio New Zealand, L'Observateur du Maroc, Liberation (Maroc), and Arab Times, were among the news organizations that included UNESCO in their coverage.

**Social media:** @UNESCO social media team communicated heavily on UNESCO pavilion's thematic days during COP22. The thematic day on Education was well received, with key events in the Blue Zone around the press conference organized by GEM Report colleagues with the Director-General and HRH Princess Lalla Hasna of Morocco - to launch the Global Education Monitoring (GEM) Report's new publication, *PLANET: Education for environmental sustainability and green growth*, such as a high-level panel debate, including Education ministers; both events were streamed on Facebook Live. The #GreenCitizen exhibition, along with Water, Megacities and global change event were also well received on social media.

#### IV. World Philosophy Day (17 Nov. 2016)

On the occasion of World Philosophy Day, a series of events were organized from 16 to 19 November at UNESCO Headquarters to celebrate the creativity and diversity of this discipline, which were attended by more than 3,000 participants. Over three days, access to philosophical questioning were proposed to all, including through: the [15th International Encounters on New Philosophical Practices](#) (16-17 November), a [Round Table on "Speak up together for tolerance"](#) (17 November), a [Round Table on teaching Aristotle](#) at secondary and university level (18 November), the [launch of the new UNESCO Chair on the practice of philosophy with children](#) (4-18 years) (18 November).



In this context, the celebration culminated on 18 November in a [Night of Philosophy](#) from 7 pm to 7 am, an unprecedented celebration of human thought and creativity organized with support among others of the French National Commission for UNESCO and the Mairie de Paris. The watchword of the night: to bring philosophy to all audiences and to life in all its forms.

Children, adults and many young people were present during the 12-hour event. Everyone was able to create its own unique and multiform philosophical journey, moving from passionate listening to one of the 48 conferences of renowned philosophers from all over the world, to questioning or amazement in front of the 24 artistic installations and performances organized throughout the night.

**Participants:** More than 3,000.

**Audience:** Academics / Philosophers, Civil society, including relevant NGOs and organizations, Institutes / universities / social science communities, UNESCO Chairs, UNESCO Member States, UNESCO National Commissions, partners (i.e. Sciences Po), media, students, general public,

**Communication materials and activities:**

- [Media advisory](#) (14/11)
- [News](#) (28/11)
- [Message from the DG on World Philosophy Day 2016](#)
- [Dedicated webpage](#)
- [A Night of Philosophy](#) (18-19 Nov.), [Programme](#)
- [Partner's dedicated website](#)
- Bookmarks
- Facebook incl. Facebook Live/Twitter
- [15th International Encounters on New Philosophical Practices](#) (16-17 Nov.)
- [Roundtable "Speak up together for Tolerance"](#) (17 Nov.)
- [Launch of the UNESCO Chair on the practice of philosophy with children](#) (18 Nov.)
- [Roundtable on "Teaching Aristotle"](#) (18 Nov.)
- Publication: [Philosophy manual: a South-South perspective](#)
- [UN Radio interview with John Crowley](#), UNESCO

**Website statistics:** [Media advisory](#) (14/11): 818 visits/1,327 page views. [News](#) (28/11): 53 visits/89 page views. [Message from the DG on World Philosophy Day 2016](#): 1,443 views (ES: 668, ENG: 357, FR: 160, RU: 102, AR: 85, CH: 71). [Dedicated webpage](#): 8,044 views, 11,318 page views. Publication: [Philosophy manual: a South-South perspective](#): 1,289 views (ENG: 1,126, AR: 163) Events announcements: [15th Intl' Encounters](#): 241 visits/288 page views. [Roundtable "Speak up together for Tolerance"](#): 126 visits/283 page views. [Launch of the UNESCO Chair](#): 445 visits/634 page views. [Roundtable on "Teaching Aristotle"](#): 213 visits/122 page views.

**Press coverage:** Some 130 articles covered World Philosophy Day and A Night of Philosophy, including Philosophie Magazine.

**Social media:** A special poster with a clear visual identity was developed by DPI for the promotion of the Day on social media. However, the biggest effort around social media was dedicated to *A Philosophy Night at UNESCO*, with five Facebook Live videos which had 13K views in total.

	English	Spanish
Twitter impressions	203, 283	73,837
Facebook posts reach	202,800	197,490

## V. High-Level Conference “Promoting an Inclusive Urban Agenda for Refugees and Migrants” (22 Nov.) and Expert Meeting “Empowering cities to implement an inclusive urban agenda for refugees and migrants” (23 Nov. 2016)

Local authorities and their administrations are oftentimes at the front lines of refugee and migrant reception and integration. Further to additional financial resources, local governments need enhanced capacity, in terms of knowledge, skills and authority, to foster the enjoyment of human rights for all their inhabitants and tackle effectively the mounting anti-migrant backlash.

Finding adequate responses to these challenges is what motivated the partnership on *welcoming cities for refugees* between UNESCO, the Marianna V. Vardinoyannis Foundation and the European Coalition of Cities against Racism launched in May 2016.

Within this context, the partners organized in Athens, Greece, two mutually reinforcing events.

On 22 November, a high-level conference was convened marked by the presence of H.E. the President of the Hellenic Republic, UNESCO's Director-General, Ms Vardinoyannis, ministers, first ladies, mayors and experts. Its objective was to send a strong message in favour of an inclusive urban agenda for refugees and migrants aligned with the spirit of the 2030 Agenda for Sustainable Development. The call for greater solidarity and anchorage of efforts in the universal values of human rights, gender equality and respect for diversity, was reinforced by the findings and recommendations of the UNESCO publication [Cities Welcoming Refugees and Migrants: enhancing effective urban governance in an age of migration](#) that was presented to the press on that occasion.



High-Level Conference, 22 Nov. 2016



Experts panel, 23 Nov. 2016

On 23 November, an experts' meeting was organized with the participation of representatives of municipal authorities, representatives of UN agencies, UNESCO Chairs and experts. Its aim was to make a step forward in the endeavor of translating international commitments and the publication's recommendations into operational guidance (handbook) for urban governments and concerned stakeholders. The discussions brought to the fore a wealth of issues and considerations which will enrich the handbook for a welcoming urban agenda for refugees and migrants that is currently under elaboration.

**Participants:** **High-Level Conference:** 19 speakers including H.E. the President of the Hellenic Republic, Ministers, mayors, UN representatives, experts and 2 moderators. 500 participants. **Press launch** (22 Nov): 50 journalists. **Experts Meeting** (closed): 30 speakers/participants, including representatives of municipal authorities, representatives of UN agencies and UNESCO Chairs, experts.

**Audience:** **High-Level Conference:** Several Ministers, party leaders, the President of the Supreme Court of Greece, former presidents of the Parliament, the clergy, academics, civil society etc

**Communication materials and activities:**

- News: [21/11](#), [22/11](#), [23/11](#)
- [Event announcement](#)
- Publication: [Cities Welcoming Refugees and Migrants](#)
- Press launch of the publication

**Website statistics:** [21/11](#): 31 visits/114 page views, [22/11](#): 250 visits/409 page views. [23/11](#): 19 visits/73 page views. Publication: [Cities Welcoming Refugees and Migrants](#): 1,726 views.

**Press coverage:** A dozen of articles were monitored on the High-Level Conference mainly in the Greek media ([CNN](#), [TO BHMA blogs](#), [Mononews](#), [TLife](#), [alphaFM](#), [NEWSIT](#), [ONMED.FR](#)).

**Social media:** The main social media coverage for the event was around the launch of a new publication, 'Cities Welcoming Refugees and Migrants'. In total our tweets generated 77,189 impression on @UNESCO Twitter account.







# Focus on UNESCO Office in Tashkent

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's Office in Tashkent was established in 1996 as a project office in the field of culture. Over the past 20 years, the Office's programme portfolio has grown and now includes activities in all UNESCO's areas of competence – education, the sciences, culture, and communication and information. The country Office focuses on advocacy and capacity-building, working closely with the Ministries of Education of the Republic of Uzbekistan, to promote the quality of education and lifelong learning opportunities for all. In the field of culture, the Office supports the development of Management Plans for the World Heritage-listed properties and the safeguarding of intangible cultural heritage, including the promotion of culture as the driver for development. Through the localization of UNESCO's publications and capacity-building of journalists, the Office's work in the field of communication and information focuses on the quality of media reporting. UNESCO's action within the framework of the UN Joint Programme at the Aral Sea is promoting sustainable livelihoods of the local communities based on the natural and cultural heritage of the region. UNESCO is an active member of the United National Country Team and chairs the Education Results Group and the Communications Group. As a new feature, the Office's Facebook page launched in February 2016 is gaining importance as a tool of dynamic communication for both the country-level activities as well as for sharing global messages of the Organization.

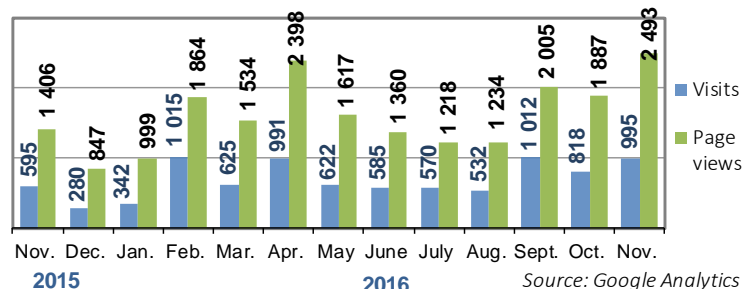
## Major events :

	<p>10 -11 November 2016 in Tashkent and 17 November - 1 December in the regions</p> <p><b>Training of Trainers and master classes at journalism faculties on quality reporting, followed by 6 regional trainings:</b> The training of trainers conducted with support of an international expert brought together 25 journalists from all over Uzbekistan. The focus of the training was on the quality of journalism, including presentation of UNESCO's series of publications on investigative journalism, media and information literacy, and non-stereotyped reporting on HIV and AIDS, people with disabilities and women, as well as environmental journalism. The participants also discussed the draft code of conduct. The trainers trained then trained more than 150 journalists during trainings organized in six regions of the country.</p>
	<p>11-12 November 2016, Tashkent region</p> <p><b>UNESCO participating in the SDG localization retreat with national authorities:</b> As a member of the UNCT, UNESCO supports the government in the localization of the SDGs, leading discussions on SDG4. The workshop with national partners highlighted the importance of data and statistics in tracking progress on the new set of sustainable development goals.</p>
	<p>16 November 2016, Tashkent</p> <p><b>International Day for Tolerance:</b> Jointly with the Committee on Religious Affairs under the Cabinet of Ministers and the Tashkent Islamic University, UNESCO organized a meeting to explore the role of religions in promoting tolerance and inter-concessional dialogue. The Head of Office speech included the DG's message on the occasion of the Day.</p>
	<p>21 November 2016, Nukus, Karakalpakstan</p> <p><b>Presentation of the publication on "Heritage of Karakalpakstan: History, Culture, Nature, Museums" and opening of textile exhibitions at the State Museum of Art named after Savitsky in Nukus:</b> The publication was published within the framework of the UN Joint Programme on "Sustaining Livelihoods Affected by the Aral Sea Disaster" with funding from the UN Trust Fund for Human Security (UNTFHS). Within this Programme, UNESCO contributes to the social and economic well-being of the local communities by promoting sustainable livelihoods. The aim of the publication is to promote the rich cultural and natural heritage of the region. The exhibitions "World textile: The East and the West" and of Latvian tapestry artist Iveta Vecenāne were brought to Karakalpakstan with support from many embassies to demonstrate to local communities and masters of this remote region traditional textile from around the world. <a href="#">Read the news.</a></p>

## Media

UNESCO has developed close partnership with many media outlets and journalists and enjoys good visibility in Uzbekistan. The review of the media coverage over the past three months identified 50 dedicated articles in the written press, most of which covering UNESCO's operational activities in the country, but also including a full-length TV programme on the occasion of Uzbekistan's UNESCO membership anniversary. In addition, UNESCO gets regular coverage in TV and radio on the occasion of the events organized or supported by the Office.

## Website traffic: [www.unesco.org/new/en/tashkent/](http://www.unesco.org/new/en/tashkent/)



## Latest Publications of 2016 (clickable covers)

- The Heritage of Karakalpakstan: History, Culture, Nature and Museums
- CI series (i.e. investigative journalism, media and information literacy, non-stereotyped reporting on gender, HIV&AIDS, code of ethics)



## Social Media

 <https://www.facebook.com/UNESCO.Tashkent>  
1,086 followers

### Most 'liked' posts:

- Opening of two textile exhibitions at the Karakalpakstan State Museum of Arts (22/11)
- Launch of the publication "The Heritage of Karakalpakstan (22/11)

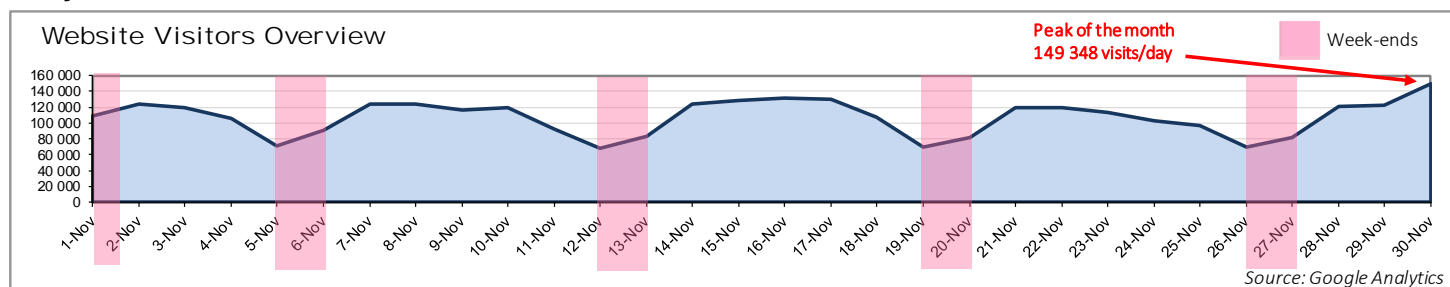
# 1. UNESCO Website - <http://www.unesco.org>

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](mailto:v.pham@unesco.org)).

Traffic on UNESCO's public website grew in September, peaked in October, and dropped 5% in November. Visits and page views remain however among the highest in 2016. Compared to the same month last year visits increased by 9% while page views saw a slight decline (-4%). A peak was registered on 30 November 2016 with the increased traffic on the Intangible Heritage website on the occasion of the inscriptions on the Representative List of Intangible Cultural Heritage. As a result, visits to the Intangible Heritage website jumped by more than 65% compared to last year same month, at the beginning of the Committee Meeting.

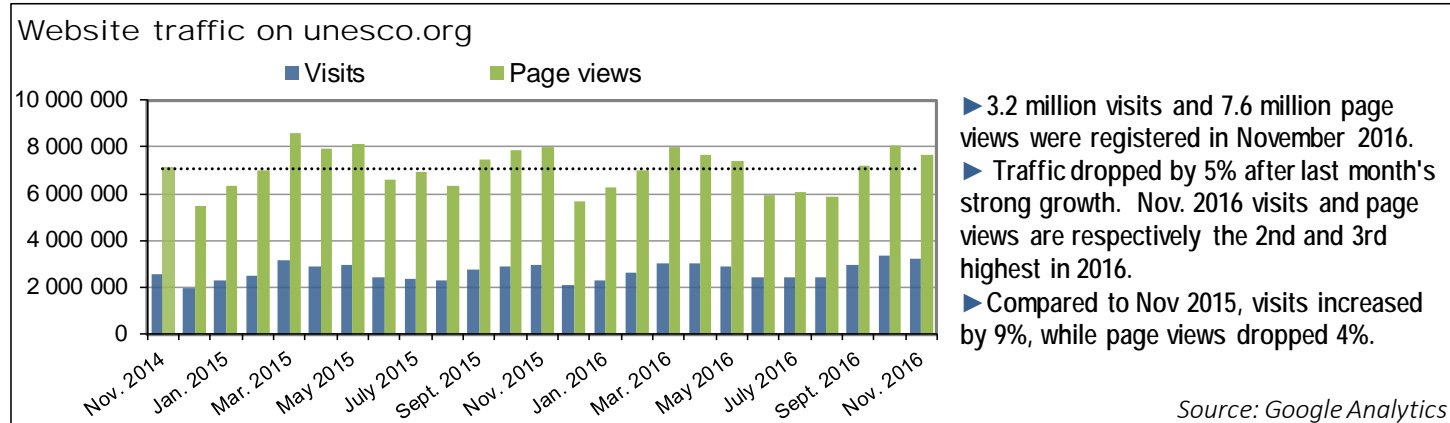
## 1.1. November 2016 Traffic

### Daily Web Traffic Patterns



## 1.2. Monthly Visits

	Page views <sup>1</sup>	Variation vs Y-1	Variation vs M-1	Visits <sup>2</sup>	Variation vs Y-1	Variation vs M-1	Unique Visitors <sup>3</sup>	Variation vs Y-1	Variation vs M-1
Nov. 2016	7 677 677	-4.00%	-5.05%	3 222 606	+9.29%	-4.69%	2 235 118	+12.29%	-4.93%
Nov. 2015	7 997 933	+12.37%	+1.78%	2 948 747	+14.28%	+2.06%	1 990 419	+0.85%	-3.65%



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

Areas of interest	Visits <sup>2</sup>	Variation vs Y-1**	Variation vs M-1**
<b>UNESCO.ORG</b>	<b>3 222 606</b>	<b>+9.29%</b>	<b>-4.69%</b>
Education for the 21st Century and ED Sector	224 023	+20.18%	-7.57%
One Planet. One Ocean & Science for a Sustainable Future and SC Sector	80 302	+14.33%	-0.75%
Learning to Live Together and SHS Sector	107 104	+50.84%	+4.19%
Protecting our Heritage and Fostering Creativity and CLT Sector	1 356 564	+3.34%	-2.40%
World Heritage	1 105 068	-2.69%	-5.24%
Intangible Heritage	164 091	+66.56%	+23.91%

Culture Sector (excl. Intangible Heritage)	87 405	+11.31%	-4.29%
<b>Fostering Freedom of Expression &amp; Building Knowledge Societies and CI Sector</b>	<b>74 637</b>	<b>+15.16%</b>	<b>+2.15%</b>
<b>Field offices (only those tracked)</b>	<b>279 969</b>	<b>+44.76%</b>	<b>+5.39%</b>
IBE*	23 154	-41.57%	-0.55%
UIL*	35 521	+7.96%	+2.37%
UNEVOC*	44 058	-14.74%	-2.57%

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

## 1.4. UNESCO Website Visitors

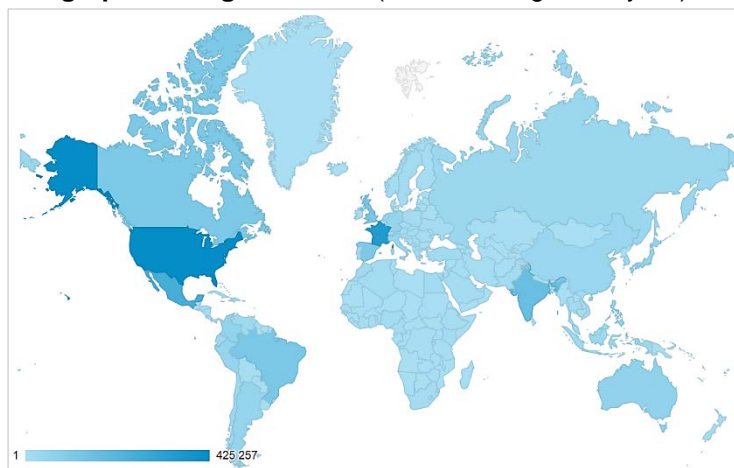
### Top 10 domains/countries

Country	Visits <sup>2</sup>	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	425 257	13.20%	-7.96%	2.39	00:02:25
France	346 824	10.76%	-2.51%	2.67	00:03:16
Mexico	253 905	7.88%	-7.86%	2.01	00:02:22
India	166 428	5.16%	+20.21%	1.95	00:01:55
United Kingdom	124 719	3.87%	-2.62%	2.50	00:02:30
Brazil	119 463	3.71%	+9.75%	1.74	00:01:31
Canada	115 962	3.60%	-13.78%	3.36	00:03:52
Spain	112 026	3.48%	+16.00%	2.67	00:02:29
Australia	61 802	1.92%	-27.75%	2.51	00:02:59
Colombia	58 489	1.81%	-14.30%	1.86	00:01:54

### Top 10 visitors' language

Language	Visits <sup>2</sup>	% of Total visits	Variation vs M-1
English	1 503 406	46.65%	-6.36%
Spanish	658 404	20.43%	-4.08%
French	443 196	13.75%	-2.53%
Portuguese	111 497	3.46%	-2.05%
Russian	62 480	1.94%	-6.02%
Chinese	60 605	1.88%	-0.96%
German	49 960	1.55%	+0.39%
Japanese	46 246	1.44%	+25.69%
Italian	44 809	1.39%	-16.48%
Arabic	28 812	0.89%	-7.73%

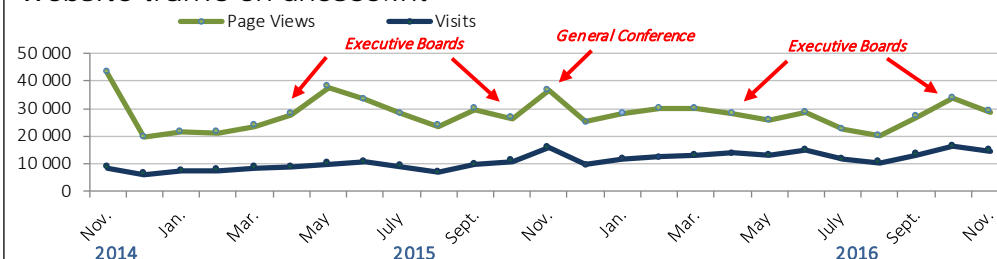
### Geographical origin of visits (source: Google Analytics)



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

	Page views <sup>1</sup>	Variation vs Y-1	Variation vs M-1	Visits <sup>2</sup>	Variation vs Y-1	Variation vs M-1	Pages/Visit	Variation vs M-1	Avg Visit duration
<b>Nov. 2016</b>	<b>28 733</b>	<b>-21.08%</b>	<b>-14.44%</b>	<b>14 492</b>	<b>-8.40%</b>	<b>-10.77%</b>	<b>2.52</b>	<b>-2.70%</b>	<b>00:03:20</b>
Nov. 2015	36 410	-15.19%	+38.06%	15 821	+86.15%	+45.03%	3.17	+1.17%	00:03:54

### Website traffic on unesco.int



► November 2016 traffic declined after the two-month increase towards the Executive Board. Visits remain the third highest of all-time.

Source: Google Analytics

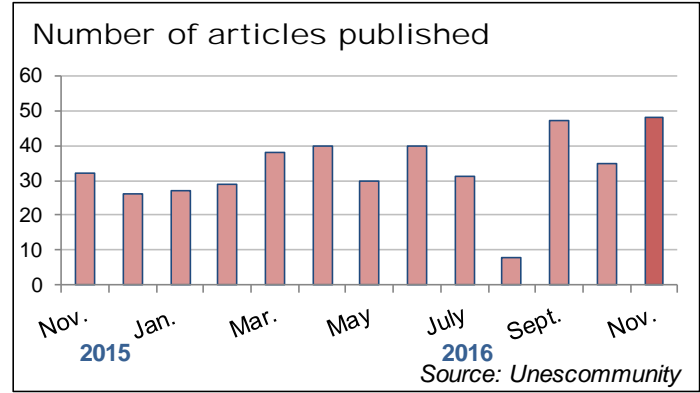
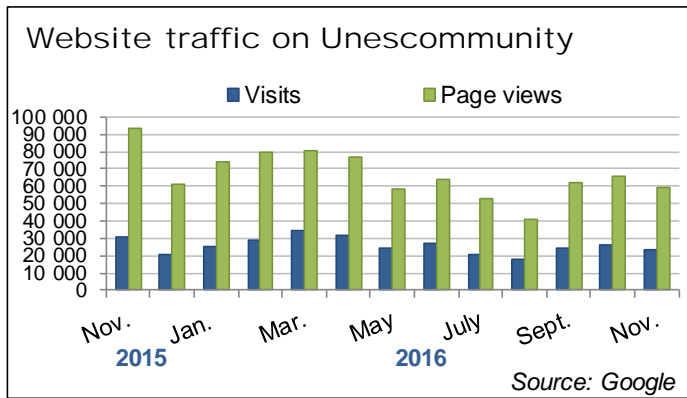
## 1.6. UNESCO Field Offices Websites/Webpages

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 <sup>1</sup>	Variation vs M-1	Visits <sup>2</sup>	Variation vs M-1
<a href="#">Abidjan</a>	358	+12.58%	174	-3.87%
<a href="#">Abuja</a>	380	-7.77%	128	-20.00%
<a href="#">Accra</a>	225	+13.64%	120	+30.43%
<a href="#">Addis Ababa</a>	1 207	+22.41%	554	+25.34%
<a href="#">Almaty*</a>	8 590	+64.37%	3 813	+43.67%
<a href="#">Amman</a>	7 729	-13.20%	3 783	-17.64%
<a href="#">Apia</a>	4 251	+67.76%	2 136	+75.80%
<a href="#">Bamako</a>	457	+48.86%	208	+45.45%
<a href="#">Bangkok*</a>	60 802	+12.48%	30 121	+10.81%
<a href="#">Beirut</a>	7053	-1.18%	3 276	-9.28%
<a href="#">Brussels</a>	2 522	-15.14%	819	-29.09%
<a href="#">Brazzaville</a>	100	+4.17%	45	-8.16%
<a href="#">Brasilia</a>	157 399	+9.11%	100 858	+14.96%
<a href="#">Bujumbura</a>	76	+10.14%	32	+3.23%
<a href="#">Cairo</a>	10 055	+22.34%	5 094	+20.74%
<a href="#">Dakar</a>	10 688	-5.70%	5 228	-9.50%
<a href="#">Dar es-Salaam*</a>	76 440	+101.69%	13 913	+75.54%
<a href="#">Dhaka</a>	2 116	-7.15%	787	-10.47%
<a href="#">Doha</a>	2 918	+14.43%	965	-4.55%
<a href="#">Geneva</a>	1 544	+5.97%	916	-1.19%
<a href="#">Guatemala*</a>	N/A	-	N/A	-
<a href="#">Hanoi</a>	1 971	-47.61%	875	-56.40%
<a href="#">Harare</a>	3 545	+10.30%	1 643	+25.23%
<a href="#">Havana</a>	6 849	-1.31%	4 068	+2.88%
<a href="#">Iraq (Office for)</a>	8 341	-10.79%	4 522	-10.46%
<a href="#">Islamabad*</a>	N/A	-	N/A	-
<a href="#">Jakarta</a>	10 261	-16.26%	5 035	-10.71%
<a href="#">Juba</a>	855	-27.17%	443	-50.11%
<a href="#">Kabul</a>	3 088	+15.83%	1 749	+9.11%
<a href="#">Kathmandu</a>	6 713	+25.41%	3 018	+9.91%
<a href="#">Khartoum</a>	236	+1.29%	83	+9.21%
<a href="#">Kingston</a>	861	+40.00%	320	+25.49%
<a href="#">Kinshasa</a>	441	+105.12%	254	+108.20%
<a href="#">Libreville</a>	249	-19.42%	124	-16.78%
<a href="#">Lima</a>	19 936	+10.58%	8 368	+6.73%
<a href="#">Maputo</a>	166	-6.74%	100	+8.70%
<a href="#">Montevideo</a>	30 732	+14.02%	20 508	+13.95%
<a href="#">Mexico</a>	47 590	-17.85%	27 953	-19.97%
<a href="#">Nairobi</a>	5 173	+19.75%	2 319	+16.01%
<a href="#">New Delhi</a>	9 381	-4.34%	5 090	-8.32%
<a href="#">New York</a>	2 383	-8.77%	840	+0.12%
<a href="#">Phnom Penh</a>	3 864	-36.26%	2 141	-36.30%
<a href="#">Port au Prince</a>	841	+14.42%	358	+22.18%
<a href="#">Quito</a>	16 271	+16.75%	11 136	+24.38%
<a href="#">Rabat</a>	4 170	-5.21%	1 857	+2.77%
<a href="#">Ramallah</a>	1 410	-0.49%	623	-1.74%
<a href="#">San José</a>	17 166	+343.11%	14 016	+518.26%
<a href="#">Santiago</a>	50 104	-13.34%	26 748	-14.28%
<a href="#">Tashkent</a>	2 493	+32.11%	995	+21.64%
<a href="#">Tehran</a>	1 698	-6.91%	701	-15.95%
<a href="#">Venice</a>	8 154	-7.28%	3 090	-23.67%
<a href="#">Winhoek</a>	197	+34.01%	86	+11.69%
<a href="#">Yaounde</a>	3 588	-3.78%	1 851	+8.63%

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

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



**Traffic indicators explained:**

<sup>1</sup> **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).

<sup>2</sup> **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.

<sup>3</sup> **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
International Conference – World Heritage Sites and Museums	02-03/11	<ul style="list-style-type: none"> <li>English: 4</li> <li>French: 3</li> <li>Arabic: 0</li> </ul>	<ul style="list-style-type: none"> <li>English: 3</li> <li>French: 2</li> <li>Arabic: 1</li> </ul>	<ul style="list-style-type: none"> <li>12</li> </ul>
“Discover Your World” conference - World Science Day for Peace and Development	10/11	<ul style="list-style-type: none"> <li>Floor: 11</li> </ul>	<ul style="list-style-type: none"> <li>Floor: 4</li> </ul>	<ul style="list-style-type: none"> <li>15</li> </ul>
New Humanity Conference	15/11	Figures from external organizer n/a yet	Figures from external organizer n/a yet	N/A
30th IPDC Council session	17-18/11	<ul style="list-style-type: none"> <li>English: 5</li> <li>French: 4</li> </ul>	<ul style="list-style-type: none"> <li>English: 13</li> <li>French: 4</li> </ul>	<ul style="list-style-type: none"> <li>26</li> </ul>
Assemblée générale 2016 des Participants de la CAM*	30/11	<ul style="list-style-type: none"> <li>English: 5</li> <li>French: 5</li> </ul>	<ul style="list-style-type: none"> <li>English: 13</li> <li>French: 5</li> </ul>	<ul style="list-style-type: none"> <li>28</li> </ul>

\*Includes connections from some Field Offices who cannot use internal links.

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

UNESCO products for written and audiovisual media are:

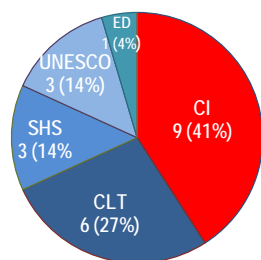
- Save the dates
- Media advisories
- Press releases
- Opinion editorial (Op-Eds)
- Video News Releases (VNR)
- Background Footage (B-Rolls).

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.	02/11	<a href="#">A call for justice for killed journalists ahead of International Day to End Impunity, 2 November</a>
2.	08/11	<a href="#">Director-General deplors the death of journalist Nematullah Zahir in Afghanistan</a>
3.	10/11	<a href="#">UNESCO advocates central role for education in international responses to climate change</a>
4.	10/11	<a href="#">Director-General urges investigation into the murder of community radio owner Jairo de Oliveira Silva in Brazil</a>
5.	10/11	<a href="#">Director-General condemns killing of journalist Mahad Ali Mohamed in Somalia</a>
6.	14/11	<a href="#">Publication of the last two volumes of UNESCO's Collection on Islamic culture</a>
7.	14/11	<a href="#">Three days and one night to celebrate philosophy at UNESCO</a>
8.	17/11	<a href="#">Filmmaker, music producer Deeyah Khan named UNESCO Goodwill Ambassador for artistic freedom and creativity</a>
9.	17/11	<a href="#">Intangible Heritage Committee meeting in Ethiopia to focus on traditional songs, rituals, celebrations and know-how</a>
10.	21/11	<a href="#">Director-General condemns murder of journalist Marcel Lubala in the Democratic Republic of the Congo</a>
11.	23/11	<a href="#">Ukrainian conductor Herman Makarenko to be appointed UNESCO Artist for Peace</a>
12.	24/11	<a href="#">Director-General condemns killing of journalist Awab Al-Zubairi in Yemen</a>
13.	24/11	<a href="#">Director-General condemns murder of radio presenter Hernán Choquepata Ordoñez in Peru</a>
14.	28/11	<a href="#">Great migratory movements in history: the case Asia Minor</a>
15.	28/11	<a href="#">President Mulatu Teshome of Ethiopia opens 11th session of the Intangible Cultural Heritage Committee in Addis Ababa</a>
16.	29/11	<a href="#">Laureates from Switzerland and Argentina to receive 2016 UNESCO/Emir Jaber al-Ahmad al-Jaber al-Sabah Prize for Digital Empowerment of Persons with Disabilities</a>
17.	29/11	<a href="#">Director-General condemns murder of journalist Dharmendra Singh in the Indian State of Bihar</a>
18.	29/11	<a href="#">Traditions from Portugal, Uganda and Ukraine inscribed on the List of Intangible Cultural Heritage in Need of Urgent Safeguarding</a>
19.	30/11	<a href="#">Intangible Heritage: Cambodia will receive financial support for the urgent safeguarding of Chapei Dang Veng musical tradition</a>
20.	30/11	<a href="#">Five new inscriptions on the Representative List of the Intangible Cultural Heritage of Humanity</a>
21.	30/11	<a href="#">Eleven new inscriptions to the Representative List of the Intangible Cultural Heritage of Humanity</a>
22.	30/11	<a href="#">Herman Makarenko joins the family of UNESCO Artists for Peace</a>

Press releases/Media advisories, by Sector

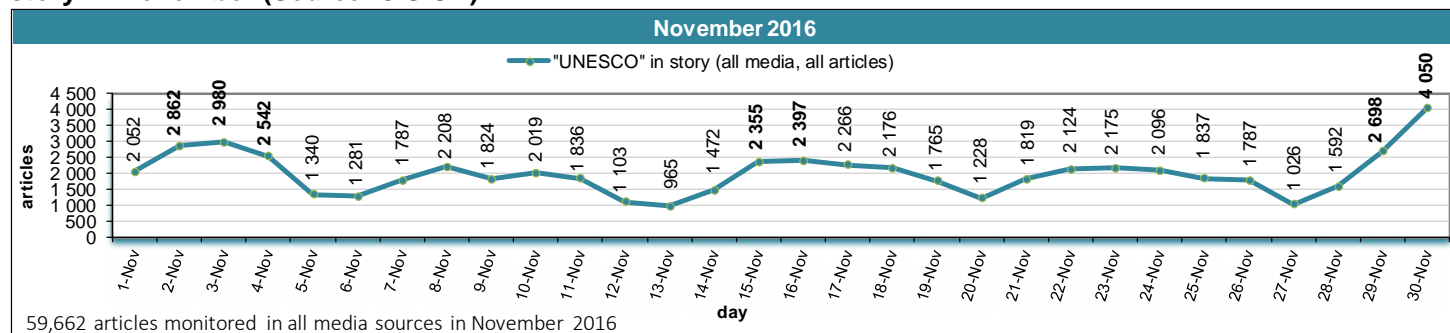


- ▶ 18 Press releases and 4 Media advisories published in November 2016.
- ▶ 8 of the Press releases published this month concerned killed journalists/media workers, and 5 were linked to the 11th Session of the Intangible Heritage Committee.

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 November (Source: CISION)



Four of the five major events monitored for this month’s report (see pp 3-8) were held outside headquarters or in the case of the International Day to End Impunity for Crimes against Journalists (IDEI), marked by a number of events held in various venues around the world. By far, IDEI with its multiple events, appears to have driven up UNESCO’s story count at the beginning of the month contributing to up to 3,000 daily articles referencing UNESCO. The conference on the Internet and the Radicalization of Youth: Preventing, Acting and Living Together, which was held in Quebec, Canada and the conference on Promoting an Inclusive Urban Agenda for Refugees and Migrants, which was held in Athens, Greece attracted mostly local news coverage. At the end of the month, more than 4,000 articles were monitored, mainly related to the ongoing inscriptions to the Representative List of the Intangible Cultural Heritage. Full coverage of this meeting will be in next month’s report. In total, some 60,000 articles mentioning UNESCO were monitored in November 2016 in news outlets worldwide (-16% vs Oct. 2016).

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

Date	Title/Subject	Author	Language	Media	
01/11	La impunidad pone en peligro nuestro derecho a saber	Frank La Rue	Spanish	<a href="#">El Espectador</a> (Colombia)	
	Impunity endangers our right to know		English	<a href="#">Tempo English</a>	
	Impunity endangers one’s right to know			<a href="#">The Jordan Times</a> (Jordan)	
01/11	Impunity endangers our right to know		Russian	<a href="#">Rossijskaja gazeta</a> (Russia)	
02/11	Impunity endangers our right to know		English	<a href="#">Myanmar Times</a> (Myanmar), <a href="#">Khmer Times</a> (Cambodia)	
02/11	It’s time to end impunity			<a href="#">Malysiakini</a> (Malaysia), <a href="#">Tempo Indonesia</a> (Indonesia)	
02/11	Protecting journalists is essential to development			<a href="#">Bangkok Post</a> (Thailand)	
02/11	L’impunité met en péril notre droit de savoir			French	<a href="#">Le soleil online</a> (Senegal), <a href="#">La Presse de Tunisie</a> (Tunisia)
02/11	Impunity endangers our right to know			Arabic	<a href="#">Al Rai Newspaper</a> (Jordan)
02/11	Safety of journalists		Vibeke Jensen and Ingrid Johansson	English	<a href="#">Dawn</a> (Pakistan)
03/11	Impunity endangers our right to know	Frank La Rue	Spanish	<a href="#">El Mostrador</a> (Chile), <a href="#">Diario de Centro América</a> (Guatemala)	
04/11	Peligra nuestro derecho a saber				
07/11	#250words on free speech by Frank La Rue		English	<a href="#">Swedish Ministry for Foreign Affairs</a> (Sweden)	
10/11	Shaping the Future of our Cities	Irina Bokova	English	<a href="#">Impakter</a>	
14/11	In a globalizing world, we must teach global citizenship	Irina Bokova and Josette Sheeran	English	<a href="#">Asia Times</a>	

## 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).

72 B-rolls were downloaded in November.

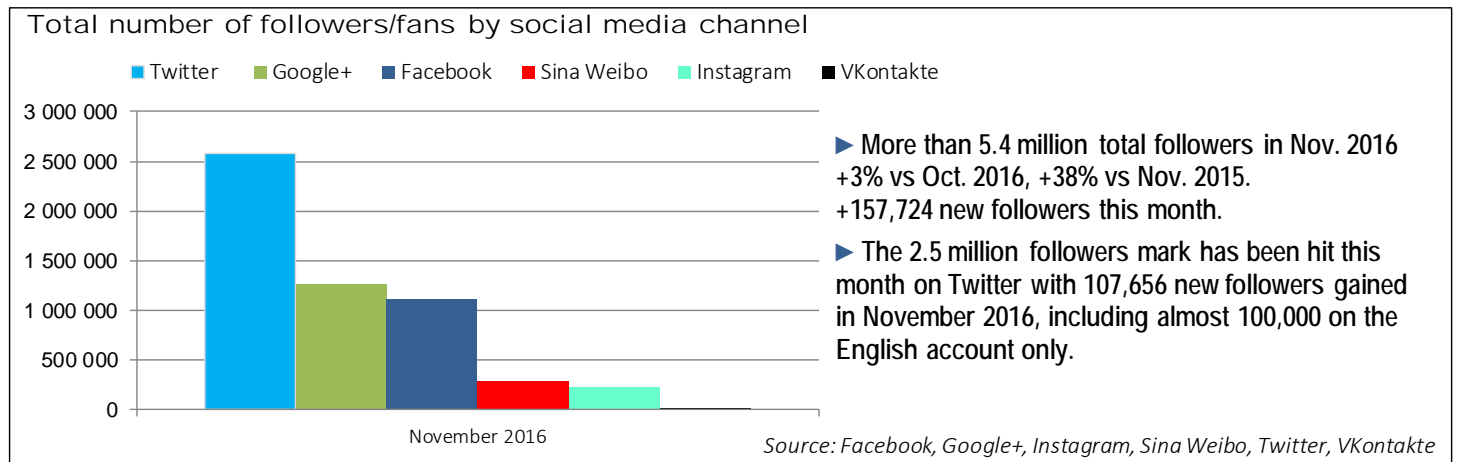
	Subject	Downloads	Media
1.	Intangible Heritage	24	France TV, Reuters, Panam, La Prensa, TV Ukraine, Tsargrad, CCTV Africa
2.	GEM 2016	15	ERR Novaator
3.	UNESCO priorities for the 21 <sup>st</sup> century	9	-
4.	World Heritage	7	-
5.	Mali: ICC sentencing in Timbuktu trial, UNESCO experts mission evaluates damage to Mali's cultural heritage, Launch of the reconstruction of World Heritage Mausoleums in Timbuktu, Day of solidarity with Mali	5	-
6.	Man and Biosphere Programme	3	-
7.	International meeting of experts for the safeguarding of Syria's cultural heritage; UNESCO Director-General message on Syrian Cultural Heritage	2	-
8.	Iraq: Archaeological site of Hatra, Archaeological site of Nimrud	2	-
9.	UNESCO stands for Peace for the World (Paris attacks)	2	-
10.	Request for admission of the Republic of Kosovo to UNESCO	1	-
11.	UNESCO Headquarters	1	-
12.	Visit of Mr Ban Ki-moon, Secretary-General of the United Nations	1	-



### 3. UNESCO Social Media Channels

November 2016 was a busy month for UNESCO's social media to cover the numerous events. As a result, it sustained a positive growth on our social media channels in all languages with significant accomplishments on various platforms. This month, a total of more than 5.4 million followers were registered on key accounts across 7 languages, showing a 38% increase compared to November 2015.

Messages on international awareness days, International Day to End Impunity for Crimes against Journalists (2 Nov.), World Philosophy Day (18 Nov.) and International Day for Tolerance were the most popular this month. On Facebook, the top 2 posts were on World Philosophy Day (in Spanish), while the most retweeted message was linked to the International Day to End Impunity for Crimes against Journalists (in English). Social Media team aims to continue its efforts to strategically craft and execute our content to strengthen UNESCO's presence on existing and emerging social media channels. This approach benefited our outreach and visibility, based on tracking success through engagement rates, growth statistics, reader responses and other metrics.



#### 3.1. Social networking sites and Microblogs

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

#### Variation November 2016 vs October 2016


Likes/Followers		November 2016	October 2016	Variation vs October
Total likes/followers (all languages)		5 225 625	5 089 080	+2.68%
Facebook	English	459 852	442 252	+3.98%
	Spanish	377 240	372 524	+1.27%
	Portuguese	207 107	206 355	+0.36%
	Arabic	28 952	28 755	+0.69%
	French	21 949	21 623	+1.51%
	Russian	10 634	10 544	+0.85%
Google+	English	1 259 072	1 255 225	+0.31%
VKontakte	Russian	3 917	3 830	+2.27%
Twitter	English	1 875 034	1 775 582	+5.60%
	Spanish	335 479	333 712	+0.53%
	Arabic	169 548	166 204	+2.01%
	Portuguese	100 771	100 098	+0.67%
	French	73 276	70 867	+3.40%
	Russian	27 323	27 312	+0.04%
Sina Weibo	Chinese	275 471	274 197	+0.46%

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

Subject	Language	Posted	Likes*	Shares
<a href="#">World Philosophy Day</a> + quotation by Simone de Beauvoir	Spanish	17/11	1 471	1 774
<a href="#">La fiesta del Día de Muertos</a> – Day of the Dead festivities	Spanish	01/11	1 024	901
<a href="#">Climate change education</a>	Spanish	27/11	859	945
<a href="#">World Philosophy Day</a> + quotation by Aristotle	Spanish	17/11	709	723
<a href="#">Climate change education</a>	Spanish	14/11	697	600
Intangible Heritage - Bisalhães in Portugal just inscribed on the urgent safeguarding list	English	29/11	687	1 423
<a href="#">International Day for Tolerance</a>	English	16/11	655	492
<a href="#">International Day for Tolerance</a> + quotation by Voltaire	Spanish	16/11	636	624
<a href="#">UNESCO's 71<sup>st</sup> anniversary</a>	Spanish	16/11	608	601
<a href="#">World Philosophy Day</a>	English	17/11	544	451

\*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** (ranked by highest number of re-tweets)

Message	Language	Posted	Re-tweets	Likes
More than 800 journalists have been killed for bringing news & info to the public >> <a href="#">@UNESCO</a> DG REPORT <a href="http://en.unesco.org/dg-report">http://en.unesco.org/dg-report</a> <a href="#">#EndImpunity</a>	English	01/11	866	465
Nueva inscripción en la lista del <a href="#">#PatrimonioInmaterial</a> : las <a href="#">#Fallas</a> de <a href="#">#Valencia</a> . ¡Felicidades! <a href="http://on.unesco.org/2fQ8Y1O">http://on.unesco.org/2fQ8Y1O</a> <a href="#">#España</a>	Spanish	30/11	699	692
In a world of diversity, tolerance is a prerequisite for peace. Today is International Day for <a href="#">#Tolerance</a> <a href="http://on.unesco.org/2eycTkT">http://on.unesco.org/2eycTkT</a>	English	16/11	647	567
Fallas de Valencia, <a href="#">#España</a> , ya son <a href="#">#patrimonioinmaterial</a> , ¡enhorabuena y mascletà!	Spanish	30/11	593	539
 Today we turn 71 years old. That's 71 years of tireless efforts to build peace through education, science, culture & communication. 🌟	English	16/11	558	850
Nueva inscripción en el <a href="#">#PatrimonioInmaterial</a> : la música y el baile del <a href="#">#merengue</a> en la República Dominicana. ¡Bravo! <a href="http://on.unesco.org/2gx0POz">http://on.unesco.org/2gx0POz</a>	Spanish	30/11	555	474
<a href="#">#PhilosophyDay</a> : Philosophy can help to increase mutual understanding, guiding our search 4 lasting answers to <a href="#">#peace</a> <a href="http://on.unesco.org/2g81M3p">http://on.unesco.org/2g81M3p</a>	English	17/11	510	537
Hoy celebramos la <a href="#">#filosofía</a> , una fuerza de emancipación individual y colectiva. Hoy es el <a href="#">#DíaMundialDeLaFilosofía</a> <a href="http://on.unesco.org/2fWkYNY">http://on.unesco.org/2fWkYNY</a>	Spanish	17/11	432	326
Just inscribed on the Representative List of <a href="#">#IntangibleHeritage</a> <a href="http://www.unesco.org/culture/ich/en/RL/00859...">http://www.unesco.org/culture/ich/en/RL/00859...</a> <a href="#">#Spain</a>	English	30/11	424	331
Today is a celebration! The <a href="#">#ParisAgreement</a> is officially in force. UNESCO will join forces to change minds not the climate in Marrakech.	English	04/11	300	321

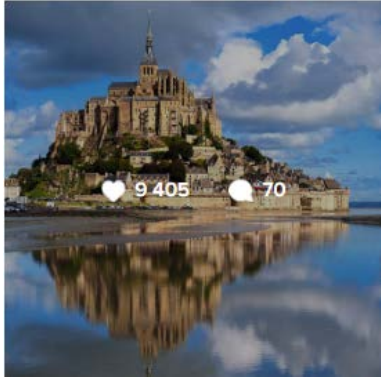
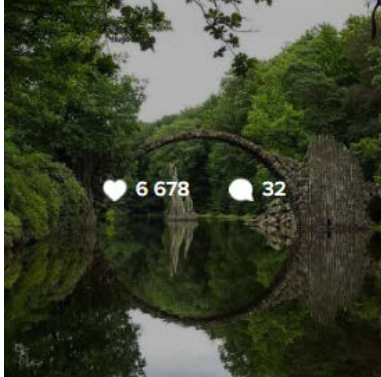
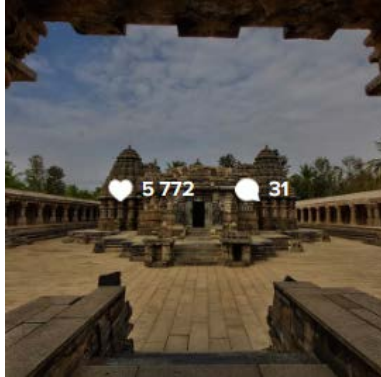
## 3.2. Social Apps

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

#### Variation November 2016 vs September 2016

	Publications		Subscribers	
	November 2016	Variation vs M-1	November 2016	Variation vs M-1
Total (all languages)	744	+8.14%	227 495	+9.21%
English	415	+5.60%	222 372	+9.27%
Spanish	187	+10.65%	4 248	+5.80%
Russian	142	+12.70%	875	+10.20%

#### Top 3 most 'liked' photos/videos (clickable images)

		
<a href="#">Le Mont Saint Michel, France</a>	<a href="#">18 November is Philosophy Day</a>	<a href="#">Hoysala Architecture - Keshava temple in Somanathapura, Karnataka, India</a>

## 3.3. Video Traffic

Video views are tracked on YouTube, Facebook and Instagram.

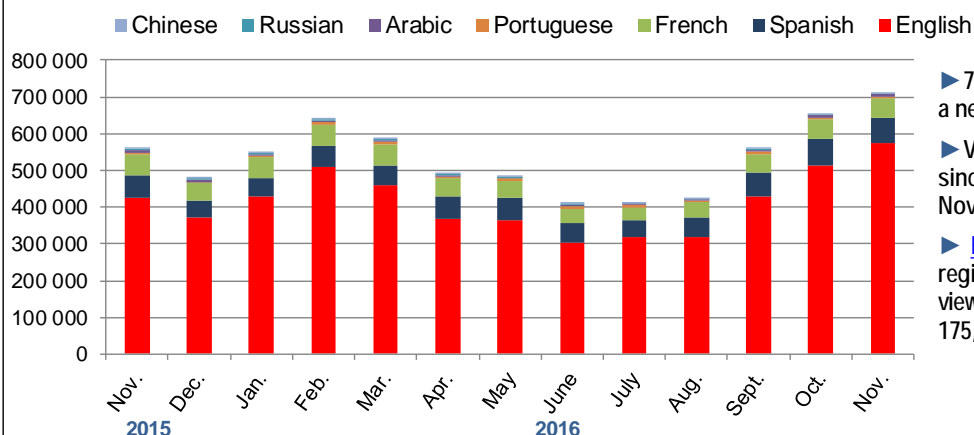
### 3.3.1 UNESCO Channels on YouTube - <http://www.youtube.com/unesco>

#### Variation November 2016 vs October 2016

Video views	November 2016	Variation vs M-1
Total (all languages)	709 841	+8.77%
English	574 648	+12.16%
Spanish	69 660	-7.31%
French	52 321	+1.14%
Arabic	6 190	+26.35%
Portuguese	3 835	-25.59%
Russian	3 129	-5.27%
Chinese	58	+38.10%

Subscribers Ratio Diff. between gained & lost	November 2016	Variation vs M-1
Total (all languages)	2 105	+8.79%
English	1 606	+14.22%
Spanish	245	-7.55%
French	144	-5.26%
Arabic	41	+17.14%
Portuguese	40	-16.67%
Russian	16	-11.11%
Chinese	13	+18.18%

#### Breakdown of views by UNESCO Channel on YouTube



► 709,841 total video views in November 2016, a new all time high !

► Views have been continuously increasing since Aug. 2016. +9% vs Oct. 2016, +27% vs Nov. 2015.

► [Kalbelia folk songs and dances of Rajasthan](#), registers since May 2016 the highest monthly views; this month the video hit the record of 175,731 views (82% in India only).

Source : YouTube

### Top 5 videos on UNESCO TV English Channel

	Title	Subject	Total views
1	<a href="#">Kalbelia folk songs and dances of Rajasthan</a>	CLT/ITH	175 731
2	<a href="#">The Polyphonic Singing of the Aka Pygmies of Central Africa</a>	CLT/ITH	16 234
3	<a href="#">Traditional brass and copper craft of utensil making among the Thatheras of Jandiala Guru</a>	CLT/ITH	13 412
4	<a href="#">Shrimp fishing on horseback in Oostduinkerke</a>	CLT/ITH	13 043
5	<a href="#">Daemokjang, traditional wooden architecture</a>	CLT/ITH	12 980

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

	Title	Subject	Total views
1	<a href="#">Aprender a Proteger la Biodiversidad</a>	ED	9 959
2	<a href="#">Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas</a>	UNESCO	8 659
3	<a href="#">La huaconada, danza ritual de Mito</a>	CLT/ITH	3 126
4	<a href="#">Tradición del Día de muertos en México - Jóvenes blogueros de América Latina</a>	CLT/ITH	3 049
5	<a href="#">Los cantos polifónicos de los pigmeos aka de Centroáfrica</a>	CLT/ITH	2 880

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

	Title	Subject	Total views
1	<a href="#">Bouba &amp; Zaza - le dessin animé pour la jeunesse</a>	ED	5 459
2	<a href="#">Bouba et Zaza protègent la terre</a>	ED	4 270
3	<a href="#">Les chants polyphoniques des pygmées Aka de Centrafrique</a>	CLT/ITH	2 760
4	<a href="#">Le Maloya</a>	CLT/ITH	2 591
5	<a href="#">Le repas gastronomique des Français</a>	CLT/ITH	2 195

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

	Title	Subject	Total views
1	<a href="#">Manufacture of clay bricks in the hill of Jaber refugee camp-Jericho</a>	CLT	2 449
2	<a href="#">Site archéologique de Nimrod en Irak avant destruction*</a>	CLT/WHC	631
3	<a href="#">UNESCO History*</a>	UNESCO	387
4	<a href="#">UNESCO Siq Project, MAKING PETRA SAFER FOR ALL!</a>	CLT/WHC	297
5	<a href="#">Petra</a>	CLT/WHC	149

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

	Title	Subject	Total views
1	<a href="#">Serra Capivara</a>	CLT/WHC	1 669
2	<a href="#">Boas práticas do Programa Mais Educação</a>	ED	381
3	<a href="#">Museu de Imagens do Inconsciente</a>	CLT	321
4	<a href="#">Vídeo da UNESCO celebra 53 anos de Brasília</a>	CLT/WHC	300
5	<a href="#">Museu Afro Brasil</a>	CLT	134

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

	Title	Subject	Total views
1	<a href="#">UNESCO History*</a>	UNESCO	378
2	<a href="#">Prehistoric Sites and Decorated Caves of the Vézère Valley</a>	CLT/WHC	330
3	<a href="#">Taj Mahal</a>	CLT/WHC	193
4	<a href="#">Persepolis</a>	CLT/WHC	142
5	<a href="#">Petra</a>	CLT/WHC	119

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

	Title	Subject	Total views
1	<a href="#">UNESCO History*</a>	UNESCO	16
2	<a href="#">Video 24</a>	CLT	11
3	<a href="#">Gao Shijun, Director of European HQ of China Radio International</a>	CI	7
4	<a href="#">Interview of Zhang Jun - UNESCO Artist for Peace*</a>	UNESCO	5
5	<a href="#">Aowen Jin, Chinese artist and social commentator</a>	CI	3




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

Top	Title	Length	Posted	Channel	Views as at 09/12/2016
1.	<a href="#">The Value of Heritage</a>	4:21	21/11	English	4 506
2.	<a href="#">Chapei Dang Veng, Cambodia*</a>	1:17	29/11	English	1 181
3.	<a href="#">Yoga, India*</a>	1:10	30/11	English	1 061
4.	<a href="#">La música y el baile del merengue en la República Dominicana</a>	7:41	30/11	Spanish	750
5.	<a href="#">Safeguarding of the folk music heritage by the Kodály concept</a>	8:12	02/11	English	677
6.	<a href="#">Bhojpuri folk songs in Mauritius, Geet-Gawai - Mauritius*</a>	1 :05	30/11	English	658
7.	<a href="#">La fiesta de las Fallas de Valencia, España*</a>	1 :14	30/11	Spanish	531
8.	<a href="#">Deeyah Khan appointed first UNESCO Goodwill Ambassador for Creativity and Artistic Freedom*</a>	3:12	25/11	English	529
9.	<a href="#">La rumba cubana, mezcla festiva de baile y música, y todas las prácticas culturales inherentes*</a>	1 :02	30/11	Spanish	483
10.	<a href="#">Gada system, an indigenous democratic socio-political system of the Oromo*</a>	1:02	30/11	English	471
11.	<a href="#">#HeritageStory: Malambo, Argentina</a>	0:16	18/11	English	328
12.	<a href="#">Tahteeb, stick game - Egypt*</a>	0:53	30/11	English	283
13.	<a href="#">Ma'di bowl lyre music and dance, Uganda*</a>	1:03	29/11	English	278
14.	<a href="#">#HeritageStory: Terracotta Army, China</a>	0:14	18/11	English	259
15.	<a href="#">Bisalhães black pottery manufacturing process, Portugal*</a>	1:12	29/11	English	242
16.	<a href="#">Traditional wall-carpet craftsmanship in Romania and the Republic of Moldova*</a>	0:59	30/11	English	236
17.	<a href="#">L'éducation dans un monde qui change : de quelles compétences avons-nous besoin ?</a>	3:55	02/11	English	231
18.	<a href="#">#HeritageStory: The Grand Canyon, USA</a>	0:16	18/11	English	216
19.	<a href="#">Ulrike Guerin - The regulations of the 2001 Convention on site protection*</a>	14:10	14/11	English	215
20.	<a href="#">Yama, Hoko, Yatai, float festivals in Japan*</a>	0:58	30/11	English	213
21.	<a href="#">#HeritageStory: Yodeling, Germany</a>	0:14	16/11	English	202
22.	<a href="#">MIL CLICKS Social Media Movement</a>	1:44	23/11	English	202
23.	<a href="#">Beer culture in Belgium*</a>	1:03	30/11	English	202
24.	<a href="#">Palov culture and tradition, Uzbekistan*</a>	1:15	30/11	English	193
25.	<a href="#">Public Policies: Background (Episode 1/8)</a>	4:08	28/11	English	192
26.	<a href="#">Stephen Hawking, video message for the UNESCO New Delhi Conference 2014</a>	2:21	25/11	English	181
27.	<a href="#">Cossack's songs of Dnipropetrovsk Region, Ukraine*</a>	1:01	29/11	English	178
28.	<a href="#">Almezzmar, drumming and dancing with sticks, Saudi Arabia*</a>	1:03	30/11	English	178
29.	<a href="#">Public policies: Definition (Episode 2/8) (Arabic)</a>	3:58	29/11	English	176
30.	<a href="#">Blanca Jiménez-Cisneros: new UNESCO Chair on Water-related Disaster Risk Reduction*</a>	2:08	22/11	English	173
31.	<a href="#">Charrería, equestrian tradition in Mexico*</a>	1:03	30/11	English	164
32.	<a href="#">UNESCO Goodwill Ambassador Deeyah Khan reflects on social engagement of women and artists.*</a>	3:07	23/11	English	161
33.	<a href="#">Living culture of three writing systems of the Georgian alphabet*</a>	1:00	30/11	English	151
34.	<a href="#">Formation des forces de sécurité sur la liberté d'expression et la sécurité des journalistes au Mali</a>	2:25	10/11	English	144
35.	<a href="#">Alexandre Monteiro - The challenges we face in regards to the protection of sites*</a>	20:10	10/11	English	138
36.	<a href="#">Momoeria, New Year's celebration in eight villages of Kozani area, West Macedonia, Greece*</a>	1:13	30/11	English	137
37.	<a href="#">Guilherme Canela Impunity Day Message Barcelona</a>	5:07	03/11	Spanish	132
38.	<a href="#">Culture of Jeju Haenyeo (women divers), Republic of Korea*</a>	1:17	30/11	English	131
39.	<a href="#">Stephen Hawking, video message for the UNESCO New Delhi Conference 2014 (English subtitles) *</a>	2:21	25/11	English	126
40.	<a href="#">Media and information literacy: What youth have to say</a>	2:46	29/11	English	122
41.	<a href="#">Practices related to the Viêt beliefs in the Mother Goddesses of Three Realms, Viet Nam*</a>	1:07	30/11	English	121

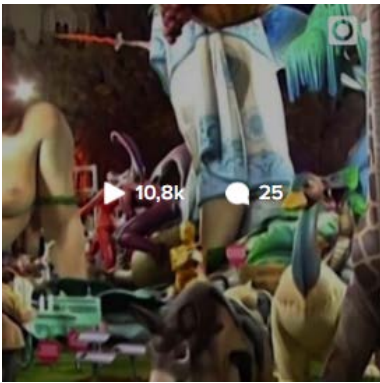
42.	<a href="#">Flatbread making and sharing culture: Lavash, Katryma, Jupka, Yufka*</a>	1:07	30/11	English	119
43.	<a href="#">Deeyah Khan calls for increased mobility of artists and better representation of women in creation.*</a>	2:22	23/11	English	113
44.	<a href="#">President of the Republic of Kazakhstan visits UNESCO*</a>	1:00	19/11	Russian	110
45.	<a href="#">Gianpietro Romano - The expertise of Italian Carabinieri in the protection of UCH*</a>	10:16	11/11	English	107
46.	<a href="#">UNESCO Goodwill Ambassador Deeyah Khan warns against attacks on artistic expressions.*</a>	1:56	23/11	English	104
47.	<a href="#">I am piloting social and economic empowerment for the marginalized communities across Cameroon</a>	1:23	22/11	English	102
48.	<a href="#">Kuresi in Kazakhstan*</a>	0:55	30/11	English	100
49.	<a href="#">Climate adaptation and mitigation in the face of a changing ocean: COP22 Side Event - Part I</a>	33:11	09/11	English	99
50.	<a href="#">Carnival of Granville, France*</a>	1:01	30/11	English	99
51.	<a href="#">Ricardo Duarte - Facing difficult contexts in the protection of underwater cultural heritage*</a>	16:27	10/11	English	96
52.	<a href="#">10b-37 - Practices related to the Viêt beliefs in the Mother Goddesses of Three Realms</a>	10:05	16/11	English	96
53.	<a href="#">Valencia Fallas festivity, Spain*</a>	1:14	30/11	English	95
54.	<a href="#">Oshi Palav, a traditional meal and its social and cultural contexts in Tajikistan*</a>	1:11	30/11	English	95
55.	<a href="#">Peter Van Alfen - The challenges and details of large quantity coin finds*</a>	10:45	11/11	English	94
56.	<a href="#">Traditional craftsmanship of Çini-making, Turkey*</a>	1:46	30/11	English	91
57.	<a href="#">Michel L'Hour - An overview of the current state of Europe's pillaged sites*</a>	20:37	10/11	English	90
58.	<a href="#">Sebastiano Tusa - Opening site access while preserving site security*</a>	13:52	11/11	English	88
59.	<a href="#">Adaptation and mitigation in the face of a changing ocean: COP22 Side Event, Part III</a>	29:52	11/11	English	88
60.	<a href="#">Rumba in Cuba, a festive combination of music and dances and all the practices associated*</a>	1:02	30/11	English	86
61.	<a href="#">The Twenty-Four Solar Terms, knowledge of time and practices developed in China*</a>	1:13	30/11	English	84
62.	<a href="#">Jovenes de Argentina, Paraguay, Chile y Uruguay COMPROMETIDOS!</a>	1:17	22/11	Spanish	84
63.	<a href="#">Khidr Elias feast and its vows, Iraq*</a>	0:51	30/11	English	80
64.	<a href="#">#HistoriaConPatrimonio: Malambo, Argentina</a>	0:16	19/11	Spanish	78
65.	<a href="#">Le tahteeb, jeu du bâton</a>	8:28	02/11	English	73
66.	<a href="#">Oselvar boat - reframing a traditional learning process of building and use to a modern context</a>	8:38	02/11	English	72
67.	<a href="#">Reuniones nacionales para la lucha contra el tráfico ilícito de bienes culturales en Centroamérica</a>	7:19	25/11	Spanish	68
68.	<a href="#">Manuel Angel Sanchez Corbi - Modern surveillance techniques*</a>	10:59	11/11	English	67
69.	<a href="#">Fête des vigneronns de Vevey</a>	10:01	02/11	English	63
70.	<a href="#">Friday 18 November 2016: UNESCO welcomes United Nations Secretary-General Ban Ki-moon*</a>	2:05	18/11	English	62
71.	<a href="#">Jean-Luc Blachon - The seizure of underwater cultural heritage materials*</a>	17:05	10/11	English	61
72.	<a href="#">Jean-Loup Roubert, UNESCO's consulting architect on the renovation of Room I,*</a>	6:05	22/11	English	61
73.	<a href="#">Preventing violent extremism and radicalization of youth, a message from Ahmad Alhendawi</a>	4:30	30/11	English	60
74.	<a href="#">Climate adaptation and mitigation in the face of a changing ocean: COP22 Side Event, Part II</a>	33:11	09/11	English	59
75.	<a href="#">Denis Bigot – The responsibilities and potentials of the marine armed forces in the protection UCH*</a>	16:52	10/11	English	59
76.	<a href="#">Le carnaval de Granville</a>	9:55	02/11	English	58
77.	<a href="#">#HistoriaConPatrimonio: el canto a la tirolesa, Alemania</a>	0:14	20/11	Spanish	58
78.	<a href="#">La fête des Fallas valenciennes</a>	10:01	02/11	English	57
79.	<a href="#">Škofja Loka passion play, Slovenia*</a>	0:55	30/11	English	57
80.	<a href="#">Public policies: Actors (Episode 4/8) (Arabic)</a>	4:14	29/11	English	56

81.	<a href="#">Mujeres en Ciencia en la Sociedad Desayuno</a>	1:22	17/11	Spanish	55
82.	<a href="#">#HistoriaConPatrimonio: el ejército de guerreros de terracota, China</a>	0:14	22/11	Spanish	54
83.	<a href="#">COP22 - Ocean and Climate Forum - Lisa Levin (Scripps Institution)</a>	8:49	28/11	English	53
84.	<a href="#">James Delgado - The role of archaeology in major cases of pillaging concerning UCH*</a>	13:23	10/11	English	51
85.	<a href="#">Public policies: Analysis (Episode 6/8) (Arabic)</a>	7:04	29/11	English	51
86.	<a href="#">Public policies: Targeting youth (Episode 7/8) (Arabic)</a>	3:54	29/11	English	51
87.	<a href="#">Nawrouz, Novruz, Nowrouz, Nowrouz, Nawrouz, Nauryz, Nooruz, Nowruz, Navruz, Nevruz, Nowruz, Navruz*</a>	1:04	30/11	English	51
88.	<a href="#">Cilac CLT</a>	9:16	17/11	Spanish	51
89.	<a href="#">Public policies: The Making-Of (Episode 3/8) (Arabic)</a>	4:06	29/11	English	50
90.	<a href="#">Corrado Catesi - The role of Interpol and international implications of trafficking of*</a>	11:40	10/11	English	49
91.	<a href="#">Philippe Pelgas - Preventive archaeology*</a>	16:13	10/11	English	48
92.	<a href="#">Helena Barba Meinecke - The chances provided by the Scientific and Technical Advisory Body*</a>	9:17	14/11	English	48
93.	<a href="#">Public policies: Civil Society (Episode 5/8) (Arabic)</a>	3:26	29/11	English	48
94.	<a href="#">Mes assassins sont toujours libres, Ghislaine Dupont, Journaliste d'investigation française</a>	0:27	28/11	English	47
95.	<a href="#">Mangal Shobhajatra on Pahela Baishakh, Bangladesh*</a>	1:13	30/11	English	46
96.	<a href="#">#HistoriaConPatrimonio: Parque Nacional del Gran Cañón, Estados Unidos</a>	0:16	23/11	Spanish	46
97.	<a href="#">¿Qué fue Palmira en Uruguay?</a>	3:37	24/11	Spanish	45
98.	<a href="#">Célébration de nouveaux sites du patrimoine mondial - Eric Falt</a>	1:40	22/11	French	43
99.	<a href="#">Elisa de Cabo - Consequences of a major pillage case for national authorities*</a>	21:50	10/11	English	42
100.	<a href="#">Michael Pateman - Statistics on treasure-hunting - the example of the Bahamas*</a>	10:15	10/11	English	42
101.	<a href="#">Public policies: Dynamics (Episode 8/8) (Arabic)</a>	3:14	29/11	English	39
102.	<a href="#">Jogos tradicionais são transformados em jogos eletrônicos</a>	4:46	30/11	Portuguese	38
103.	<a href="#">UNESCO Headquarters Aerial Stock Shots*</a>	2:46	02/11	English	37
104.	<a href="#">My Killers Are Still Free, Lasantha Wickrematunge, Sri Lankan Editor in Chief</a>	0:27	25/11	English	31
105.	<a href="#">Célébration de nouveaux sites du patrimoine mondial, Pierre-Emmanuel Taittinger</a>	2:31	22/11	French	31
106.	<a href="#">Blanca Jiménez-Cisneros : clausura del seminario "Más allá de Habitat III" en Barcelona*</a>	3:28	27/11	Spanish	30
107.	<a href="#">My Killers Are Still Free, Avijit Roy, Bangladeshi US Blogger</a>	0:27	25/11	English	27
108.	<a href="#">Mis Asesinos Siguen Libres, Ruben Espinosa, Fotoperiodista Mexicano</a>	0:27	25/11	English	25
109.	<a href="#">Mes assassins sont toujours libres, Claude Verlon, Radio technicien français</a>	0:27	28/11	English	20
110.	<a href="#">Mes assassins sont toujours libres, Didace Namujimbo, Journaliste radio congolais</a>	0:27	28/11	English	17

### 3.3.2 Top 3 most viewed videos posted this month on Facebook (clickable images)

		
<a href="#">Bisalhões black pottery manufacturing process*</a>	<a href="#">Rumba in Cuba*</a>	<a href="#">Beer culture in Belgium*</a>
92,441 views – 689 likes	62,494 views – 528 likes	33,343 views – 306 likes

### 3.3.3 Top 3 most viewed videos posted this month on Instagram (clickable images)

		
<a href="#">UNESCO turns 71 years old</a>	<a href="#">Fallas Festivity*</a>	<a href="#">Nowruz*</a>
11.6k views	10.8 k views	10.7k views

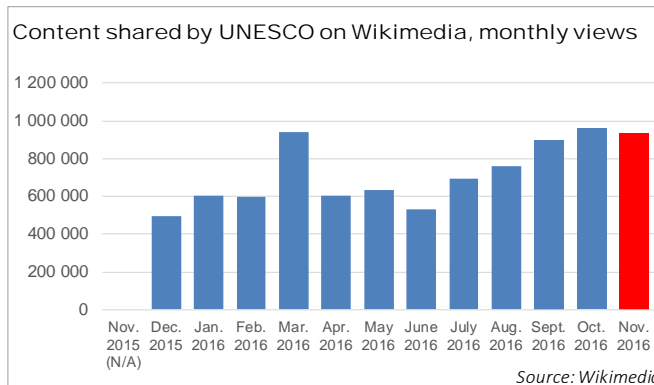
\* Produced by UNESCO Studio.

### 3.4. Content shared by UNESCO on Wikimedia

Wikipedia and other Wikimedia projects receive 15 to 20 billion page views per month from 500 million visitors in 285 languages. The websites are created by tens of thousands of volunteers working together with the aim of bringing free educational content to the world. As part of UNESCO's Open Access Policy it began to share content on Wikimedia projects in December 2014 to increase UNESCO's visibility and share educational content. UNESCO has uploaded around 1,000 media files to Wikimedia including photographs, videos and illustrations and made them available under a Creative Commons Attribution ShareAlike IGO 3.0 license. The number of Wikipedia articles using UNESCO content has been growing over the past year and are now being used on 40 different language Wikipedias.

In November 2016 UNESCO content received more than 935,000 page views, showing a slight decrease compared to Oct. 2016 (-2%). Within one year UNESCO content received some 8.6 million page views on Wikipedia. It is expected the usage and viewing figures of UNESCO content on Wikimedia projects will increase significantly as larger volumes of content will be added in the coming months.

Descriptions of the MAB Biosphere Reserves -made available in June 2016 under the same Creative Commons Attribution ShareAlike IGO 3.0 license and used by Wikimedia volunteers to create 72 new Biosphere Reserve English Wikipedia pages - received over 7,000 page views in November 2016.



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

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.

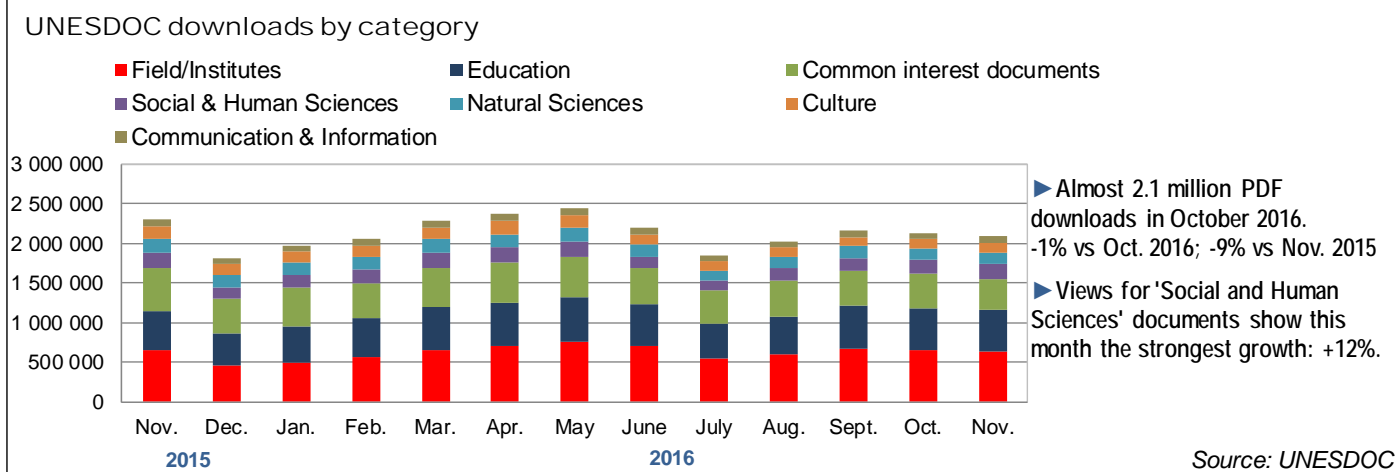
In November 2016, there were **154 847** records available online in PDF format (**154 603** in October 2016), including documents, publications, communication material and other working documents.

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

<b>Total number of downloads in November</b>	<b>2 092 334</b>
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	10 254	520 582	-1.41%	51
Natural Sciences	10 099	149 350	+8.79%	15
Social and Human Sciences	6 055	187 686	+11.86%	31
Culture	4 354	125 417	+5.58%	29
Communication and Information	2 901	79 990	+7.19%	27
Field & Institutes	10 673	640 272	-0.48%	60
Common interest documents	NA	389 037	-14.47%	NA



#### 5.1.2 Top 15 Country Origin

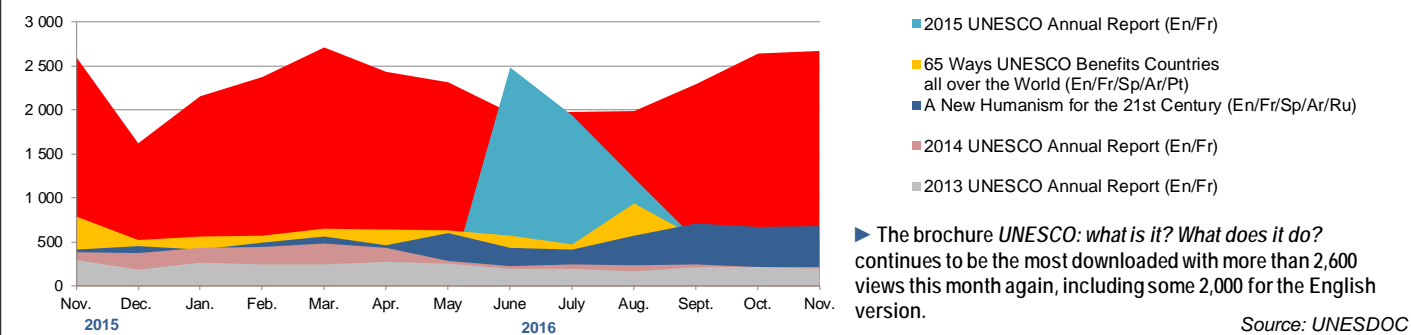
	Country	Downloads
1	United States of America	260 189
2	Mexico	118 220
3	France	68 180
4	Germany	52 742
5	United Kingdom of Great Britain and Northern Ireland	48 428
6	Brazil	46 545
7	Canada	42 025
8	Spain	36 760
9	Philippines	36 222
10	Colombia	30 962
11	China	30 699
12	Peru	25 980

13	Venezuela (Bolivian Republic of)	22 438
14	Argentina	21 912
15	India	21 516

### 5.1.3 Printable Communication materials

Title	Total downloads in November							Total
	EN	FR	SP	RU	AR	ZH	POR	
UNESCO: what is it? What does it do?	1 968	505					198	2 671
A New Humanism for the 21st Century	175	116	296	74	17			678
2015 UNESCO Annual Report	394	108						502
65 Ways UNESCO Benefits Countries all over the World	194	66	124		8		44	436
2012 UNESCO Annual Report	256	52						308
2014 UNESCO Annual Report	174	42						216
2013 UNESCO Annual Report	165	26						191
<b>TOTAL</b>	<b>3 326</b>	<b>915</b>	<b>420</b>	<b>74</b>	<b>25</b>	<b>0</b>	<b>242</b>	<b>5 002</b>

Views by Communication material (PDF)

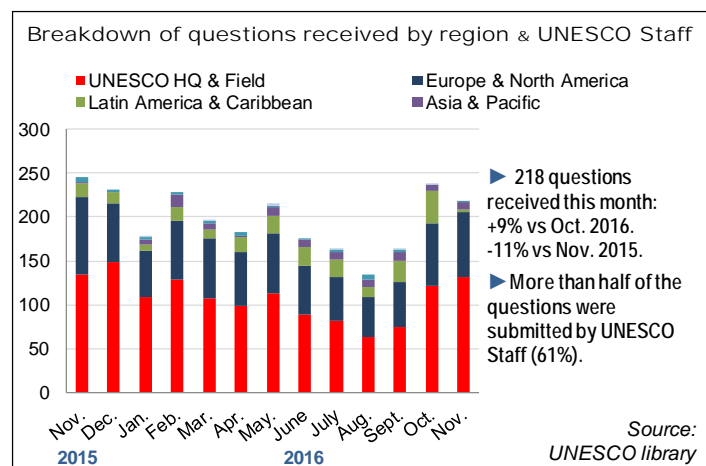


## 5.2. UNESCO Library - <http://www.unesco.org/library>

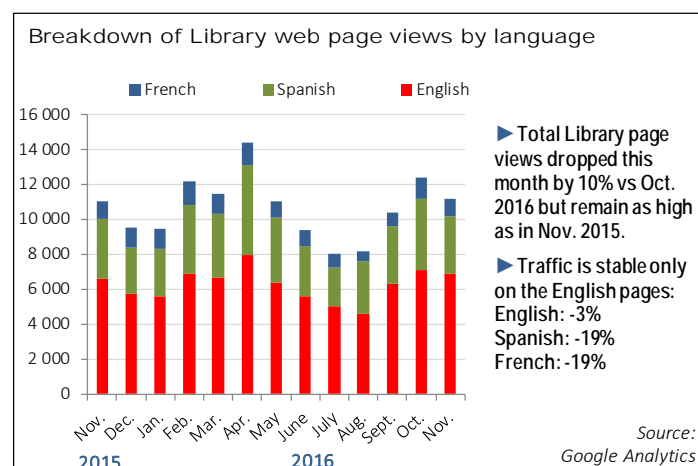
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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](mailto: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/>

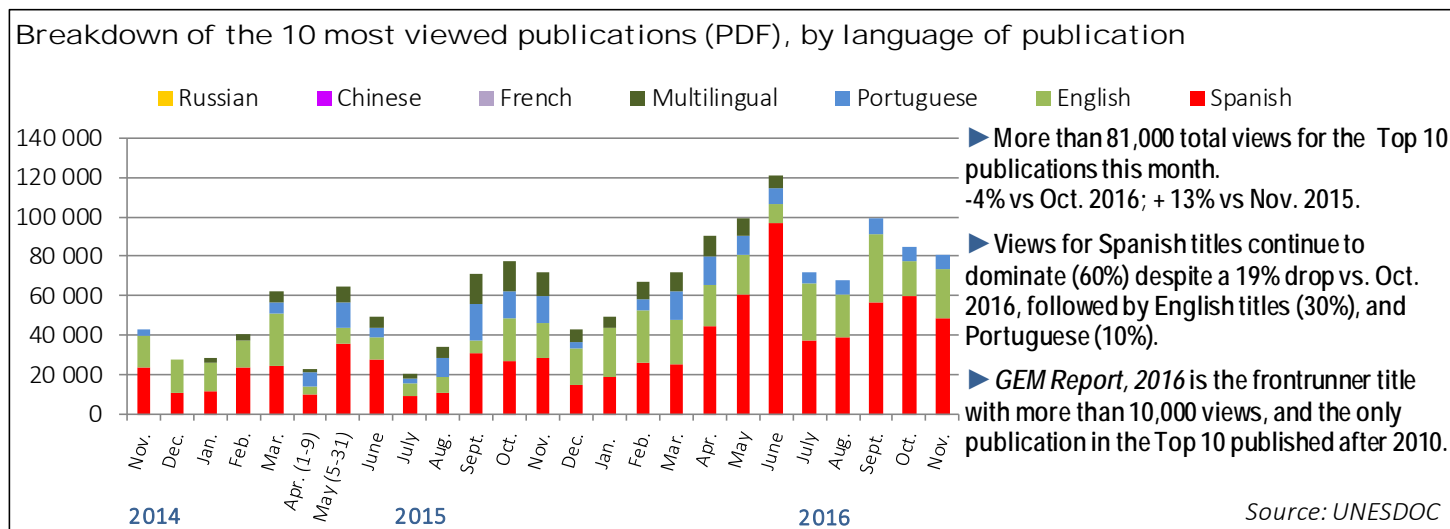
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical 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 November 2016 figures for the Top 10 online viewing have fallen since September (-15%), and October (-4%) this year but still remain superior to those in 2015 in the same period (+13%). The figures show a large interest for Spanish titles (60%) and for the English version of the flagship publication [GEM Report, 2016](#) which is in first place in the Top 10. Publications page views on Google Books have revived for October and November 2016 after a slow three months, and is the second highest figure this year. In the bookshop, the best-selling publications were the [World Social Science Report 2016](#) and World Heritage titles, while online and internal sales were dominated by *Climate Change* (in French) in the IOC Ocean Forum series, and the new volumes in the collection *Different Aspects of Islamic Culture*.

### 6.1. Top 10 most consulted PDFs\* (UNESDOC)

Title	Sector	Language	Views*	Published
1. <a href="#">Education for people and planet: creating sustainable futures for all, Global education monitoring report, 2016</a>	ED	English	10 133	Paris, UNESCO, 2016
2. <a href="#">Declaración Universal sobre Bioética y Derechos Humanos</a> (Universal Declaration on Bioethics and Human Rights)	SHS	Spanish	10 079	2006
3. <a href="#">Los Siete saberes necesarios para la educación del futuro</a> (Seven complex lessons in education for the future)	ED	Spanish	8 834	UNESCO, 1999
4. <a href="#">Engineering: issues, challenges and opportunities for development; UNESCO report</a>	SC	English	8 096	Paris, 2010
5. <a href="#">Declaração Universal dos Direitos Humanos</a>	SHS	Portuguese	7 899	Brasilia, UNESCO Brasilia, 1998
6. <a href="#">La Filosofía, una escuela de la libertad: enseñanza de la filosofía y aprendizaje del filosofar; la situación actual y las perspectivas para el futuro</a> (Philosophy, a school of freedom: teaching philosophy and learning to philosophize; status and prospects)	SHS	Spanish	7 809	Paris, UNESCO; México, D.F., Universidad Autónoma Metropolitana, 2011
7. <a href="#">Manual de gestión para directores de instituciones educativas</a>	ED	Spanish	7 569	Lima, UNESCO Office Lima, 2011
8. <a href="#">Protagonismo docente en el cambio educativo</a> (Teacher involvement in educational change)	ED	Spanish	7 439	UNESCO Office Santiago and Regional Bureau for Education in Latin America and the Caribbean, 2005
9. <a href="#">Mantenimiento de instalaciones eléctricas del establecimiento educacional</a>	ED	Spanish	6 656	Santiago, 1998
10. <a href="#">The Contribution of early childhood education to a sustainable society</a>	ED	English	6 579	Paris, UNESCO, 2008

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

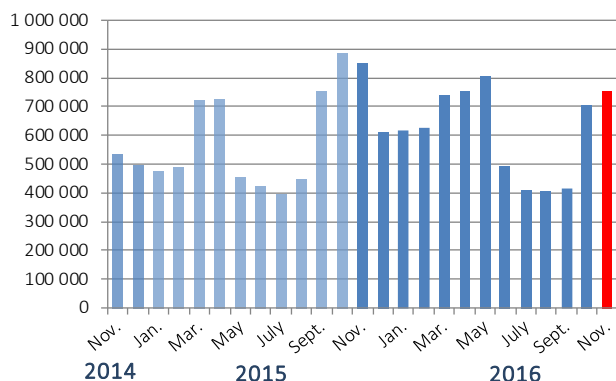


## 6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **730** 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
Nov. 2016	730	85 915	756 784	397
Nov. 2015	608	78 124	853 109	468

Publications page views



- ▶ More than 756,000 publications page views on Google Books this month.
- ▶ November 2016 views are the second highest this year. +7% vs Oct. 2016; -11% vs Nov. 2015.
- ▶ 730 publications are now available on Google Books, including 122 additional titles since Nov. 2015.

**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.

Source: Google Books

## 6.3. UNESCO Bookshop bestsellers

Bookshop sales of UNESCO publications top 5 (clickable covers)

Publication	Copies sold	Sector
	52	SHS
	36	CLT/WHC
	18	ERI/DPI
	12	CLT/WHC
	5	ED

Bookshop sales of non-UNESCO publications, top 5

Publication	Copies sold	Publisher
	154	Alamo Consultants
	3	UN
	2	Editions du patrimoine
	1	UN University Press
	1	Panasonic

## 6.4. Online and international sales

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

Publication	Copies sold	Sector
	45	SC
	38	SHS
	13	SHS
	13	SHS
	10	CLT/WHC

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

### Bookshop sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Colour? What Colour? - Report on the fight against discrimination and racism in football	0	SHS ERI
Re   Penser les politiques culturelles Rapport mondial Convention 2005 n° 1	0	CLT
The Power of Sport Values	0	SHS
World Heritage in Europe Today	0	CLT
World Heritage Review N° 80 - Special Issue World Heritage in Turkey	0	CLT

### Online and international sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Le patrimoine mondial en Europe aujourd'hui	0	CLT
Re   Shaping Cultural Policies: A Decade Promoting the Diversity of Cultural Expressions for Development	0	CLT
Tendances mondiales en matière de liberté d'expression et de développement des médias	0	CI
UNESCO Science Report – Towards 2030	0	SC
Wangari Maathai and the Green Belt Movement	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, November

Contract No.	Title	Publisher	Language	Date signed
J.2016-020	The Free Movement of People Within Regional Organizations	United Nations University – Institute on Comparative Regional Integration Studies (UNU-CRIS)	English	10/11/2016
J.2016-021	Global Guidance on Addressing School-Related Gender-Based Violence	The United Nations Entity for Gender Equality and the Empowerment of Women	English	17/11/2016
J.2016-022	The United Nations World Water Development Report 2016: Water and Jobs	UNESCO/China Water & Power Press	Chinese	28/11/2016
J.2016-023	Rethinking Education: Towards a global common good?	Educational Science Publishing House	Chinese	28/11/2016

## 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.

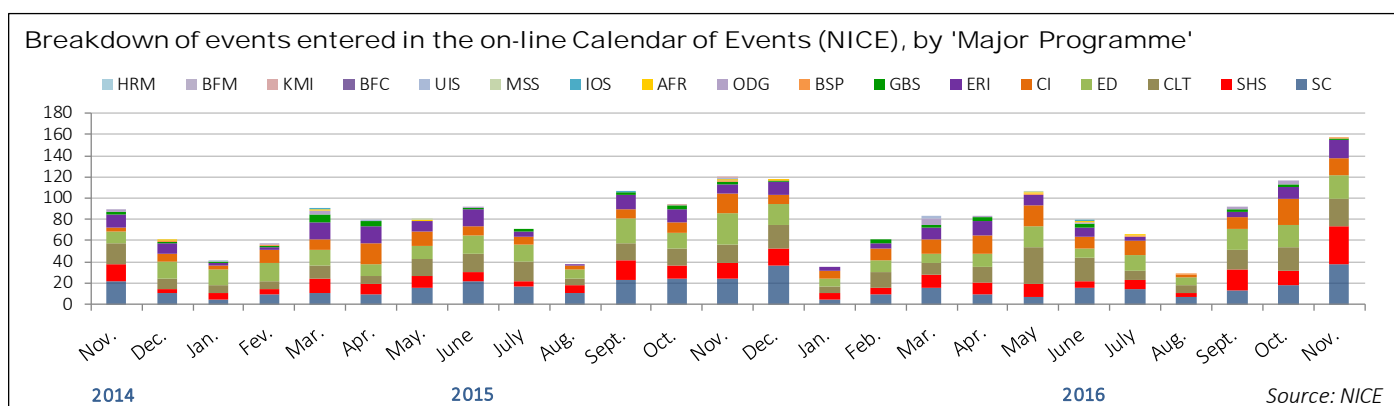
### 7.1. Number of events by “Major Programmes”

Major Programme	Total	Organized by		
		Headquarters	Field Offices	Institutes
CI	17	4	13	
CLT	25	10	15	
ED	22	4	14	4
ERI	17	17		
SC	38	25	13	
SHS	36	23	13	
BSP	1	1		
GBS	1	1		
<b>Total</b>	<b>157</b>	<b>85</b>	<b>68</b>	<b>4</b>

### 7.2. Events organized by Field Offices/ Institutes

Addis Ababa	1
Almaty	3
Amman	1
Apia	1
Bangkok	5
Beijing	3
Beirut	1
Brussels	2
Dakar	4
Doha	1
Geneva	1
Harare	2
Jakarta	9
Kathmandu	4

Kingston	2
Libreville	4
Mexico	1
Montevideo	3
Nairobi	1
Phnom Penh	1
Rabat	4
San Jose	5
Santiago de Chile	3
Tashkent	2
Venice	4
IICBA	1
UIL	1
UIS	1
<b>Total</b>	<b>72</b>



## 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 organized 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
02-03/11	Conférence internationale sur les sites du Patrimoine mondial et les musées	CLT/CCS	Salle XI	200
02-04/11	Réunion de l'UNESCO-PHI	SC/HYD/GSS	Salle IX	70
03/11	Conférence de presse du FIMA	ADG/AFR	Salle IV	300
03-04/11	RVA Life-long learning	ED/ESC/PCR	Salle VII	30
04/11	« Le futur de l'histoire de l'UNESCO »	KMI/ALR	Salle IV	100
07-10/11	Formation CBI	HRM/SPL/L	Salle XV	25
09-10/11	PERFORM	SC/PCB	Divers	100
10/11	Journée mondiale de la science	SC/PCB	Salles VI-VII, IX	60
10/11	CAMPUS UNESCO « La recherche scientifique aujourd'hui »	ERI/DPI/PBM	Salle XII	200
10/11	Visite de la KdG School Belgium	ERI/DPI/PBM	Salle III	42
15-18/11	Conseil international des glissements de terrain (ICL)	SC/EES/ESB	Salle XIII	70
15/11	CAMPUS-UNESCO « L'océan et les peuples autochtones »	ERI/DPI/PRP	Salle IV	350
15/11	Visite d'étudiants coréens	ERI/DPI/PBM	Salle VI	30
17/11	Cérémonie d'achèvement de la collection « Les différents aspect de la culture islamique »	SHS/TSD/HMD	Salle XI	260
17/11	Signature of a MoU	CI/FEM	Salle XI	20
17-18/11	30e Session du Conseil intergouvernemental du PIDC	CI/FEM	Salle X	150
18/11	Visit: UCL Institute of Education	ED/IPS/HAE	Salle XVI	50
21/11	Visite d'étudiants azerbaïdjanais	ERI/DPI/PBM	Salle III	30
22/11	Réunion des amis de #Unite4Heritage	CLT/CCS	Salle IV	50
22/11	Réunion du Comité d'approbation du Fonds pour l'élimination du dopage dans le sport	SHS/YES/YSS	Salle VIII	15
22/11	Visite : Accueil Master II Pro, Conduite de projets culturels et connaissance des publics	CLT/CCS	Salle VI	25
23/11	Réunion de la COI-Plateforme Océan et Climat	IOC/MPR	Salle VIII	30
23/11	CAMPUS UNESCO « Les droits de l'enfant »	ERI/DPI/PBM	Salle XI + Couloir X-XI	200
25/11	Journée internationale pour l'élimination de la violence à l'égard des femmes	MSS/CLD/C	Hall Ségur	200
25/11	Visite : réunion sport avec de jeunes footballeurs	SHS/YES/YSS	Salle III	18
25/11	Visite d'étudiants japonais	CLT/HER/WHC/APA	Salle VII	25
29-30/11	Conférence « Les grandes migrations en Asie mineure : circulation, échange et transformation sociale »	CLT/CPD/DIA	Salle IX	90
30/11	Visite d'étudiants russes	ERI/DPI/PBM	Salle VII	40
Total participation				<b>2 780</b>

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

#### 8.1.2 Meeting of Governing Bodies

Date	Title	Organizer	Place	Public
09/11	Bureau du Comité du Siège	MSS/OPS	Salle XVI	40

#### 8.1.3 Electoral Groups Meetings (Plenaries)

Date	Title	Organizer	Place	Public
04/11	Réunion plénière du Groupe ASPAC	Déleg. perm de la Rép. des Palaos	Salle XIII	60

09/11	Réunion plénière du Groupe des pays non-alignés	Délég. perm. de la Rép. Islamique d'Iran	Salle IX	96
10/11	Réunion plénière du Groupe arabe	Délég. perm. de l'Etat du Koweït	Salle XIV	30
22/11	ASEAN-UNESCO Committee Plenary Meeting	Délég. perm. de la Rép. des Philippines	Salle XVI	30
22/11	Réunion plénière du GRULAC	Délég. perm. du Mexique	Salle XVI	40
25/11	Réunion plénière du Groupe des 77	Groupe 77	Salle XI	100
Total participation				<b>356</b>

#### 8.1.4 External rentals

Date	Title	Organizer	Place	Public
07/11	Colloque « La parentalité au volant »	Fondation VINCI Autoroutes	Salle XI + Salle IX	300
09/11	Conférence autour de l'Encyclique Laudato Si'	MO Saint-Siège	Salle II	500
10/11	Conférence internationale dans le cadre de la Semaine européenne pour l'emploi des personnes handicapées	ADAPT	Salle XI	205
10/11	Conférence sur le lancement d'une campagne de sensibilisation de la diaspora	Délég. perm du Burkina Faso	Salle II	400
14/11	Événement spécial sur le Yoga	Délég. perm. de l'Inde	Salle IV	250
14-18/11	Exposition « Un siècle de patrimoine en mouvement »	Délég. perm. du Liban + Délég. perm. de la France	Piazza	150
15/11	Conférence « Réinventer la paix : éduquer à un humanisme basé sur l'unité de la famille humaine »	New Humanity	Salle II + Salle III	300
17-19/11	Journées FAFORMEC d'acupuncture	Fédération mondiale d'acupuncture	Salle II	450
21/11	Conference "State of the Community - Global citizen of layered identity"	Délég. perm. du Japon	Salle IV	130
28/11	Conférence sur le bilan d'action	Le Défenseur des droits	Salle II	420
Total participation				<b>3 105</b>

## 8.2. UNESCO Events - [www.unesco.org/fr/cultural-events](http://www.unesco.org/fr/cultural-events)

### 8.2.1 Exhibitions, Shows, Screenings and Conferences

Date	Title	Organizer	Place	Public*
02-03/11	Conférence internationale sur les sites du Patrimoine mondial et les musées	CLT/CCS	Salle XI	350
03-09/11	Exposition « Grand prix de la Biennale d'Illustrations Bratislava 1967-2015 »	Délég. perm. de la Slovaquie	Salle des Actes	100 (inauguration)
03-09/11	Exposition dans le cadre de la réunion de l'UNESCO-PHI	SC/HYD/GSS	Salles Miró	70 (inauguration)
04/11	« Le futur de l'histoire de l'UNESCO »	KMI/ALR	Salle IV	100
10/11	Campus UNESCO « La recherche scientifique aujourd'hui »	ERI/DPI/PPR	Salle XII	200
14/11	Projection du film « Breathe – Yoga, un souffle de liberté » de Stéphane Haskell	Délégation perm. de l'Inde	Salle IV	N/A
14-19/11	Célébration de la Journée internationale de la philosophie : 15 <sup>e</sup> rencontres internationales sur les nouvelles pratiques de la philosophie, deux tables rondes, lancement de la nouvelle Chaire UNESCO relative à la pratique de la philosophie avec les enfants et Une nuit de la philosophie (18/11).	SHS/TSD/RPF	Divers	3 000
15/11	Campus UNESCO « L'océan et les peuples autochtones », à l'occasion de la sortie du film d'animation <i>Vaiana</i> des studios Disney	ERI/DPI/PPR	Salle IV	348
16/11	Cérémonie de remise du Prix Madanjeet Singh pour la promotion de la tolérance	SHS/TSD/PPC	Salle II	400
17/11	Présentation de la collection « Les différents aspects de la culture islamique » suivie du débat « L'islam et la culture islamique dans le monde d'aujourd'hui »	SHS/TSD/HMD	Salle XI	260
21/11	Projection du film « Jihad: A story of the others »	CLT/CCS	Salle IX	80



21-25/11	Exposition « 100 Slavic Cultures Collection »	Délég. perm. de la Rép. de Slovénie	Salle Pas Perdus	200 (inauguration)
21-25/11	Exposition « Art théâtral aux yeux des enfants », à l'occasion de la célébration du 150 <sup>e</sup> anniversaire de la naissance de Léon Bakst	Délég. perm. du Belarus	Salle des Actes	100 (inauguration)
22/11	Ballet <i>Sendratari Ramayana</i>	Délég. perm. de la Rép. d'Indonésie	Salle II	300
23/11	Campus UNESCO « Les droits de l'enfant », à l'occasion de la Journée mondiale de l'enfant	ERI/DPI/PPR	Salle XI	180
24/11	Conférence « Le pèlerinage à travers les traditions, les paysages, les peuples et les cultures : le cas du chemin de Sant'Efisio » de l'Académie internationale de musique de Cagliari	Académie int. de musique de Cagliari	Salle II	Cf. CLD
24/11	9 <sup>e</sup> édition du concert « Cagliari, la Sardaigne : une île de la Méditerranée » de l'Académie internationale de musique de Cagliari	Académie int. de musique de Cagliari	Salle II	400
29/11	Cérémonie de nomination de M. Herman Makarenko en qualité d'Artiste de l'UNESCO pour la paix + concert	ERI/HGA	Salle II	150
29-30/11	Conférence « Les grands migrations en Asie mineure : circulation, échange et transformation sociale »	CLT/CPD/DIA	Salle IX	90
30/11	Concert du duo <i>Encounter</i> , avec Manfred Leuchter à l'accordéon et Mohamed Najem à la clarinette, à l'occasion de la Journée internationale de solidarité avec le peuple palestinien (29/11)	UNESCO / Délég. perm. de la Palestine	Salle II	400
30/11-08/12	Exposition « Janis Rozentals, l'art de la technique » à l'occasion du 150 <sup>e</sup> anniversaire de la naissance du peintre letton (1866-1916)	Délég. perm. de la Rép. de Lettonie	Salle Pas Perdus	300 (inauguration)

\* Source: the number of participants for the rooms is estimated by ERI/DPI/PRP and MSS/CLD. Neither means nor tools are available to monitor exhibitions visitors.

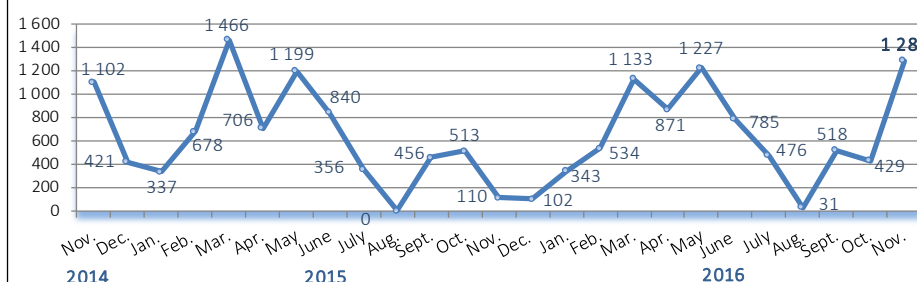
- **18 events** were promoted in the November 2016 monthly *Calendar of cultural events* printed out in 3,000 copies (in French) -with its electronic version sent out to 28,900 subscribers -, and on <http://on.unesco.org/cultural-events>.
- **18 events** were organized, co-organized and/or promoted in November 2016 by DPI/PRP (Public Relations and Partnerships Section).

### 8.3. UNESCO Visits

**31 guided tours of Headquarters for 561 visitors**, and **3 UNESCO Campus under the themes “Scientific Research Today”, “Ocean and Indigenous people”, and “The Rights of the Child”** attended by a total of **728 youth and their teachers** were organized in November 2016. More than half of the visits/presentations were conducted in French, and a large majority of the visitors came from Europe and North America.

1. Requests		2. Languages			
Number of emails received	n/a	Visits/Presentation in French	19	56%	
Number of requests received	n/a	Visits/Presentation in English	11	32%	
Accepted requests	34	Other	4	12%	
3. Type of visits		4. Origin			
Group Visits	27	79%	Europe and North America	1 187	92%
Individual Visits	4	12%	Asia and Pacific	67	5%
Thematic Presentations	3	9%	Latin America and the Caribbean	18	1%
			Arab States	16	1%
			Africa	1	0%

Vistors received by month



- ▶ 561 visitors were offered a guided tour of Headquarters in November 2016, to satisfy high demand.
- ▶ 728 youth and their teacher participated in the 3 UNESCO Campus organized this month at Headquarters.

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.

▪ **19 events which have been granted UNESCO's patronage took place in November 2016:**

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/11	Morocco	12e édition du Concours international de Piano Son Altesse Royale la Princesse Lalla Meryem à Rabat	Young musicians	CLT
01/11	Poland	International online campaign entitled "Bringing Tech & Science Closer to People"	General public	SC
03/11	France	22e édition du Salon international du patrimoine culturel autour du thème "Chantiers remarquables du patrimoine" au Carrousel du Louvre à Paris	General public	CLT
04/11	Germany	International conference entitled "Science, Knowledge, Power" and Regional Conference of the International Network of Women Engineers and Scientists	Women engineers & scientists	SC
08/11	Switzerland	Manifestation "Journée santé" à Lausanne	General public	SC
08/11	Italy	7e conférence nationale des Sites italiens inscrits sur La Liste du patrimoine mondial à Rome	World Heritage site managers	CLT
09/11	France UNESCO HQ	Colloque "La Terre, notre maison commune : défis et espoir" organisé par la Délégation du Saint-Siège auprès de l'UNESCO, au Siège de l'UNESCO	Delegation network	SC
10/11	Spain	Salon professionnel : Biennale de la restauration et de la gestion du patrimoine à Valladolid	Heritage management agencies	CLT
11/11	Lebanon	Forum "L'histoire, source de solutions aux problèmes actuels de la méditerranée" à Beyrouth	Academics	CLT
14/11	UNESCO HQ	Programme "Année du Patrimoine Automobile Mondial" de la FIVA (Fédération internationale des véhicules anciens)	Visitors	CLT
14/11	France	International conference: "Global Internet and Jurisdiction" at the Conference Centre of the French Ministry of Foreign Affairs	Specialists	CI
15/11	Italy	Conférence "Réinviter la paix : éduquer à un humanisme basé sur l'unité de la famille humaine" organisée par New Humanity	NGOs	SHS
16/11	UK	"ToDay" - a celebration organized by the Learn2Think Foundation in primary schools on the occasion of International Day for Tolerance	School children	SHS
17/11	Japan	13th Exploration for Disaster Prevention Map Contest and the 13th EDP Map Contest Awards Ceremony	School children	ED
18/11	Lithuania	Publication of the 2003 Convention and its operational guidelines	Convention management agencies	CLT
21/11	France UNESCO HQ	Symposium entitled "State of the Community 2016" organised by the Dhillon Marty Foundation, with support of the Japanese Permanent Delegation	Permanent Delegation network	ED
22/11	Japan	37th World Health Forum in Kyoko organised by the World Health Frontier Institute of Japan	Public health organisations	ED
24/11	Italy	9e édition de l'événement "Cagliari, la Sardaigne : une île de la Méditerranée" (	General public	CLT
26/11	Viet Nam	9th Asia-Pacific Conference on Reproductive and Sexual Health and Rights in Da Nang City	Public health organisations	SHS

## 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
06/11	<a href="#">Cinque Terre</a> (Italy)	30 min	5.3%
13/11	<a href="#">Noel Kempff Mercado National Park</a> (Bolivia)	30 min	5.0%
20/11	<a href="#">Nan Madol: Ceremonial Centre of Eastern Micronesia</a> (Micronesia)	30 min	4.6%
27/11	<a href="#">Pitons, cirques and remparts of Reunion Island</a> (France)	30 min	5.0%

Average audience share in November: **5.0%** (for the first broadcast). Estimate number of viewers in Japan: **4,520,000** (for the first broadcast). The total audience for the programmes in November was estimated at **18,082,000** 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
<a href="#">English</a>	35
<a href="#">French</a>	20
<a href="#">Spanish</a>	16
<a href="#">Arabic</a>	11
<a href="#">Russian</a>	6
In November a total of <b>88 reports</b> were released on UNESCO through Xinhuanet	

### 10.2 Ad Hoc Communication partnerships

Event/Activity	Partners	Benefits
Organize events on strategic themes linked to global contemporary issues. Share information on respective key events and involve students in common issues. Get the support of Master students for private/public partnership activities and the development of business models. Assist Science Po students in Model United Nations initiatives, for the implementation of Model United Nations guidelines. Offer internships at UNESCO, in the Field in particular to Science Po international students.	<ul style="list-style-type: none"> <li>▪ Sciences Po</li> </ul>	<p>Encourage the public debate on strategic themes.</p> <p>Increase the visibility of UNESCO's domains of activity, and encourage the participation at major events at Sciences Po or UNESCO.</p> <p>Get Sciences Po students involved in UNESCO key events on global challenges linked to UNESCO mandate, and brainstorm on specific topics.</p>
UNESCO Green Citizens travelling exhibition in 5 Moroccan airports from Nov. 2016 to March 2017 (Marrakech, Casablanca, Rabat, Tanger, Fès)	<ul style="list-style-type: none"> <li>▪ Klorane Botanical Foundation</li> <li>▪ SIPA Press</li> <li>▪ Fondation Mohammed VI pour la Protection de l'Environnement</li> <li>▪ Royal Air Maroc</li> <li>▪ Office National Des Aéroports</li> </ul>	<p>Launch of the event on UNESCO COP 22 Pavilion in the presence of UNESCO DG, the partners and 70 participants.</p> <p>Visibility for the public at large at the airports and on the Royal Air Maroc planes</p>