



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

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Monthly Visibility Report

March 2017

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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

- 63,661 articles mentioning UNESCO were monitored this month in news outlets worldwide (+26% vs February 2017).
- The month began with a peak in coverage attributable to the retaking of Palmyra by Iraqi forces, quoted worldwide as UNESCO World Heritage site. On 24 May, the Director-General was invited to brief the UN Security Council on the adoption of resolution 2347 for the protection of heritage. Over the following days some 440 articles covered this historical resolution for UNESCO.

With four major events falling in one five-day period, UNESCO was highly visible the week of 20 March. The two most significant contributors in that period were the L'Oréal-UNESCO for Women and Science Awards (23 March) and the Launch of the 2017 *UN World Water Development Report* (22 March). Int'l Women's Day contributed to the Organization's visibility with 500+ stories linking UNESCO to the celebration. Read more page 14.

The following events are highlighted in the Major Events pages:

- International Women's Day (8 March) and L'Oréal-UNESCO For Women and Science Awards (23 March)
- Mobile Learning Week 2017 (20-24 March)
- Launch of the 2017 United Nations World Water Development Report (22 March)
- Journalism under fire: challenges of our time (23 March)

UNESCO Website and Social Media Channels

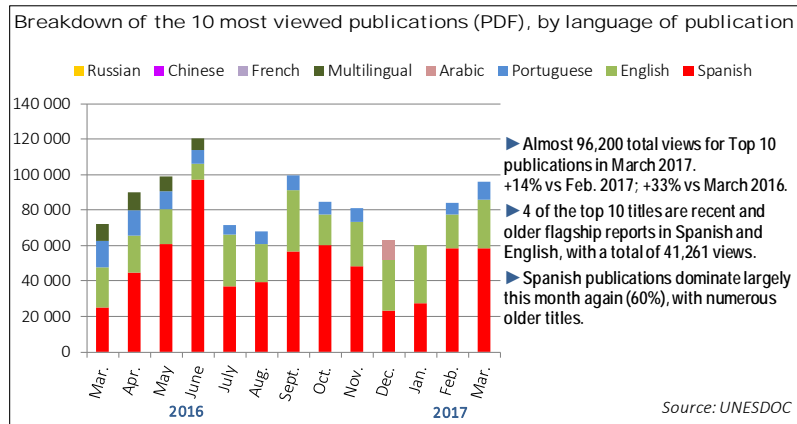
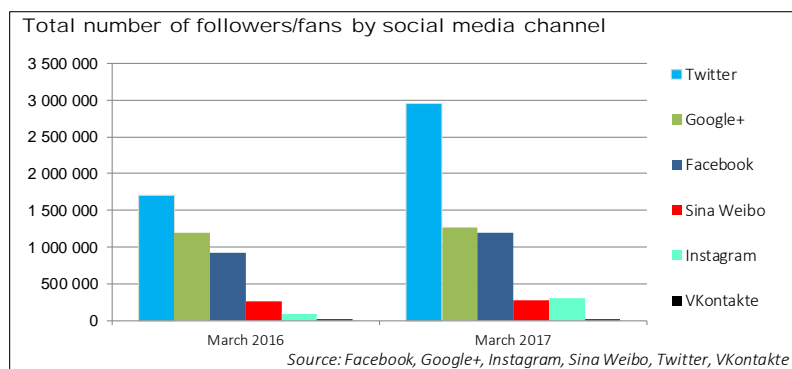
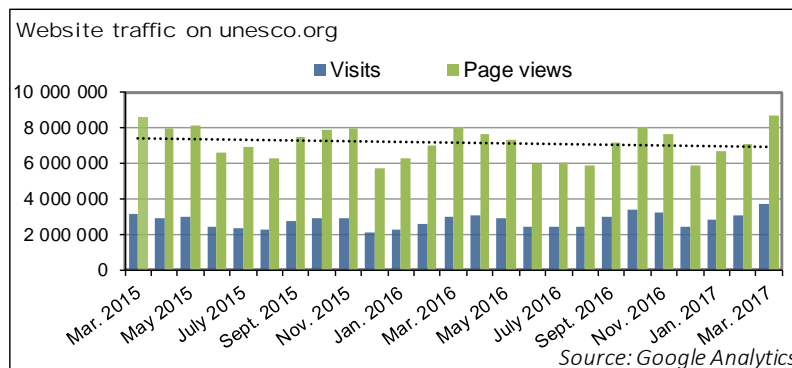
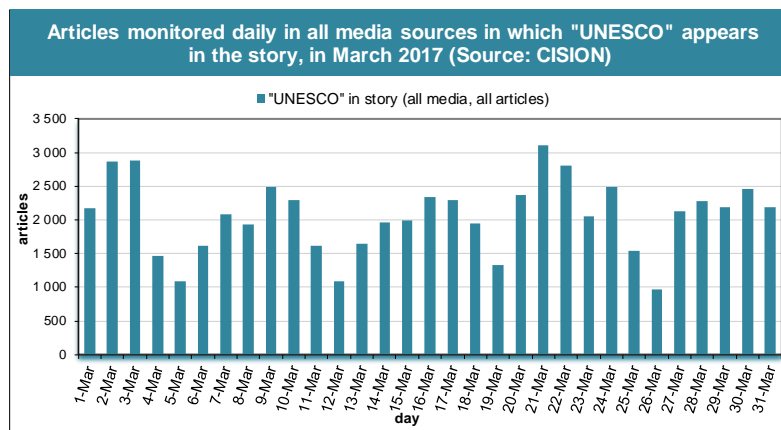
- With the numerous major events held during the month, traffic on UNESCO public website reached an all-time high this month: 3.7 million visits and 8.6 million page views (+21% vs Feb. 2017).
- This month was also particularly busy on UNESCO's social media channels with the numerous events, observances and mini campaigns covered. As a result, almost 245,000 new followers were gained, leading UNESCO to reach a new milestone: a total of 6 million followers! Read more page 15.

Publications

- Figures for the Top 10 online viewing have been steadily growing since early 2017: +14% this month compared to Feb. 2017; +33% versus March 2016. Spanish titles dominate again with 60% of downloads in this list. The recent release of [The United Nations world water development report, 2017: Wastewater: the untapped resource](#) is doing very well with 8,200+ views in a short space of time. Two other English flagship reports remain prominent: [Engineering: issues, challenges and opportunities for development; UNESCO report](#) and the main [GEM Report, 2016](#). In Spanish, [Hacia las sociedades del conocimiento: informe mundial de la UNESCO](#) (Towards knowledge societies: UNESCO world report) is the frontrunner with 13,500+ views.
- Publications page views on Google Books show a big increase this month (+61% vs Feb. 2017).
- In the bookshop SHS publications from the Histories collection sold exceptionally well.

Focus on a Field Office

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



Major events:

I. International Women's Day (8 March) and L'Oréal-UNESCO For Women and Science Awards (23 March)



The celebration of International Women's Day at Headquarters on 8 March, under the overall theme for this year "women in the arts", included:

- An art exhibition, organized in collaboration with the Permanent Delegations, focused on the theme of the creativity of young women in shaping our future. The exhibition, opened by the Deputy Director-General of UNESCO, Getachew Engida, gathered creative expressions relating to gender equality and social justice, from artists from 10 countries from each regional group of UNESCO, nominated by Permanent Delegations.



- A dynamic round table debate entitled "The Courage to Create: Gender Equality in the Arts", organized in collaboration with the French National Committee for UN Women and moderated by journalist Audrey Pulvar was held in a fully packed room. The event brought together artists, cultural entrepreneurs and experts to discuss the stereotypes of women, barriers to access for women in the arts, and whether digital art offers new possibilities. French Minister for Families, Children and Women Rights, Laurence Rossignol, UNESCO Assistant Director-General for External Relations, Eric Falt, and Fanny Benedetti, Executive Director for UN Women France opened the event, which also launched the HeForShe Arts Week Paris. Deeyah Khan, UNESCO Goodwill Ambassador for Artistic Freedom and Creativity was one of the panelists.
- A public concert with young French singer-songwriter Louane and self-described "feminist" male duo "Her" marked the end of the celebrations. Organized in collaboration with the French National Committee for UN Women, the jam-packed event was enjoyed by spectators of all ages.

Participants: Round table: 375. Concert: 420. Exhibition: 250 (opening).

Audience: Round table: general public. Concert: general public. Exhibition: Permanent Delegations, artists, guests, public at large.

Communication materials and activities:

- [Media advisory](#) (06/03)
- News: [09/03](#), [10/03](#), [15/03](#)
- [Message from the DG for the day](#)
- [Dedicated webpage](#)
- Social media pack, infographics, poster
- 2 Facebook live : [Interview with Deeyah Khan and Ole Reitov](#); [3rd panel of the Round table](#),
- [Interview with Audrey Pulvar](#) (06/03)
- [UIS eAtlas of Gender Inequality in Education](#)
- Art Exhibition (8-17 March 2017)
- Experts' meeting: UNESCO Chairs in the field of Women's Empowerment
- Debate: The Courage to Create: Gender Equality and the Arts
- Concert: Louane and Her
- [Photo gallery](#) of the events
- Virtual Conference: [Women in Oceanography](#)
- Launch of the [Women make the news campaign](#)
- Launch of the [UNESCO Prize for Girls' and Women's Education](#)
- UNESCO Campus "Women-agents for change"
- Video: [UNESCO celebrates women in the arts on International Women's Day 2017](#)

Website statistics: News: [09/03](#): 515 page views, [10/03](#): 282, [15/03](#): 80 page views. [Interview with Audrey Pulvar](#): 1,077 page views.

[Photo gallery](#): 118 page views. Video: [UNESCO celebrates women in the arts on Int'l Women's Day 2017](#): 439 views.

Comparable metrics	Dedicated webpage	Message from the DG	Media advisory/Press release
2017 edition	27,027 visits / 19,943 page views (12,056 page views on 8 March)	3,938 views	762 visits / 1,186 page views
2016 edition	21,102 visits / 27,024 page views	3,107 views	3,500 visits / 5,304 page views

Press coverage: More than 500 articles published worldwide on International Women's Day mentioned UNESCO. Some 40 covered the celebration at Headquarters.

Social media: A social media pack was prepared with input from Sectors involved. Two Facebook live were organized: [Interview with Deeyah Khan and Ole Reitov](#): 3,194 views, 88 likes/20shares and [3rd panel of the Round table](#): 4,864 views, 123 likes/48 shares. Several posts for Women's Day are among this month top10 FB and Twitter messages, see page 16. In addition, one of the performers at the concert, Louane (with some 800.000 followers on Twitter), shared some of @UNESCO's and @unesco_fr messages on her account.

The 2017 L'Oréal-UNESCO For Women in Science (FWIS) Awards

The L'Oréal-UNESCO For Women in Science (FWIS) Programme celebrated this year its 19th edition. The Awards Ceremony was held at the Maison de la Mutualité in Paris, on 23 March, in the presence of Jean-Paul Agon, Chairman and CEO of L'Oréal, and Professor Christian Amatore, President of the Physical Sciences Jury of the awards. Due to unforeseen circumstances the Director-General, Irina Bokova, was unable to attend and was represented by Flavia Schlegel, Assistant Director-General for Natural Sciences. The 5 Laureates awarded in Physical Sciences are: Professor Michelle SIMMONS (Australia), Professor Maria Teresa RUIZ (Chile), Professor Niveen KHASHAB (Saudi Arabia), Professor Nicola SPALDIN (Switzerland) and Professor Zhenan BAO (United States of America).



The week of events also included for the first time, a separate event for the International Rising Talents which was marked with a Gala Dinner on 21st March evening. The 15 Fellows from Argentina, Australia, Brazil, China, Germany, Hungary, Lebanon, Poland, the Republic of Korea, South Africa, Tunisia, Turkey, the United Arab Emirates and the United Kingdom, received their Diplomas during this evening.



One of this year's programme other major event was the presentation of the Laureates' research in an extraordinary session at the French Académie des Sciences. Another was the information and discussion session entitled: *Engaging with UNESCO Networks and programmes in Gender and Science*, organized at UNESCO Headquarters on 22 March. The session successfully engaged exchange and debate with the Laureates and International Rising Talents with UNESCO staff from the Natural Sciences Sector, but also from other Sectors, the Gender Equality Division, the International Centre for Theoretical Physics ICTP and the Organization for Women in Science for the Developing World (OWSD) in TWAS on gender related programmes.

Participants: Awards Ceremony: 850. UNESCO events on 22 March: more than 50 participants.

Audience: Awards Ceremony: UNESCO Permanent Delegations, Laureates and Int'l Rising Talents' Member States (69 confirmed registrations of Ambassadors and other staff), scientific public and other invitees. UNESCO events on 22 March: Laureates, Int'l Rising Talents, L'Oréal Foundation and UNESCO Staff, few guests from two external partners.

Communication materials and activities:

- Press releases: [04/10/2016](#), [08/03/2017](#)
- News: [23/03/2017](#) + articles to be published on each laureate (so far on: [M. Simmons](#) (26/03) and [N. Khashab](#) (07/04))
- [Video message from the Director-General](#)
- [Gender and Science](#) dedicated webpage
- [FWIS official website](#)
- [Women in Science: Explore the data \(Interactive tool\)](#)
- Facebook live: [Awards Ceremony](#) & Interviews with laureates and International Rising Talents

Website statistics: News: [23/03/2017](#): 1,026 page views. Articles (as at 12/04): [M. Simmons](#): 439 page views, [N. Khashab](#): 124 page views. [Gender and Science](#) dedicated webpage: 7,391 page views ([2017 Laureates](#) page: 1,634 page views / [2017 International Rising Talents](#) page: 1,890 page views).

Comparable metrics	Gender and Science dedicated webpage	Press release (October)	Press release (March)
19th edition	7,391 page views	3,658 page views (Oct. to March)	1,711 page views
18th edition	7,028 page views	2,224 page views (Oct. to March)	410 page views

Press coverage: 2017 L'Oréal-UNESCO For Women in Science Awards received wide coverage, with some 570 articles monitored, including a peak of 231 articles on 24 March 2017. The highest number of articles appeared in the US (23%), followed by Spain (8%), France and Sweden (6%), Germany and Argentina (5%).

Social media: This year Facebook Live has been used as a way to further spread the message on the importance of Women in Science and also to help us introduce the laureates and rising talents to UNESCO's audience in the best possible way. Facebook live: [Awards Ceremony](#): 13,020 views, 250 likes/126 shares & Interviews with laureates and International Rising Talents: Facebook English: [Michelle Simmons](#): 4,752 views, 113 likes/20 shares; Facebook French: [Tamara Elzein](#): 600 views, 13 likes/3 shares; Facebook Spanish: [María Teresa Ruiz González](#): 3,690 views, 117 likes/46 shares; [Julia Etulain](#): 3,019 views, 88 likes/30 shares. [Video message from the DG](#): 998 views, 43 likes/21 shares.

UNESCO Facebook	Reach	Reactions, Comments & Shares
English	187,700	6,520

UNESCO Twitter	Impressions	Engagement
English	101,385	811

II. Mobile Learning Week 2017 (20-24 March)

Mobile Learning Week (MLW), UNESCO's flagship ICT in education conference, was held from 20 to 24 March 2017 at UNESCO Headquarters in Paris.

This 6th edition under the theme education in emergencies and crises was organized in partnership with UNHCR, the United Nations refugee agency, and in collaboration with ITU, the United Nations specialized agency for ICT.

MLW 2017 examined how new and affordable technologies can reinforce education in emergency and crisis contexts and expand learning opportunities for displaced people while facilitating their inclusion in national and community systems.

The programme featured 76 Symposium breakout sessions, 18 Workshops, and 8 Strategy Labs, and a day-long Policy Forum with Education Ministers and ICT Ministers. Side events ran concurrently through the week, including live demonstrations of mobile learning content given in a UNHCR refugee tent; a photo exhibition about refugees seeking higher education in Jordan and Kenya; and a second UNHCR tent provisioned with supplies given to refugee families. Two separate art exhibitions also complemented the event; work by Edel Rodriguez and Yacine Ait Kaci (Yak) captured themes from the event and findings from individual MLW sessions.

More than 750 expert participants from more than 60 countries and representing over 500 organizations attended MLW 2017. Attendance was stronger than any previous version of Mobile Learning Week (500 participants for MLW 2016) and remained strong throughout the five-day event. Nearly all the participants paid for their own travel and accommodation in Paris, a sign of the value they find in the event.

Following Mobile Learning Week, UNESCO sent an [evaluation survey](#) to all event participants. Based on the 156 and anonymous evaluations submitted, the event was well received: 97% of participants said they would recommend the overarching event to colleagues. Participants also indicated that, with rare exceptions, the different conference sessions (the Symposium, Workshops, Strategy Labs, and Policy Forum) either met or exceeded their expectations. The full survey results are available [here](#).

Participants: More than 750 expert participants from more than 60 countries. **Audience:** Education Ministers and ICT Ministers; researchers and practitioners in mobile learning; educators specializing in innovations and ICT; representatives of NGOs and international organizations promoting the use of technology in education; private-sector stakeholders, especially from technology fields and education publishers; civil society actors focusing on education; university and school leaders; directors of teacher training institutions

Communication materials and activities:

- Press release: [15/03](#)
- News: [22/12/2016](#); in 2017: [14/03](#), [15/03](#), [21/03](#) (1), (2), (3), [24/03](#), [29/03](#)
- [Fully retrofitted dedicated website](#)
- [Press room](#)
- Full event [programme](#), [printed concept note](#)
- [Event announcement](#) (NICE)
- Open and competitive call for [workshop](#) and [presentation](#) proposals
- [Communication pack](#) sent to Field Offices and MLW partner organizations for the event promotion
- Event announcements sent to a list of 5,000 contacts
- [Symposium](#), [Workshops](#), [Strategy Labs](#), [Policy Forum](#)
- [Photo exhibition](#)
- [Live learning demonstrations](#) in a UNHCR refugee tent
- Drawings by Edel Rodriguez (in Foyer and on postcards)
- Art by Yak to capture themes from sessions
- [Flyer](#) (distributed months before the event)
- [Kakemonos](#), [large banners](#), [posters](#)
- Webcast
- Evaluation survey

Webcast/Live streaming connections: 94 connections. External: 39, internal: 55 (see details page 12).

Website statistics: [Press release](#): 516 page views. News: [22/12/2016](#): 4,638 page views since publication (1,091 in March 2017 only). [14/03](#): 1,561 page views, [15/03](#): 516 page views, [21/03](#) (1): 471 page views & (2): 647 page views, [24/03](#): 480 page views, [29/03](#): 96 page views. [Event announcement](#): 1,325 page views.

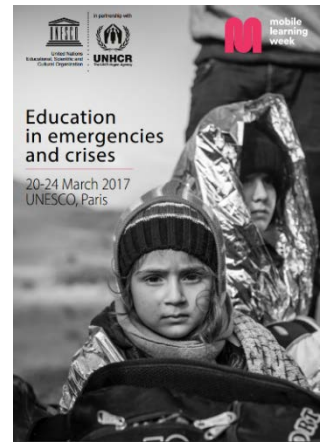
[Dedicated website](#): 12,513 page views (compared to 7,112 page views for last year's edition).

Press coverage: Mobile Learning Week 2017 was widely covered with 273 articles monitored worldwide including a peak of 90 articles on 22 March, among which [The Huffington Post](#), [UN News Center](#), Relief Web, [Neue Zürcher Zeitung](#), [Valencia Noticias](#), [Haiti Press Network](#). More than half of the stories were published in the US (151), followed by Germany (25), France (11) and India (10).

Social media: Before and during Mobile Learning Week, UNESCO and its partners made a concerted effort to tweet about the event and its substantive themes. UNESCO and UNHCR both used the #MLW2017 hashtag for the event. Tweets were sent from UNESCO's main account (@UNESCO; 2.2 million followers) and the ICT in Education (@UNESCOICTs; 9,287 followers). UNHCR also sent a number of messages from its main account (@refugees; 2.1 million followers). The most successful [UNESCO Tweet](#) was sent just before the start of the conference and generated 77,559 impressions, 151 retweets and 185 likes. Twitter Live was used regularly to provide followers opportunities to experience prominent conference sessions such as the [opening ceremony](#), refugee student Ella Ininazawe's [keynote address](#), European Commissioner Stylianedes' Policy Forum [speech](#), and [curricular plans](#) that the South Sudanese Minister of Education shared during a workshop. [Post on Instagram](#) (English): 1,425 likes.

UNESCO Facebook	Reach	Reactions, Comments & Shares
English	47,081	689

UNESCO Twitter	Impressions	Engagement
English	324,778	3,708

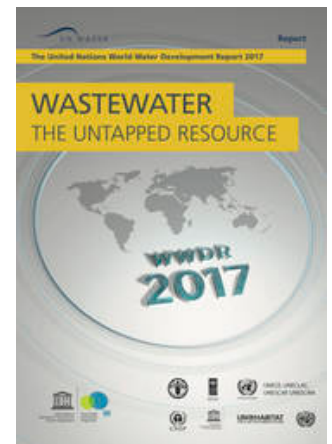


III. Launch of the 2017 United Nations World Water Development Report (22 March)

On World Water Day, 22 March 2017, WWAP launched the 2017 edition of the World Water Development Report: *'Wastewater, The Untapped Resource'*.



The main launch of the UN flagship report on the state of the world's freshwater resources took place in Durban, South Africa, during the pivot event for World Water Day celebrations, hosted by the Government of South Africa. The United Nations World Water Assessment Programme took the lead in developing the programme of the event in close collaboration with the host country, UN-Water and the four lead agencies of World Water Day 2017 (UNEP, UN-HABITAT, UNU and WHO).



During the event, the President of the Republic of South Africa, H. E. Mr Jacob Zuma, delivered a key note in which he pointed out the relevance of the new UN World Water Development Report: "This key report draws the attention to the current status of water and sanitation and calls world leaders to take action in order to ensure the availability and sustainable management of essential water and sanitation services for all."

The technical presentation by Prof. Stefan Uhlenbrook, Coordinator of the World Water Assessment Programme, provided the core of the session through his dissemination of the main findings and recommendations of the World Water Development Report 2017.

The morning session was concluded with a moderated panel debate and Q&A with the audience.

In parallel to the main launch event, a large number of [regional launching events](#) took place on the same day across the world. Events were organized in: [Belgium \(Brussels\)](#), Belize (Belize), Botswana (Gaborone), Brazil (Brasilia), [Costa Rica \(San Jose\)](#), [Ecuador \(Quito\)](#), Egypt (Alexandrina), Ethiopia (Addis Ababa), France (Paris), [Germany \(Bonn\)](#), India (TBC), [Indonesia \(Jakarta\)](#), Italy (Perugia, [Rome](#), [Venice](#)), [Jordan \(Amman\)](#), Kazakhstan (Almaty), Kenya (Nairobi), [Mongolia \(Ulaanbaatar\)](#), Morocco (Rabat), [Nigeria \(Abuja\)](#), [Norway \(Oslo\)](#), Scotland, United Kingdom (Dundee), [Sweden \(Stockholm\)](#), [Thailand \(Bangkok\)](#), Uganda (Kampala), United States of America (New York), [Uzbekistan \(Tashkent\)](#).



Participants: 1,000 participants. **Audience:** Participants included key dignitaries such as the President of the Republic of South Africa, H. E. Mr Jacob Zuma, as well as senior representatives of UN-Water and UNESCO among other high-level delegates from countries' relevant ministries, private sector, national and international institutions, research institutions and civil society.

Communication materials and activities:

- Press release: [22/03](#)
- [World Water Assessment Programme website](#), [Dedicated webpage](#), [World Water Day](#) website
- [Event announcement](#) (NICE)
- Press breakfast at UNESCO HQ
- B-Roll
- [Infographic](#), [Roll-up](#), [Poster](#), [Postcard](#), [Stickers](#)
- [Photo gallery](#)
- UN WWDR 2017 ([En](#), [Fr](#), [Es](#)), Executive Summary ([10 lang.](#)), Main messages ([En](#), [Fr](#)), Facts and Figures ([En](#), [Fr](#), [Es](#), [It](#), [Pt](#))
- Videos: [Wastewater, the Untapped Resource: message by Irina Bokova](#), [Wastewater: the Untapped Resource](#) (Interview with Stefan Uhlenbrook, WWAP Coordinator), [Les eaux usées, une ressource inexploitée](#) (Interview with Richard Connor, Editor-in-Chief of the WWDR), [The Water Rooms](#)

Website statistics (March only): Press release: [22/03](#): 1,681 page views. [WWAP website](#): 48,940 page views (peak on 22 March: 7,355 page views); [Photo gallery](#): 437 page views. WWDR 2017 (En/Fr/Es): 10,541 total views. WWDR 2017 Executive Summary: 2,317 total views (En: 539, Es: 424, Pt: 424, Ar: 272, Ru: 185, Fr: 160, It: 112, Zh: 96, Ger: 81, Hin: 24). WWDR 2017 Facts and Figures: 1,953 total views (En: 941, Es: 413, Pt: 298, Fr: 222, It: 79). Videos: [Wastewater, the Untapped Resource: message by Irina Bokova](#): 284 views, [Wastewater: the Untapped Resource](#) (Itw with Stefan Uhlenbrook): 290 views, [Les eaux usées, une ressource inexploitée](#): 113 views.

Comparable metrics	Press release (22/03)	Dedicated webpage	WWDR			WWDR Exec. Summary
Launch 2017 report	1,681 page views	12,158 page views	En : 8,203	Fr : 1,635	Es : 703	10 lang.: 2,317 views
Launch 2016 report	1,558 page views	6,357 page views	En : 2,480	Fr : 1,173	Es : 1,309	9 lang.: 3,151 views

Press coverage: This year, more than 450 news articles were published worldwide on the report (compared to 300 in 2016), with a peak of 200 articles on the launch day, 22 March. Media in France, Spain and Germany had the most coverage. The articles were generally informative and illustrated with examples picked up from the Report and the official press release. The press breakfast at HQ, attended by 12 journalists including several from news agencies; the breakfast proved successful as most of the stories published were produced by journalists who attended the briefing organized to introduce the Report.

Social media: The launch of the report was extensively covered on UNESCO's social media channels. A social media pack, including material sent by UN Water and WWAP, was prepared with the Sciences Sector and widely shared by partners. On WWAP Twitter account in March 2017: 58 tweets, 165,465 impressions (vs March 2016: 32 Tweets, 41,539 impressions).

[Video on Instagram](#) (English): 6,079 views, 1,615 likes.

IV. Journalism under fire: challenges of our time (23 March)



1. Participant at the colloquium ©UNESCO/C.Alix. 2. Web banner

UNESCO Colloquium *Journalism under fire: challenges of our times*, was held on 23 March 2017 at UNESCO HQ in Paris. The event, attended by some 300 participants, was opened by the Chairperson of the Executive Board, Michael Worbs, the Director-General Irina Bokova, the President of the World Editors Forum Marcelo Rech, and the UN Special Rapporteur on the promotion and protection of the right to freedom of opinion and expression, David Kaye (through a video message). The colloquium featured lively debates between leading journalists, academics, representatives of social media companies, media development organizations, and of UNESCO Member States, about the recent challenges posed to journalism by the concept of “fake news” as well as the technological and economic transformations reshaping the media landscape. Topics ranged from rise of identity politics, to threats to business models, responses to the spread of “fake news”, the role of social media platforms, and the importance of journalism training and media and information literacy. Academics from Harvard and Oxford, Moscow State and Cairo Universities as well as journalists and media managers from Brazil, the USA, France, Russia, Syria, South Africa and many other countries spoke during the panel discussions. Key speakers convened by UNESCO included Richard Allan, Director of Policy in Europe, Facebook; Serge Schmemmann, Member of the Editorial Board of The New York Times; Vicente Jiménez, Director-General of Cadena SER; Maria Ressa, Executive Editor and CEO of Rappler; Vincent Peyrègne, Chairman of WAN-IFRA; Carlos Dada, Editor in Chief of El Faro; Paul Nemitz, Director for Fundamental rights and Rule of Law, European Commission.

The colloquium was organized together with the World Association of Newspapers and News Editors (WAN-IFRA), and with the support of the Governments of Finland, Switzerland, France, Latvia, Lithuania and the Netherlands. It took place during La Presse en Liberté week (22-29 March 2017) which included an exhibition of first-edition newspapers and debates on press freedom organized at UNESCO by the Delegations of France and Switzerland to UNESCO.

Participants: 300

Audience: Member States, academics, journalists, news organizations, civil society.

Communication materials and activities:

- [Media advisory](#) (17 March)
- [Dedicated webpage](#)
- [Event announcement](#), [on-line registration](#)
- [Concept note](#),
- [Programme](#)
- Poster ([En](#), [Fr](#)), web banner
- E-mail sent ahead of the colloquium to partners, speakers and participants with poster, animation, social media banner, and reminder of hashtag #Pressfreedom
- On social media: [animation](#), quotes from [the DG](#), [ADG/CI](#), [selected speakers](#)
- Facebook live: [Interview with Serge Schmemmann, member of The NY Times editorial board](#); Video: on FB [La Presse en liberté](#) and [Instagram](#).
- [Interview clips with speakers](#) - for post-event promotion and report
- Brochure [La Presse en liberté](#) (22-29/03)

Website statistics: [Media advisory](#): 1,270 page views. [Dedicated webpage](#): 6,142 page views. [Event announcement](#): 646 page views.

Press coverage: 23 journalists were accredited for the colloquium. Some 25 articles covered widely the event, notably in the German and US media. Some other 40 articles focusing on the exhibition of first-edition newspapers, organized for the Presse en liberté week, mentioned only the colloquium as one of the events taking place in this framework.

Social media: This event was mainly covered on the English accounts. Facebook live: [Interview with Serge Schmemmann, The NY Times](#): 3,338 views, 105 likes/18 shares; A video was prepared for the exhibition “La Presse en liberté” and got on [FB English](#): 2,975 views, 97 likes/31 shares, [FB French](#): 590 views, 24 likes/13 shares; [Instagram English](#): 6,419 views (the 3rd most viewed video on Instagram this month). The event was also covered on UNESCO’s live tweeting account, @unescoNow. On Twitter, the most retweeted post was the [quote by the DG](#) (105 RT and 90 likes), followed by the [quote of the ADG/CI](#) (76 RT and 69 likes).

Performance with the hashtag #Press Freedom:

UNESCO Facebook	Reach	Reactions, Comments & Shares
English	92,000	755

UNESCO Twitter	Impressions	Engagement
English	246,980	2,502

Focus on UNESCO Office in Rabat, Cluster Office for the Maghreb

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 Cluster Office in Rabat was initially established in 1992. It serves as a multi-sectoral cluster office covering Morocco, Algeria, Mauritania and Tunisia (through a Project Office in Tunis), and as liaison office to the Arab League Educational, Cultural and Sciences Organization (ALECSO) as well as the Islamic Educational Scientific and Cultural Organization (ISESCO). Active in all programme sectors, recent flagship activities include: the implementation of a EU-funded NetMedYouth project in the Maghreb countries (SHS-led), the facilitation of UNESCO's participation to the COP22 in Marrakech (SC), the Spanish-funded project on illicit traffic of cultural property (CLT), the CapED in Mauritania (ED), as well as of the implementation of the Sweden and Finland funded project "Promoting Freedom of Expression, Media Development, and Access to Information and Knowledge" in the Maghreb countries (CI). Furthermore, the Office has just recently secured resources from EU for a regional project to "Enhance the image of women in the film industry" (CI-led, together with CLT and SHS). The Office is also about to upscale its activities on the implementation of the UN Plan of Action for Preventing Violent Extremism (PVE), being recently appointed as the Chair of Youth and PVE UNCT Morocco Thematic groups, acting as an active member of the Algeria and Tunisia UNCT PVE and Youth groups, engaged in the G5-Sahel PVE Programmes, and also thanks to a soon to be launched PVE project funded by the UNCCTT and Canada.

Major events in March 2017

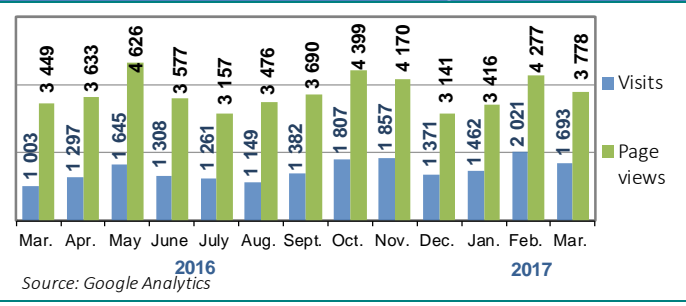
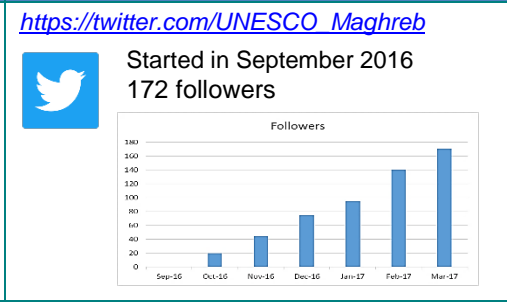
	<p>Education for global citizenship in Mauritania Literacy manuals on Education for Global Citizenship and PVE developed with the Mauritanian relevant ministries. The printing was launched in late March. Read</p>		<p>"For Women in Sciences" Maghreb Five fellowships of 10,000 Euros each will be awarded to five women researchers under the 11th edition of the Maghreb L'Oréal-UNESCO For Women in Science programme. Read</p>
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	<p>Cultural heritage and identity: an Arab youth perspective A regional conference on "youth and cultural heritage and identity" was held in Carthage, Tunisia on 1-3 March. The event was attended by 120 participants. Read</p>		<p>Youth in the Maghreb: between marginalities and opportunities Seminar "Research on youth in the Maghreb: between marginalities and opportunities" was held on 7-8 March in Rabat, Morocco. The event brought together 80 participants. Read</p>
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	<p>Safety of journalists in Tunisia A monitoring mechanism to track attacks against journalists was launched in Tunis, with the Tunisian Journalists Union, on 21 March. Read</p>		<p>Preventing the Illicit Traffic of Cultural Property in Morocco Launch of a training manual for Moroccan police, customs and judges on preventing illicit trafficking of cultural properties. Read</p>
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	<p>8 March, International Women's rights Day: Women Make the News in the Maghreb Six initiatives advocating for gender equality in the media were supported with partners in Algeria, Morocco, Mauritania and Tunisia. Read</p>	<p>Major Upcoming Events</p> <ul style="list-style-type: none"> ▪ Towards Inclusive and Sustainable Cities in the Arab Region: A Human Rights Approach, Tunis 4-5 April 2017 ▪ "Draw with me" exhibition by Moroccan youth organizations and cartoonists launched with a conference by Plantu, President of Cartooning for Peace, Rabat 11 April 2017 	
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<p>Publications</p>  <p>Available in French and Arabic. 1,626 views since launch (Fr: 1,251, Ar: 375)</p>	 <p>Available in French and Arabic. 3,638 views since launch (Fr: 1,080, Ar: 2,558)</p>	<p>Reports, Videos and Reviews</p> <ul style="list-style-type: none"> ▪ UNESCO in action ▪ "Youth and violent extremism" Report prepared as requested by the UN RC, to lead a One-UN process to analyze and identify needs and actions to prevent violent extremism in Morocco. Report and Film. ▪ Quarterly review until Fall 2016: "Femmes et Médias au Maghreb" Ongoing project to produce a collection of best articles.  	
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<p>Online : Website http://www.unesco.org/new/fr/rabat</p>  <p>Source: Google Analytics</p>	<p>Social media</p> <p>https://twitter.com/UNESCO_Maghreb</p> <p>Started in September 2016 172 followers</p> 	<p>On the media</p> <p>(Selection)</p> <ul style="list-style-type: none"> ▪ Le Matin ▪ 2M ▪ La Presse de Tunisie ▪ Al Huffington Post Maghreb - Tunisie ▪ Le Reporter.ma ▪ Aujourd'hui Le Maroc
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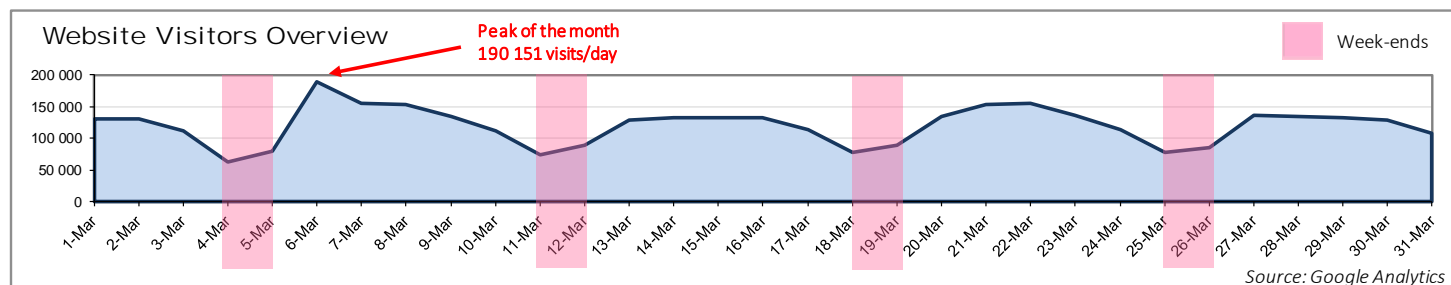
1. UNESCO Website - <http://www.unesco.org>

Both a communication and a knowledge management tool, UNESCO's websites 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).

With the numerous events held in March, traffic on UNESCO public website reached an all-time high. 3.7 million visits and 8.6 million page views were registered this month, showing a 21% growth compared to February 2017. World Water Day International Women's Day as well as the UNESCO Co-sponsored Fellowships Programmes 2017-2018, and the Call for applications for the World Heritage Young Professionals Forum 2017, generated particular interest. A peak in traffic was registered on 6 March, with almost 50,000 visits to the page dedicated to the [Komodo national Park](#), inscribed on the World Heritage List, notably as a result of its 37th anniversary celebration by Google with an [interactive Doodle](#).

1.1. March 2017 Traffic

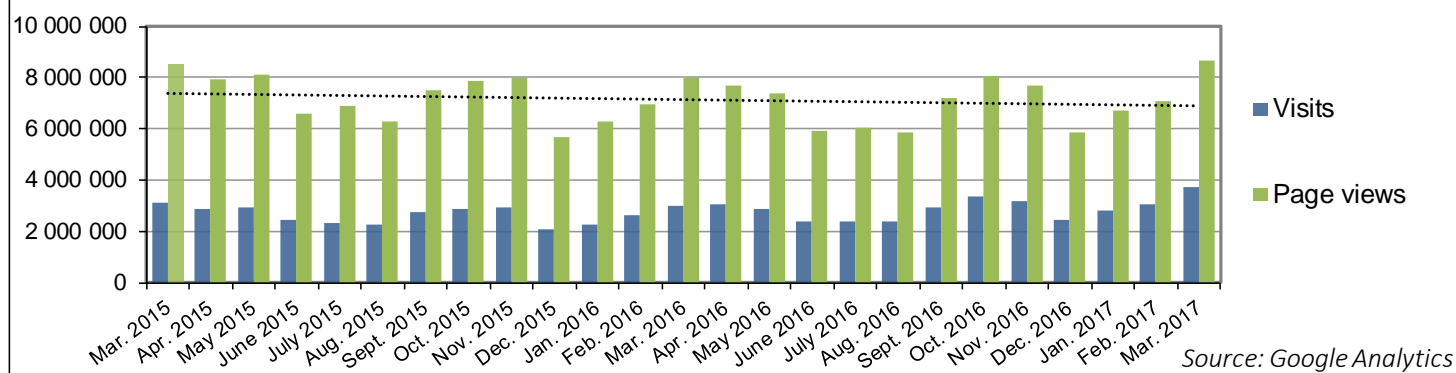
Daily Web Traffic Patterns



1.2. Monthly Visits

	Page views ¹	Variation vs Y-1	Variation vs M-1	Visits ²	Variation vs Y-1	Variation vs M-1	Unique Visitors ³	Variation vs Y-1	Variation vs M-1
March 2017	8 657 924	+8.07%	+21.74%	3 740 543	+23.59%	+21.32%	2 593 299	+25.94%	+19.35%
March 2016	8 011 625	-6.56%	+14.78%	3 026 506	-3.23%	+15.64%	2 059 154	-12.04%	+14.23%

Website traffic on unesco.org



1.3. Visits by Area of Interest in March 2017 (This data only covers tagged subsites)

Areas of interest	Visits ²	Variation vs Y-1**	Variation vs M-1**
UNESCO.ORG	3 740 543	+23.59%	+21.32%
Education for the 21st Century and ED Sector	210 858	+24.47%	+26.55%
One Planet. One Ocean & Science for a Sustainable Future and SC Sector	148 924	+71.16%	+48.94%
Learning to Live Together and SHS Sector	110 995	+66.80%	+13.78%
Protecting our Heritage and Fostering Creativity and CLT Sector	1 547 854	+5.52%	+18.85%
World Heritage	1 288 492	-1.57%	+19.83%
Intangible Heritage	154 133	+51.29%	+11.04%
Culture Sector (excl. Intangible Heritage)	105 229	+88.10%	+19.19%

Fostering Freedom of Expression & Building Knowledge Societies and CI Sector	75 368	+40.71%	+6.46%
Field offices (only those tracked)	272 328	+47.53%	+15.66%
IBE*	24 042	-16.92%	+4.27%
UIL*	43 941	+41.06%	+18.44%
UNEVOC*	53 563	+10.47%	+13.58%

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

1.4. UNESCO Website Visitors

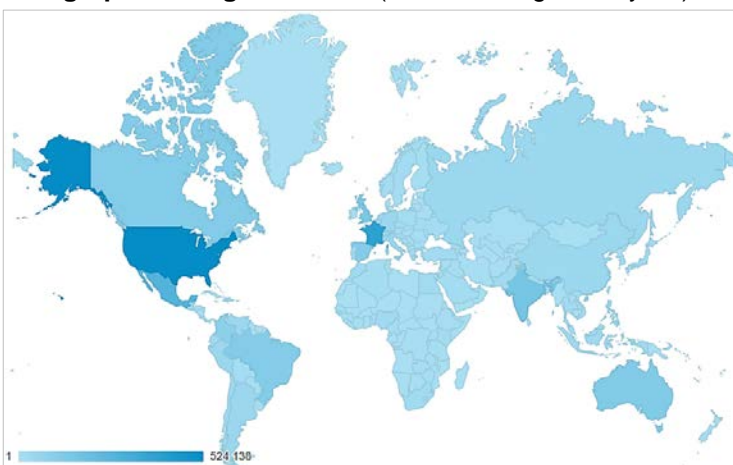
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	524 138	14.01%	+18.38%	2.31	00:02:07
France	392 505	10.49%	+22.98%	2.61	00:03:11
Mexico	276 817	7.40%	+13.45%	1.99	00:02:16
India	162 592	4.35%	+3.33%	1.95	00:01:53
United Kingdom	143 533	3.84%	+11.45%	2.37	00:02:13
Australia	125 881	3.37%	+89.10%	3.07	00:04:22
Canada	121 568	3.25%	+11.85%	3.19	00:03:28
Brazil	118 643	3.17%	+46.85%	1.92	00:01:49
Spain	118 465	3.17%	+18.20%	2.59	00:02:25
Colombia	91 323	2.44%	+13.11%	1.77	00:01:54

Top 10 visitors' language

Language	Visits ²	% of Total visits	Variation vs M-1
English	1 829 208	48.90%	+19.16%
Spanish	770 873	20.61%	+28.60%
French	504 156	13.48%	+15.31%
Portuguese	112 557	3.01%	+51.29%
Russian	73 287	1.96%	+28.39%
Chinese	69 703	1.86%	+39.31%
German	49 688	1.33%	+9.43%
Italian	48 120	1.29%	+7.65%
Arabic	33 989	0.91%	+27.02%
Japanese	24 091	0.64%	-11.46%

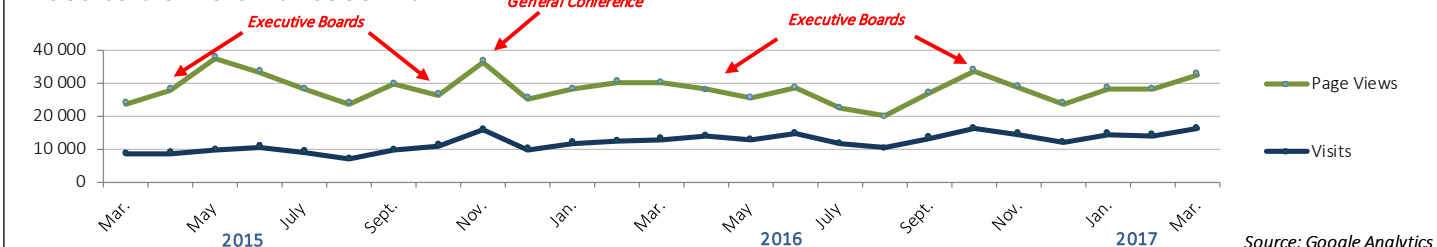
Geographical origin of visits (source: Google Analytics)



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

	Page views ¹	Variation vs Y-1	Variation vs M-1	Visits ²	Variation vs Y-1	Variation vs M-1	Pages/Visit	Variation vs M-1	Avg Visit duration
March 2017	32 474	+8.45%	+15.67%	16 147	+25.01%	+15.10%	2.47	+1.65%	00:03:18
March 2016	29 945	+26.77%	-1.00%	12 917	+52.97%	+4.12%	2.99	-2.92%	00:03:55

Website traffic on unesco.int



UNESCO Transparency Portal - <https://opendata.unesco.org/>

	Page views ¹	Variation vs M-1	Visits ²	Variation vs M-1	Pages/Visit	Variation vs M-1	Avg Visit duration
March 2017	17 069	+48.98%	3 239	+2.27%	5,27	+45.58%	00:03:00

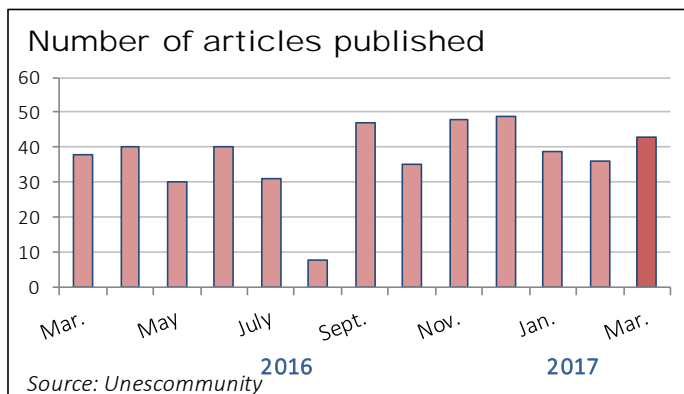
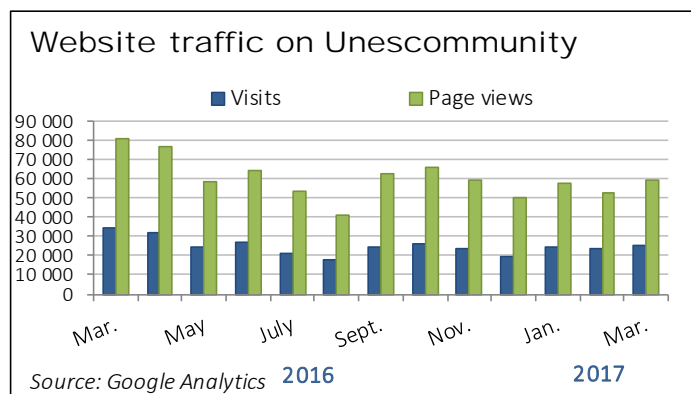
1.6. UNESCO Field Offices Websites/Webpages

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

Field Office	Page views ¹	Variation vs M-1	Visits ²	Variation vs M-1
Abidjan	360	+4.96%	172	+6.83%
Abuja	460	+20.42%	157	+18.05%
Accra	235	+23.68%	124	+37.78%
Addis Ababa	1 335	+44.01%	534	+41.64%
Almaty*	7 511	-12.04%	4 164	-11.72%
Amman	7 490	+4.03%	3 465	-0.26%
Apia	3 097	+29.74%	1 216	+7.42%
Bamako	385	-4.47%	182	+10.30%
Bangkok*	41 740	-18.57%	24 136	-17.70%
Beijing	847	+31.93%	440	+23.94%
Beirut	7 640	+7.92%	3 784	+12.55%
Brasilia	152 346	+39.64%	92 549	+39.00%
Brazzaville	133	+20.91%	62	+16.98%
Brussels	1 991	+10.55%	792	+5.88%
Bujumbura	96	+35.21%	29	+31.82%
Cairo	8 835	+6.39%	4 078	-5.91%
Dakar	11 322	+3.12%	5 853	+3.46%
Dar es-Salaam*	21 476	+34.94%	5 981	-28.02%
Dhaka	2 152	-15.24%	760	-7.77%
Doha	3 781	+1.34%	1 528	+0.46%
Geneva	1 876	+28.05%	1 031	+19.61%
Guatemala*	N/A	-	N/A	-
Hanoi	2 124	-11.20%	810	-6.36%
Harare	4 652	+7.19%	1 959	+9.20%
Havana	7 499	+12.77%	4 528	+12.05%
Iraq (Office for)	10 007	+9.77%	5 319	+3.16%
Islamabad*	N/A	-	N/A	-
Jakarta	12 026	-8.72%	5 374	-10.73%
Juba	794	+17.80%	366	+20.00%
Kabul	3 603	+16.26%	1 868	+17.04%
Kathmandu	5 623	+18.38%	2 769	+15.47%
Khartoum	266	+38.54%	93	+47.62%
Kingston	836	+25.90%	316	+60.41%
Kinshasa	375	+39.41%	174	+23.40%
Libreville	1 372	+17.57%	493	+72.98%
Lima	12 166	-22.61%	6 345	-22.02%
Maputo	232	+45.91%	129	+57.32%
Montevideo	43 699	+56.64%	27 412	+43.81%
Mexico	48 768	+3.85%	28 372	+1.36%
Nairobi	4 354	-4.10%	1 917	-4.82%
New Delhi	10 884	+0.54%	5 660	-5.48%
New York	3 061	+20.32%	1 298	+26.88%
Phnom Penh	3 707	+6.92%	2 050	+5.72%
Port au Prince	1 049	+9.96%	447	+27.35%
Quito	18 384	+14.71%	12 168	+3.63%
Rabat	3 778	-11.67%	1 693	-16.23%
Ramallah	1 327	-11.36%	694	-10.91%
San José	7 994	-17.61%	5 259	-28.71%
Santiago	50 999	+15.70%	26 455	+16.29%
Tashkent	2 713	+45.86%	939	+25.20%
Tehran	2 156	+30.98%	962	+33.06%
Venice	9 407	+0.88%	4 021	-6.27%
Winhoek	280	+11.55%	106	-9.40%
Yaounde	4 116	-22.30%	2 048	-17.39%

*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:

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

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

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

1.8. WEBCASTS - Live streaming connections

Event	Date	Simultaneous connections		
		External*	Internal	Total
International Launch of the 'Ice Memory' project	08/03	<ul style="list-style-type: none"> English: 3 French: 2 	<ul style="list-style-type: none"> English: 1 French: 2 	<ul style="list-style-type: none"> 8
Concert for the International Women's Day	08/03	<ul style="list-style-type: none"> Floor: 15 	<ul style="list-style-type: none"> Floor: 6 	<ul style="list-style-type: none"> 21
2nd International Conference on Marine/Maritime Spatial Planning	15/03	<ul style="list-style-type: none"> Floor: 17 French: 2 	<ul style="list-style-type: none"> Floor: 8 French: 4 	<ul style="list-style-type: none"> 134
	16/03	<ul style="list-style-type: none"> Floor: 26 French: 3 	<ul style="list-style-type: none"> Floor: 8 French: 4 	
	17/03	<ul style="list-style-type: none"> Floor: 15 French: 2 	<ul style="list-style-type: none"> Floor: 2 French: 43 	
Mobile Learning Week 2017	20/03	<ul style="list-style-type: none"> English: 25 French: 2 	<ul style="list-style-type: none"> English: 17 French: 3 	<ul style="list-style-type: none"> 94
	21/03	<ul style="list-style-type: none"> English: 9 French: 3 	<ul style="list-style-type: none"> English: 4 French: 31 	

* 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:

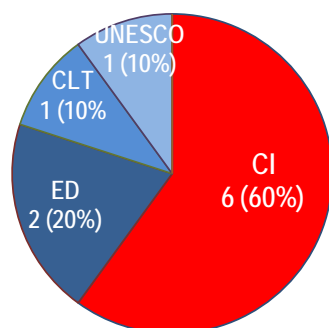
- Save the dates
- Media advisories
- Press releases
- Opinion editorial (Op-Eds)
- Video News Releases (VNR)
- Background Footage (B-Rolls).

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.	02/03	UNESCO Week on Peace and Sustainable Development highlights teachers' role in achieving Global Development Agenda
2.	06/03	UNESCO celebration of International Women's Day 2017 to focus on the arts
3.	07/03	Director-General urges justice for murder of journalist Cecilio Pineda Birto in Mexico
4.	08/03	L'Oréal and UNESCO recognize 15 young women researchers for their outstanding contribution to science
5.	10/03	Governance of maritime space, conference organized by UNESCO and the European Commission
6.	13/03	Caribbean tests tsunami warning system
7.	15/03	New Broadband Commission call to action provides guide to close digital gender gap
8.	15/03	Mobile Learning Week 2017 focuses on the potential of mobile technologies to serve educational needs in crisis situations
9.	15/03	Director-General denounces murder of documentary film maker José Feliciano Yactayo Rodríguez in Peru
10.	17/03	Journalism under fire: the 4th estate in the 'post truth' age
11.	17/03	UN Broadband Commission: Time for a "New Deal" if Broadband is to reach everyone, everywhere
12.	17/03	Director General condemns killing of columnist Joaquin Briones in the Philippines
13.	21/03	Director General denounces killing of journalist Ricardo Monlui Cabrera in Mexico
14.	22/03	Is wastewater the new black gold?
15.	24/03	Artists Bahia Shehab (Egypt) and eL Seed (France) to receive UNESCO Sharjah Prize for Arab Culture
16.	27/03	Terrorism and the Media: A Handbook for Journalists
17.	28/03	Director General condemns murder of journalist Miroslava Breach Velducea in Mexico
18.	30/03	Eritrean-born journalist Dawit Isaak awarded UNESCO/Guillermo Cano World Press Freedom Prize 2017

Press releases/Media advisories, by Sector

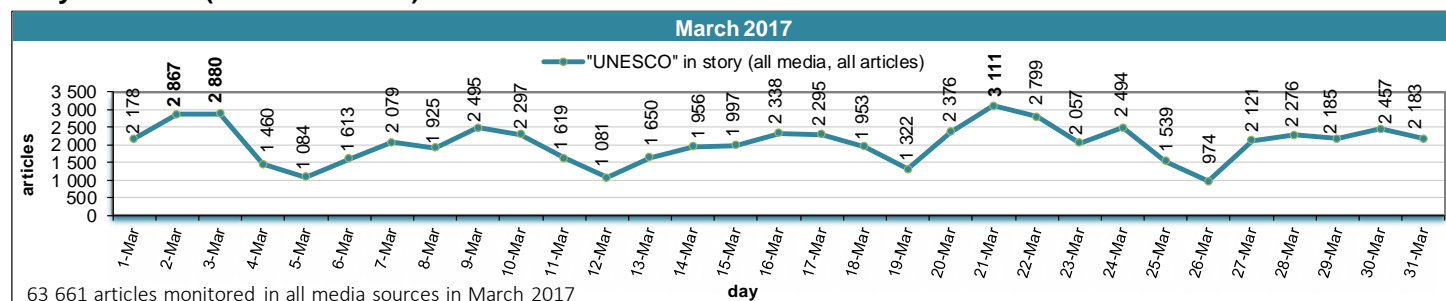


- ▶ 13 Press releases and 5 Media advisory published in March 2017.
- ▶ More than half of these issues were linked to CI activities

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 March (Source: CISION)

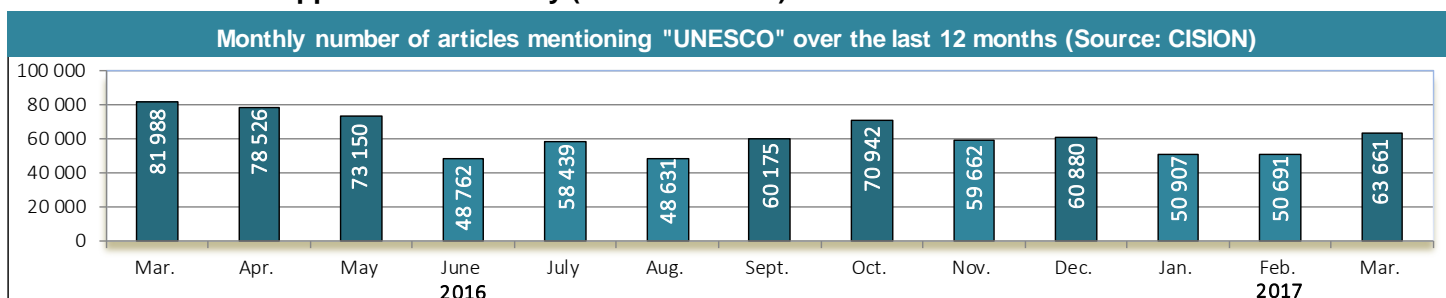


The month began with a peak in coverage attributable to the retaking of Palmyra by Iraqi forces, quoted worldwide as UNESCO World Heritage site. On 24 May, the Director-General was invited to brief the UN Security Council on the adoption of resolution 2347 for the protection of heritage. Over the following days some 440 articles covered this historical resolution for UNESCO.

With four major events falling in one five-day period, UNESCO was highly visible the week of 20 March. The two most significant contributors in that period were the L'Oréal-UNESCO for Women and Science Awards (23 March) and the Launch of the 2017 United Nations World Water Development Report (22 March), with respectively some 570 articles and 450 articles published worldwide. Mobile Learning Week generated some 280 stories. The Colloquium on Journalism Under Fire did not attract much press attention, only 25 articles were monitored. The International Women's Day contributed to the Organization's visibility, with more than 500 articles linking UNESCO with the celebration.

Although overall coverage during the week of the 20th was stronger than during any other similar period of the month, it did not significantly increase our total coverage in March. While one might think that UNESCO was a dominant player during this particular week, it is important to recognize that the Organization was also competing with itself. Even though web pages seem to provide infinite space for content, editors are looking for balance and complementarity across the entirety of their news sites.

This graph shows the number of articles monitored in all media sources per month, over the last 12 months, in which “UNESCO” appeared in the story (Source: CISION)



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

No Opinion Editorials published in March 2017.

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 downloads were registered in March.

	Subject	Downloads	Media
1.	Intangible Heritage	18	RTVE, Ikono TV
2.	World Heritage Sites	13	RTVE
3.	Cultural Heritage in Iraq	10	Associated Press, Ikono TV
4.	UNESCO Priorities	8	
5.	DG message on Syrian Cultural Heritage / Press Conference on Syrian cultural heritage / Interview Mechthild Rössler about the first assessment mission to Palmyra	6	
6.	Global Education Monitoring Report	3	
7.	2017 UN World Water Development Report	2	
8.	Mali: Launch of the reconstruction of Mausoleums in Timbuktu; UNESCO experts mission evaluates damage to Mali's cultural heritage; DG applauds ICC sentencing in Timbuktu trial	5	RTVE, Al Hurra TV
9.	Nimrud / Hatra before destruction	4	
10.	Other: Leaders Forum, President of China visits UNESCO; Peng Liyuan Special Envoy for the Advancement of Girls' and Women's Education	3	

3. UNESCO Social Media Channels

March was an extremely busy month on UNESCO's social media channels due to the high number of major events, observances and mini campaigns that took place on the same day or within the same week. As a result, almost 245,000 new followers were gained, leading UNESCO to reach a new milestone: a total of 6 million followers.

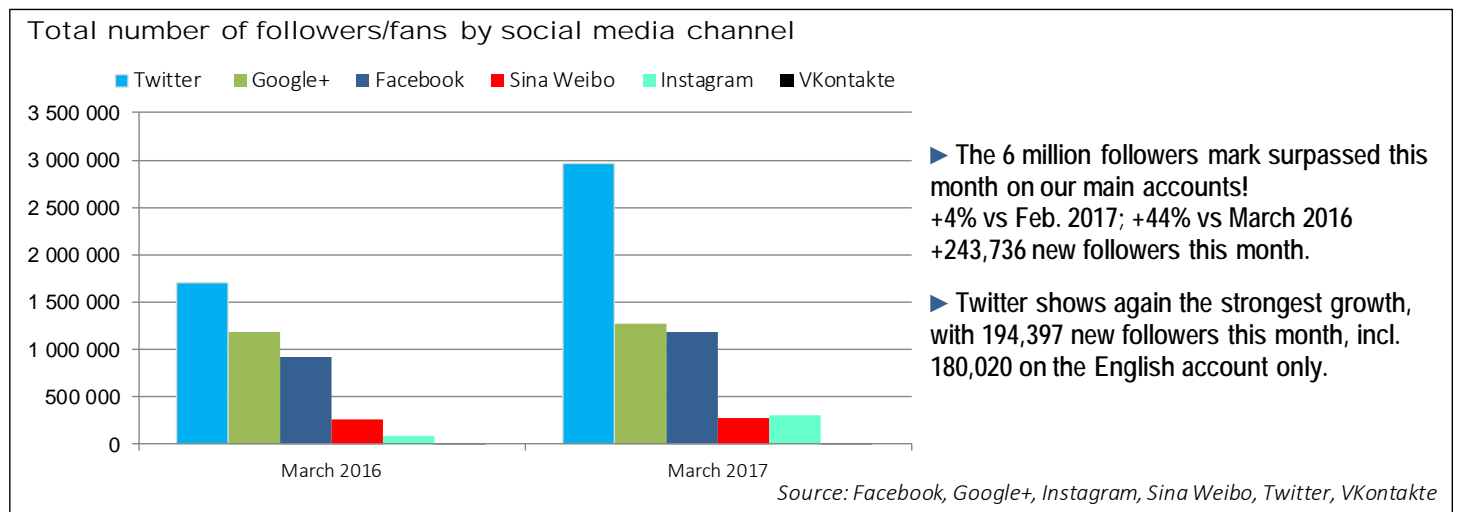
This year World Poetry Day (21 March) proved again to be a remarkable success on UNESCO's channels, in particular in Spanish, but this time also in English. The hashtag in Spanish, #DíaMundialDeLaPoesía, was world trending topic.

An animated GIF/video used to illustrate the Day contributed to its popularity.

The posts including this visual were the most successful this month on Twitter (more than 3,000 RT in English), Facebook (more than 262,000 views, 4,400 likes and almost 16,000 shares, in Spanish) and Instagram (28,000 views and 10,000 likes in English).



In March, UNESCO further spread the use of Facebook Live broadcasts as a way to increase our reach and interact with our audiences. In particular, Facebook Live was used to communicate about the L'Oréal-UNESCO For Women in Science Awards, the Laureates, the International Rising talents and the awards ceremony, but also for the interviews with Indian diplomat Nirupama Rao, UNESCO Artist for Peace Deeyah Kahn, and The New York Times's Serge Schmemmann on the occasion of the 'Journalism Under fire attack' event.



3.1. Social networking sites and Microblogs

Facebook - www.facebook.com/unesco Google+ plus.google.com/+UNESCO VKontakte - vk.com/unesco

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

Variation March 2017 vs February 2017


Likes/Followers		March 2017	February 2017	Variation vs February
Total likes/followers (all languages)		5 704 669	5 484 109	+4.02%
Facebook	English	514 691	504 525	+2.01%
	Spanish	399 210	389 536	+2.48%
	Portuguese	210 489	209 176	+0.63%
	Arabic	31 448	30 412	+3.41%
	French	24 596	23 268	+5.71%
	Russian	10 851	10 768	+0.77%
Google+	English	1 269 944	1 268 476	+0.12%
VKontakte	Russian	4 175	4 141	+0.82%
Twitter	English	2 208 442	2 028 422	+8.87%
	Spanish	342 691	340 704	+0.58%
	Arabic	182 980	179 663	+1.85%
	Portuguese	117 101	110 501	+5.97%
	French	82 105	79 882	+2.78%
	Russian	27 745	27 495	+0.91%
Sina Weibo	Chinese	27 8201	277 140	+0.38%

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

Subject	Language	Posted	Likes*	Shares
World Poetry Day (21 March)	Spanish	21/03	4 440	15 714
International Women's Day (8 March) + quotation by Malala Yousafzai	Spanish	08/03	1 749	1 424
World Poetry Day (21 March)	English	21/03	1 326	956
International Day for the Elimination of Racial Discrimination + quotation by Martin Luther King Jr	Spanish	21/03	1 235	1 311
Resolution 2347: the first ever resolution adopted by the UN Security Council for the protection of heritage	English	24/03	1 036	629
International Women's Day (8 March)	Spanish	07/03	962	1 110
112th anniversary of the death of Jules Verne & link to UNESCO Courier articles	Spanish	24/03	879	728
Tribute to Albert Einstein on his birthday (14/03/1879) + quotation by Albert Einstein & link to UNESCO Courier article	Spanish	14/03	819	700
World Poetry Day (21 March) + quotation by Gustavo Adolfo Bécquer	Spanish	21/03	769	704
Tribute to René Descartes on his birthday (31/03/1596) + quotation by René Descartes & link to UNESCO Prospects article.	Spanish	31/03	683	581

*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
March 21 is #WorldPoetryDay ! Let's celebrate #poetry 's power to shake us from everyday life http://on.unesco.org/2nMF5CK	English	21/03	3 162	3 171
¡Hoy es el #DíaMundialDeLaPoesía ! ¡Únete a la celebración y llenemos el mundo de #poesía ! http://on.unesco.org/2nayun7 + quotation by Ernesto Cardenal	Spanish	21/03	1 567	1 582
22 March is #WorldWaterDay  Let's limit the discharge of untreated wastewater to advance sustainable growth http://on.unesco.org/2mY2rG1	English	22/03	526	462
El #DíaDeLaMujer es la ocasión de reafirmar nuestro compromiso con la #IgualdadDeGénero como motor de dignidad http://on.unesco.org/2lu1Igu	Spanish	07/03	430	371
Hoy se cumplen 75 años de la muerte del poeta Miguel Hernández. Tributo a una voz única que siempre seguirá viva http://on.unesco.org/2mLNdp5	Spanish	28/03	419	374
8 March is International #WomensDay ! Click to find out all you need to know about #IWD2017 events in #Paris >> http://on.unesco.org/2mIWSfX	English	06/03	357	462
"The world needs science, #science needs women" #WomensDay http://on.unesco.org/2mIWSfX #IWD2017	English	08/03	306	363
El #DíaMundialDeLaPoesía es una ocasión para reconocer el valor de la #poesía como símbolo de la creatividad humana http://on.unesco.org/2nayun7 + quotation by Vicente Huidobro	Spanish	21/03	275	256
Happy #Nowruz ! Discover this age-old celebration of rebirth which carries a message of renewal in a world of change! http://bit.ly/2n8opWY	English	21/03	272	381
El 22 de marzo es el #DíaMundialDelAgua . Hay que limitar el vertido de aguas residuales sin tratar en la naturaleza http://on.unesco.org/2o1KfJo	Spanish	22/03	269	151

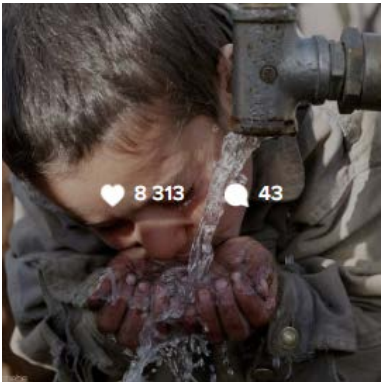


3.2. Social Apps

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

Variation March 2017 vs February 2017

	Publications		Subscribers	
	March 2017	Variation vs M-1	March 2017	Variation vs M-1
Total (all languages)	914	+3.63%	302 914	+8.28%
English	460	+2.45%	296 497	+8.37%
Spanish	250	+5.49%	5 269	+5.53%
Russian	204	+4.08%	1 148	-0.09%

▪ Top 3 most 'liked' photos (clickable images)

		
World Water Day (22 March) - on English account	Nowruz (21 March) - on English account	112 th anniversary of the death of Jules Verne (24 March) - on English account

3.3. Video Traffic

Video views are tracked on YouTube, Facebook and Instagram. A unique channel is about to be created on YouTube, in the transition period, new videos are posted on the English Channel.

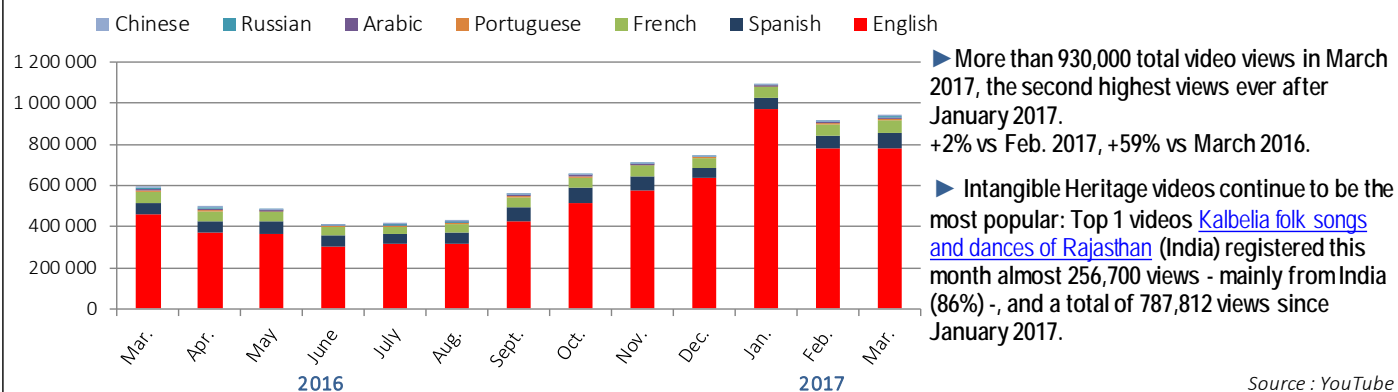
3.3.1 UNESCO Channels on YouTube - <http://www.youtube.com/unesco>

Variation March 2017 vs February 2017

Video views	March 2017	Variation vs M-1
Total (all languages)	936 110	+2.56%
English	784 205	0.00%
Spanish	75 140	+25.90%
French	56 764	+3.54%
Portuguese	9 053	+54.41%
Arabic	6 701	+36.12%
Russian	4 148	+28.86%
Chinese	99	+125.00%

Subscribers Ratio Diff. between gained & lost	March 2017	Variation vs M-1
Total (all languages)	2 777	+2.02%
French	173	+38.40%
English	2 152	-5.49%
Spanish	314	+29.22%
Chinese	11	+120.00%
Arabic	35	+40.00%
Portuguese	82	+121.62%
Russian	10	0.00%

Breakdown of views by UNESCO Channel on YouTube



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

	Title	Subject	Total views
1	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	256 678
2	Traditional brass and copper craft of utensil making among the Thatheras of Jandiala Guru	CLT/ITH	89 465
3	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	28 056
4	Baul Songs	CLT/ITH	23 817
5	Kabuki Theatre	CLT/ITH	16 746

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

	Title	Subject	Total views
1	Los Objetivos de Desarrollo Sostenible - qué son y cómo alcanzarlos	SDG's	8 893
2	Aprender a Proteger la Biodiversidad	ED	8 603
3	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	4 776
4	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	3 864
5	La huaconada, danza ritual de Mito	CLT/ITH	2 318

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

	Title	Subject	Total views
1	Bouba & Zaza - le dessin animé pour la jeunesse	ED	6 802
2	Bouba et Zaza protègent la terre	ED	4 472
3	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	3 395
4	Le Maloya	CLT/ITH	2 161
5	La pêche aux crevettes à cheval à Oostduinkerke	CLT/ITH	1 952

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

	Title	Subject	Total views
1	Serra Capivara	CLT/WHC	4 935
2	Boas práticas do Programa Mais Educação	ED	1 541
3	Museu de Imagens do Inconsciente	CLT	1 179
4	Vídeo da UNESCO celebra 53 anos de Brasília	CLT/WHC	258
5	Boas práticas no combate ao bullying homofóbico nas escolas	ED	83

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

	Title	Subject	Total views
1	Manufacture of clay bricks in the hill of Jaber refugee camp-Jericho	CLT	2 666
2	UNESCO Siq Project, MAKING PETRA SAFER FOR ALL!	CLT/WHC	416
3	UNESCO History*	UNESCO	339
4	Archaeological Ruins at Moenjodaro	CLT/WHC	284
5	World Water Day 2012	SC	251

▪ **Top 5 videos on UNESCO TV Russian Channel63**

	Title	Subject	Total views
1	Site of Palmyra	CLT/WHC	1 162
2	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	CLT/WHC	315
3	UNESCO History*	UNESCO	244
4	Yellowstone National Park	CLT/WHC	184
5	Taj Mahal	CLT/WHC	157

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



	Title	Subject	Total views
1	UNESCO History*	UNESCO	50
2	Video 24	CLT	15
3	Languages matter!	ED	6
4	40th anniversary of the World Heritage Convention	CLT/WHC	5
5	Aowen Jin, Chinese artist and social commentator	CI	3

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



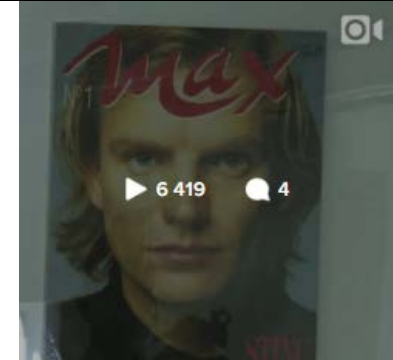
Top	Title	Length	Posted	Channel	Views as at 10/04/2017
1.	No permitamos que nos roben. ¡Di NO al tráfico ilícito de bienes culturales!	5:31	02/03	Spanish	1 999
2.	UNESCO celebrates women in the arts on International Women's Day 2017	0:59	09/03	English	452
3.	UnidosXelPatrimonio - celebremos el patrimonio cultural y la diversidad	2:54	31/03	Spanish	406
4.	UNESCO Prize on Girls' and Women's Education – 2016 Laureate (Early Childhood Education-Indonesia)	3:06	07/03	English	319
5.	Wastewater, the Untapped Resource: message by Irina Bokova	2:07	20/03	English	317
6.	Wastewater: the Untapped Resource	2:11	21/03	English	309
7.	The Staggering Costs of Exclusion	1:41	30/03	English	294
8.	Why do inequalities matter?	1:29	07/03	English	286
9.	Promising steps on cooperation for the governance of transboundary aquifers	3:19	24/03	English	285
10.	2017 Education Webinar Series How can the research community contribute to measuring SDG 4?	59:06	03/03	English	264
11.	2016 Award Ceremony of UNESCO King Hamad Bin Isa Al Khalifa Prize for the Use of ICTs in Education	45:54	01/03	English	250
12.	Youth have a lot of chance to contribute to ESD in the National level	0:56	20/03	English	237
13.	Asil Tefili: Yes, girls can play football! (in Arabic)	1:52	14/03	English	224
14.	What are Inclusive Policy Markers?	1:29	29/03	English	198
15.	Message de la directrice générale sur la réforme et l'innovation @ UNESCO	1:45	28/03	English	195
16.	Cultural diversity and gender	1:05	07/03	English	189
17.	Le développement durable, c'est l'affaire de tous	1:00	20/03	English	183
18.	UNESCO Montserrat Martell "El tráfico ilícito de bienes culturales en Centroamérica"	30:09	07/03	Spanish	168
19.	Explore spectacular Papahānaumokuākea marine World Heritage site III	0:46	09/03	English	164
20.	Enseñando el Respeto Para Todos	5:53	29/03	Spanish	142
21.	Women in Oceanography Webinar	56:03	09/03	English	137
22.	Les eaux usées, une ressource inexploitée	2:02	21/03	French	128
23.	Les mots de la radicalisation : Terrorisme par Tahar Ben Jelloun	6:10	07/03	English	123
24.	Águas residuales, el recurso no explotado. Mensaje de Irina Bokova, Directora General de la UNESCO	2:07	22/03	Spanish	120
25.	Derecho a la Educación	4:56	29/03	Spanish	119
26.	Explore spectacular Papahānaumokuākea marine World Heritage site II	1:55	09/03	English	118
27.	Entrevistas a Montserrat Martell	0:59	24/03	Spanish	118
28.	Encuentro Regional para la lucha contra el tráfico ilícito de bienes culturales	3:01	24/03	Spanish	92
29.	Do not let our cultural heritage to be stolen. ¡Say NO to illicit trafficking of cultural property!	5:31	29/03	Spanish	83
30.	Les mots de la radicalisation : Terrorisme par Tahar Ben Jelloun (sous-titres en anglais)	6:10	07/03	English	66
31.	Portal da Água – UNESCO/IHP	2:10	20/03	Portuguese	62
32.	Les mots de la radicalisation : Barbare par Barbara Cassin	5:48	07/03	English	54
33.	Entrevista a Gloria Bonder, Cátedra Regional UNESCO Mujer, Ciencia y Tecnología	15:27	07/03	Spanish	50
34.	Les mots de la radicalisation : Terrorisme par Tahar Ben Jelloun (sous-titres en arabe)	6:10	07/03	English	49
35.	Entrevistas a Edouard Planche	0:47	24/03	Spanish	45
36.	Les mots de la radicalisation : Origine par Elias Sanbar (sous-titres en anglais)	6:12	07/03	English	43

37.	Les mots de la radicalisation : Charia par Ali Ben Maklhoul (sous-titré en anglais)	5:26	07/03	English	42
38.	Les mots de la radicalisation : Origine par Elias Sanbar	6:12	07/03	English	38
39.	Entrevistas a María Fernanda Castellanos	1:06	24/03	Spanish	38
40.	Entrevistas a Marcelo El Haibe	0:42	24/03	Spanish	38
41.	Les mots de la radicalisation : Charia par Ali Ben Maklhoul	5:26	07/03	English	37
42.	Les mots de la radicalisation : Barbare par Barbara Cassin (sous-titres en anglais)	5:48	07/03	English	37
43.	Les mots de la radicalisation : Barbare par Barbara Cassin (sous-titres en arabe)	5:48	07/03	English	35
44.	Entrevistas a Arturo Rey Da Silva	2:26	24/03	Spanish	35
45.	Les mots de la radicalisation : Charia par Ali Ben Maklhoul (sous-titré en arabe)	5:26	07/03	English	32
46.	Entrevistas a Olga Rufins	2:38	24/03	Spanish	30
47.	Entrevistas a Marina Schneider	2:23	24/03	Spanish	26
48.	Entrevistas a Michelle Medina	1:32	24/03	Spanish	26
49.	Entrevistas a Luis Bruzón	1:18	24/03	Spanish	25
50.	Les mots de la radicalisation : Origine par Elias Sanbar (sous-titres en arabe)	6:12	07/03	English	24
51.	Entrevistas a Samuel Franco	2:48	24/03	Spanish	24
52.	Entrevistas a Juan José Águila	1:41	24/03	Spanish	24
53.	Entrevistas a Carlos González Barandarián	1:01	24/03	Spanish	22

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

		
World Poetry Day (21 March) – on Spanish account	2017 L'Oréal-UNESCO For Women in Science Awards Ceremony (23 March) - on English account	Valencian Las Fallas Fiestas (19 March) - on Spanish account
262,081 views	12,950 views	6,784 views
4,440 likes / 15,714 shares	250 likes / 126 shares	202 likes / 118 shares

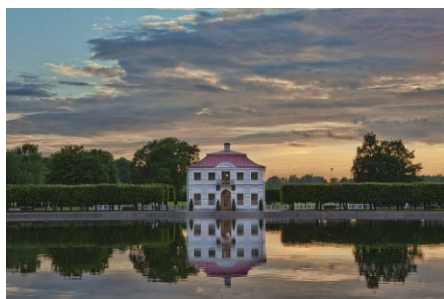
3.3.3 Top 3 most viewed videos posted this month on Instagram (clickable images)

		
World Poetry Day (21 March) – on English account	Exhibition "Us and Them - From Prejudice to Racism", under UNESCO patronage at the Musée de l'Homme, Paris (31 March 2017 - 8 Jan. 2018) – on English account	La Presse en liberté - Exhibition at UNESCO HQ (22-29 March 2017) - on English account

*Produced by UNESCO Studio.

3.4. Content shared by UNESCO on Wikimedia

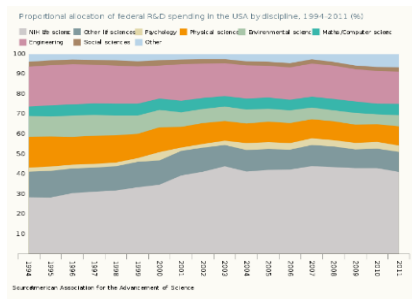
Wikipedia and other Wikimedia projects receive some 15 billion page views per month from 500 million visitors in 285 languages. The websites are created by tens of thousands of volunteers working together with the aim of bringing free educational content to the world. As part of UNESCO's [Open Access 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.



Photographs



Infographics



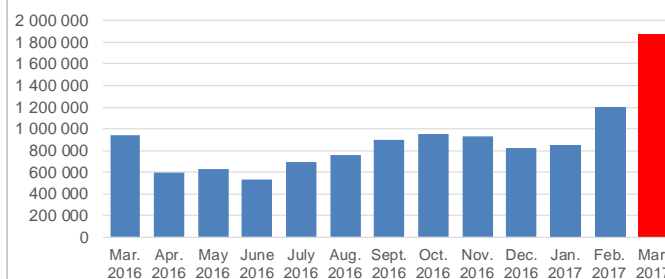
Graphs

In March 2017 UNESCO media content (mainly images) received more than 1.8 million page views, showing a 98% increase compared to March 2016. This increase is due to the initial stages of work to import Open Access graphics from UNESCO publications into Wikimedia.

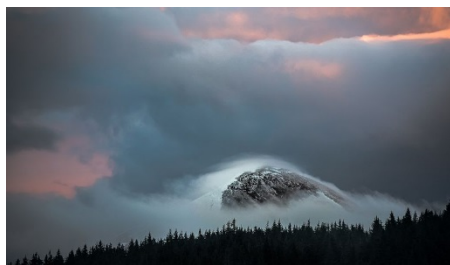
Since March 2016 UNESCO media content received over 11.6 million page views on Wikipedia. It is expected the usage and viewing figures of UNESCO content on Wikimedia projects will increase significantly as larger volumes of content will be added in the coming months.

In addition, the 2,700 images created as part of Wiki Loves Earth Biosphere Reserves received over 823,000 page views across 23 different language versions of Wikipedia in March 2017. Wiki Loves Earth Biosphere Reserves is a photography competition run by MAB as part of the international Wiki Loves Earth photography contest in May and June 2016.

Content shared by UNESCO on Wikimedia, monthly views



Source: Wikimedia



To know more, please check the [information on the UNESCO Open Access images](#) and the [Guide for reusing Open Access images](#) available on Wikimedia Commons.

Open Access text

Text from UNESCO Open Access publications and web pages has been used to create and improve Wikipedia articles. In total Wikipedia pages including UNESCO text have been used on 156 pages which received over 1.4 million page views in March 2017; this includes articles created using the [UNESCO Science Report](#), [The United Nations World Water Development Report 2016](#), [Rethinking Education. Towards a Global Common Good?](#) and the [World Network of Biosphere Reserve description pages](#).

[More information](#) on using UNESCO Open Access text on Wikipedia.

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

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.

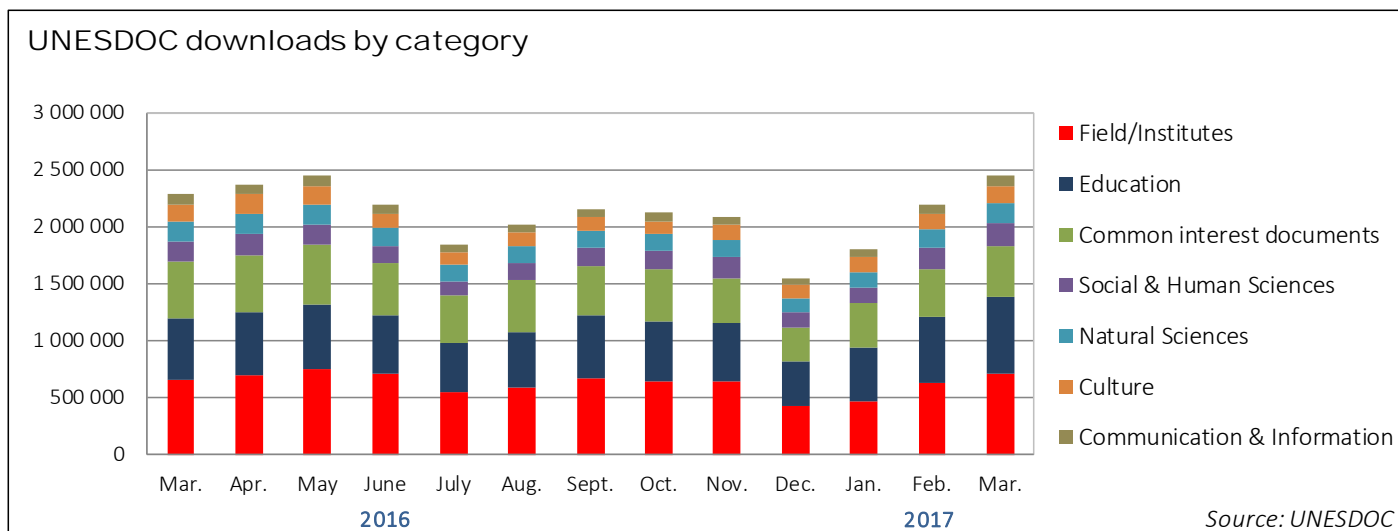
In March 2017, there were **155 806** records available online in PDF format (**155 388** in February 2017), including documents, publications, communication material and other working documents.

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

5.1.1 Statistics of consultation

Total number of downloads in March	2 456 553
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	10 299	669 290	+15.80%	65
Natural Sciences	10 153	183 682	+14.48%	18
Social and Human Sciences	6 083	199 219	+5.75%	32
Culture	4 414	147 768	+4.47%	33
Communication and Information	2 628	96 782	+11.41%	36
Field & Institutes	10 825	716 916	+14.48%	66
Common interest documents	NA	442 896	+5.71%	NA



5.1.2 Top 15 Country Origin

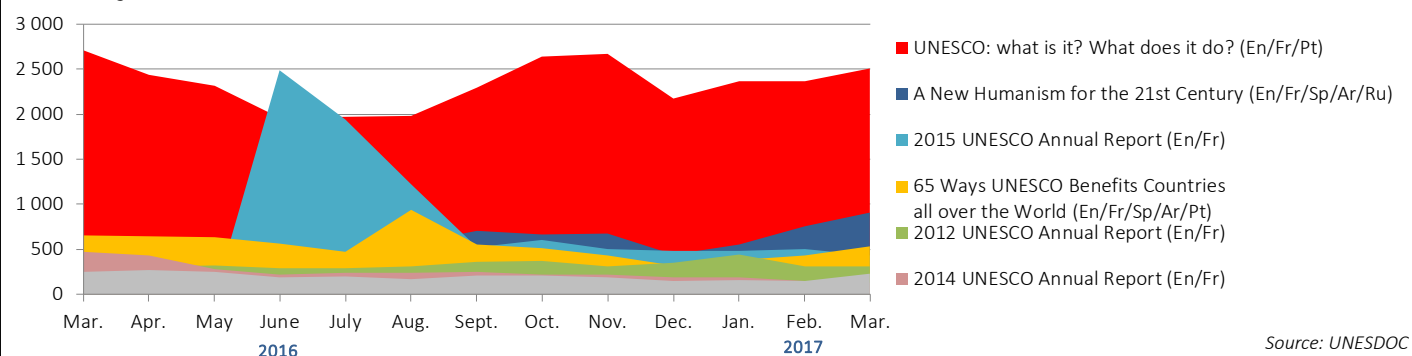
	Country	Downloads
1	United States of America	251 443
2	Mexico	124 114
3	France	78 263
4	Philippines	56 434
5	Canada	53 918
6	United Kingdom of Great Britain and Northern Ireland	52 196
7	China	52 070
8	Brazil	43 050
9	Spain	42 208
10	Colombia	42 166
11	Germany	37 068

12	South of Africa	35 911
13	Venezuela (Bolivian Republic of)Germany	32 627
14	Peru	26 812
15	India	25 319

5.1.3 Printable Communication materials

Title	Total downloads in March							Total
	EN	FR	SP	RU	AR	ZH	POR	
UNESCO: what is it? What does it do?	1 904	487					112	2 503
A New Humanism for the 21st Century	107	193	550	54	3			907
65 Ways UNESCO Benefits Countries all over the World	199	109	120		3		104	535
2015 UNESCO Annual Report	356	72						428
2012 UNESCO Annual Report	239	77						316
2013 UNESCO Annual Report	201	27						228
2014 UNESCO Annual Report	96	33						129
TOTAL	3 102	998	670	54	6		216	5 046

Views by Communication material (PDF)

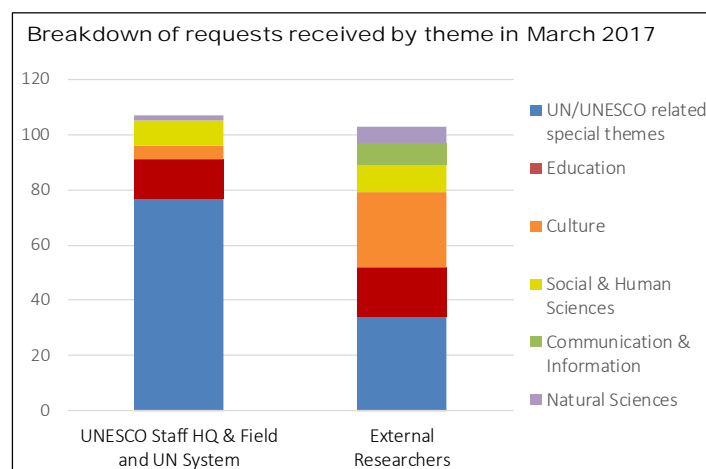


5.2. UNESCO Library - <http://www.unesco.org/library>

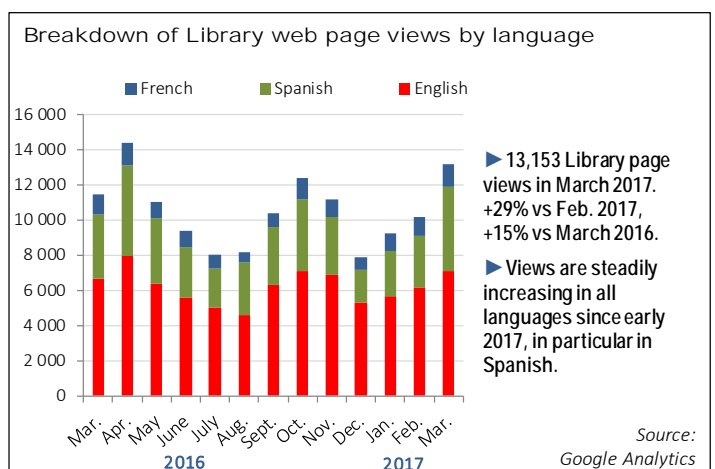
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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 (library@unesco.org) and *in person* via the reference desk in the Library reading room (at Headquarters).

5.2.1 Requests received



5.2.2 Web page views - <http://www.unesco.org/library>



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

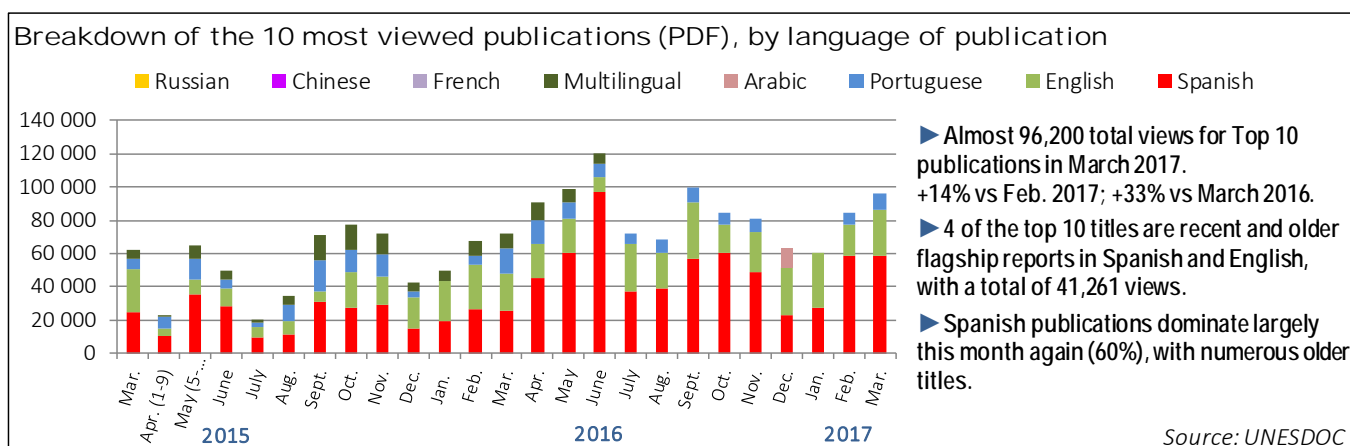
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical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

Figures for the Top 10 online viewing have been steadily growing since early January 2017. With a 14% growth this month compared to February, figures are 33% superior to those in March 2016. Spanish titles dominate again with 60% of downloads in this Top 10 list. The recent release of [The United Nations world water development report, 2017: Wastewater: the untapped resource](#) is doing very well with over 8,200 downloads in a short space of time. Other English titles that remain very prominent this month are flagship reports, one previous, [Engineering: issues, challenges and opportunities for development; UNESCO report](#) and one more recent, the main [GEM Report, 2016](#). In Spanish [Hacia las sociedades del conocimiento: informe mundial de la UNESCO](#) (Towards knowledge societies: UNESCO world report) is number one in the Top 10 list with more than 13,500 downloads. The publications page views on Google Books show a big increase this month, +61% compared with February this year and +5% compared to the same period last year. In the bookshop SHS publications from the Histories collection sold exceptionally well and online a title from the back catalogue *Life and Fate of the Ancient Library of Alexandria* outsold more recent titles.

6.1. Top 10 most consulted PDFs* (UNESDOC)

	Title	Sector	Language	Views*	Published
1.	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	all	Spanish	13 549	Paris, 2005
2.	Manual de gestión de riesgos de desastre para comunicadores sociales: una guía práctica para el comunicador social comprometido en informar y formar para salvar vidas	CI	Spanish	10 384	Lima, UNESCO Office Lima, 2011
3.	Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	10 341	UNESCO, 1999
4.	Declaração Universal dos Direitos Humanos	SHS	Portuguese	10 253	Brasília, UNESCO Brasília, 1998
5.	Education for people and planet: creating sustainable futures for all, Global education monitoring report, 2016	ED	English	9 897	Paris, UNESCO, 2016
6.	Engineering: issues, challenges and opportunities for development; UNESCO report	SC	English	9 612	Paris, 2010
7.	Actividades de educación ambiental para las escuelas primarias: sugerencias para confeccionar y usar equipo de bajo costo (Environmental education activities for primary schools: suggestions for making and using low cost equipment)	ED	Spanish	8 402	Santiago, 1997
8.	The United Nations world water development report, 2017: Wastewater: the untapped resource	SC	English	8 203	Paris, UNESCO, 2017
9.	El Niño y su desarrollo desde el nacimiento hasta los seis años: conocerlo mejor para ayudarlo mejor (The Child from birth to 6 years old; better understanding for better child-rearing)	ED	Spanish	7 822	UNESCO 1976
10.	Cuadernos de ejercicios para la enseñanza de los derechos humanos	ED	Spanish	7 726	Santiago, OREALC/UNESCO Santiago, 2004

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

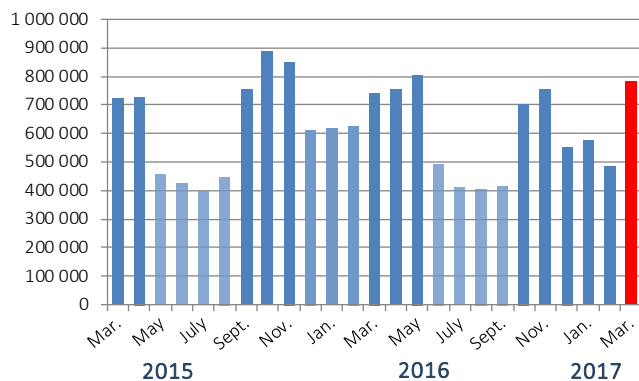


6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **768** 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
March 2017	768	93 811	781 259	428
March 2016	656	73 004	740 820	451

Publications page views



- ▶ 781,289 publications page views in March 2017. +61% vs Feb. 2017; +5% vs March 2016.
- ▶ After three lower months, March 2017 page views are among the highest ever registered.

Source: Google Books

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

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

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

6.3. UNESCO Bookshop bestsellers

Bookshop sales of UNESCO publications top 5 (clickable covers)

Publication	Copies sold	Sector
	30 collections (volumes 1 to 8)	SHS
	16	SHS
	13	ERI/DPI
	5	ERI/DPI
	5	CLT/WHC

Bookshop sales of non-UNESCO publications, top 5

Publication	Copies sold	Publisher
	2	Alamo Consultants
	1	Editions Gelbart
	1	UN
	1	Editions Our Place Publishing
	-	-

6.4. Online and international sales

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

Publication	Copies sold	Sector
	36	CI
	22	CLT/WHC
	20	CLT/WHC
	12	ED
	7	SHS

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

Bookshop sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Couleur ? Quelle couleur ? Rapport sur la lutte contre la discrimination et le racisme dans le football	0	SHS
Patrimonio Mundial N° 81- Patrimonio mundial y patrimonio urbano	0	CLT/WHC
Global Education Monitoring Report 2016 – Education for People and Planet: Creating Sustainable Futures for All	0	ED
Rapport de l'UNESCO sur la science - Vers 2030	0	SC
Patrimoine mondial N° 80 - Le Patrimoine mondial en Turquie	0	CLT/WHC

Online and international 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
Le Patrimoine mondial en Europe aujourd'hui	0	CLT
The United Nations World Water Development Report 2016 - Water and Jobs	0	SC
From ideas to actions: 70 years of UNESCO / Des idées aux actes : 70 années d'UNESCO / De ideias a açoes: 70 anos da UNESCO	1	ERI
Accès, équité et développement : planifier l'éducation pour concrétiser les droits Collection Principes de la planification de l'éducation, N°98	1	ED/IIEP

* 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, March

No agreements or amendments signed in March 2017.

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

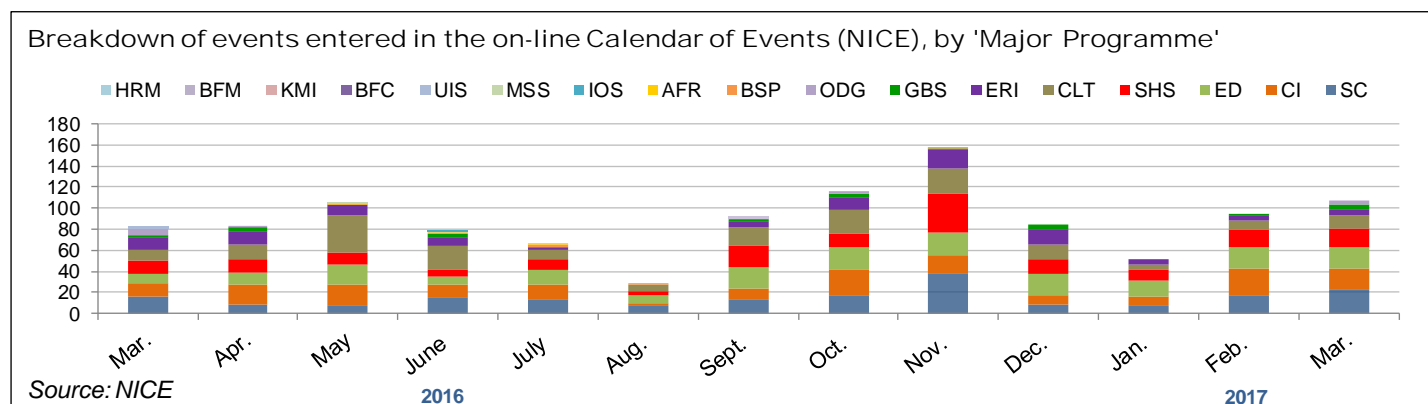
Launched in January 2010, the New Integrated Calendar of Events (NICE) available on Internet and Intranet should reflect all Events organized by UNESCO Headquarters, Field Offices, Permanent Delegations, and/or in which UNESCO is implicated. The tables below reflect only the events entered respectively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

7.1. Number of events by “Major Programmes”

Major Programme	Total	Organized by		
		Headquarters	Field Offices	Institutes
CI	20	11	9	
CLT	12	6	6	
ED	20	6	13	1
ERI	6	6		
SC	23	17	6	
SHS	18	7	11	
GBS	4	4		
ODG/GE	4	3	1	
Total	107	60	46	1

7.2. Events organized by Field Offices/ Institutes

Almaty	1
Amman	1
Apia	1
Bangkok	1
Beirut	3
Brasilia	2
Bujumbura	1
Dakar	2
Doha	2
Harare	2
Jakarta	2
Kathmandu	3
Libreville	2
Maputo	2
Montevideo	1
Nairobi	4
Phnom Penh	2
Rabat	1
San Jose	6
Santiago de Chile	1
Tashkent	4
Venice	2
IIEP	1
Total	47



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
02-03/03	Réunion du Comité consultatif de la Convention 2003	CLT/CCS	Salle VIII	40
02/03	Conférence de presse de Salif Traoré	ERI/HGA	Salle IX	90
03/03	Réunion Convention 2005 avec des étudiants japonais	CLT/CCS	Salle VII	25
07/03	Campus : Journée internationale de la femme	ERI/DPI	Salle XII	350
08-10/03	Réunion du Comité consultatif du Programme hydrologique international (PHI)	SC/HYD/GSS	Salle XIII	20
08-10/03	Lancement international du projet « Ice Memory »	SC/EES/EGR	Salles VI, IX	80
08/03	Journée internationale de la femme. Table-ronde « Le courage de créer : l'égalité des genres et les arts »	CLT/EO/CME	Salle IV	375
08/03	Réunion de lancement du Shenzhen Project	ED/PLS/HED	Salle XVI	50
09-10/03	Réunion du Conseil de coordination des associations des archives audiovisuelles	CI/KSD/UAP	Salle VII	25
09/03	Interview avec les Rapporteurs du Rapport sur l'eau	ERI/DPI/MER	Salle IV	10
09/03	Présentation CLT aux étudiants d'ILO	CLT/EO/CKP	Salle IX	40
10/03	Réunion CLT avec des étudiants italiens	CLT/CCS	Salle III	30
13-14/03	Consultation régionale sur les principes directeurs des droits de l'homme	ED/THE/TEP	Salle IV	100
13-14/03	Expert advisory group meeting on the cultural contexts of health	CLT/CRE/ITH/C	Salle VIII	35
13-17/03	Marine Spatial Planning International Conference	IOC/MPR	Divers	500
14/03	Révision 2 de TIC UNESCO : un référentiel de compétences pour les enseignants	CI/KSD/ICT	Salle XVI	40
16-17/03	Réunion de Formation IOS - Evaluation	IOS/DIR	Salle VII	30
16/03	« Education des filles en Afrique »	ERI/DPI/PRP	Salle XI	150
20-21/03	Réunion de l'Équipe spéciale et du Comité directeur du Groupe intergouvernemental de coordination du Système d'alerte rapide aux tsunamis et de mitigation dans l'Atlantique du nord-est, la Méditerranée et les mers adjacentes (GIC/NEAMTWS)	IOC/TSU	Salle XV	20
20-24/03	Mobile Learning Week 2017 : "Education in emergencies and crises"	ED/PLS/ICT	Divers	750
20/03	Présentation WHC à des étudiants japonais	CLT/HER/WHC/APA	Salle XVI	20
21/03	Réunion du Comité de Liaison UNESCO-ONG	ERI/MSP/INO	Salle XVI	40
21/03	Campus : « Les filles et la science »	ERI/DPI/PRP	Salle XI	200
23/03	Colloque « Le journalisme sous le feu de la critique : relever les défis contemporains »	CI/FEM/FOE	Salles X, XII	300
27-29/03	Réunion du Bureau du Programme sur l'Homme et la biosphère (MAB)	SC/EES	Salle VIII	25
27/03	Présentation WHC à des étudiants japonais	CLT/HER/WHC/APA	Salle VII	25
29-31/03	Réunion du Projet UNESCO-Fonds en dépôt chinois (CFIT) : « Mettre à profit la technologie pour une formation des enseignants de qualité en Afrique : clôture de la phase I et lancement de la phase II »	ED/ESC/TED	Salles XI, XII	150
30-31/03	Session extraordinaire du Comité intergouvernemental pour l'éducation physique et le sport (CIGEPS)	SHS/YES/YSS	Salles XIII, XIV	50
30/03	Présentation WHC à des étudiants	CLT/HER/WHC/PSM	Salle VII	30
Total participation				3 600

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

8.1.2 Meetings of Governing Bodies

Date	Title	Organizer	Place	Public
22/03	Bureau du Comité du Siège	MSS/OPS	Salle XVI	30
28/03	194e session du Comité du Siège	MSS/OPS	Salle XI	150
29/03	Intersession du Conseil exécutif	GBS/DIR	Salles X, XII	150
31/03	Réunion du Sous-groupe 2 de travail de la Conférence générale	GBS/SCG	Salle II	150
Total participation				480

8.1.3 Information Meetings for Permanent Delegations

Date	Title	Organizer	Place	Public
02/03	Information meeting on the draft "Action Plan for the Implementation of the Strategy for the Reinforcement of UNESCO's Actions for the Protection of Culture and the Promotion of Cultural Pluralism in the event of armed conflict"	CLT/EPR	Salle XI	200
10/03	Réunion d'information sur le 4e Forum mondial sur le dialogue interculturel à Bakou	SHS/TSD/IC D	Salle XI	150
27/03	Réunion d'information sur le Rapport mondial des Nations Unies sur la mise en valeur des ressources en eau 2017	SC/HYD	Salle XI	90
28/03	Réunion d'information sur la situation en République autonome de Crimée	ERI/ADG	Salle IV	100
Total participation				540

8.1.4 Electoral Groups Meetings (Plenaries)

Date	Title	Organizer	Place	Public
09/03	Réunion plénière du Groupe ASPAC	Déleg. perm. du Japon	Salle XVI	50
13/03	Réunion plénière du Groupe I	Déleg. perm. du Portugal	Salle XVI	50
16/03	Réunion plénière du GRULAC	Déleg. perm. du Nicaragua	Salle XVI	40
27/03	Réunion plénière du G77 et de la Chine	Groupe 77 + la Chine	Salle XII	100
30/03	Réunion plénière du Groupe africain	Déleg. perm. du Zimbabwe	Salle XVI	50
31/03	Réunion plénière du Groupe I	Déleg. perm. du Portugal	Salle VII	30
Total participation				320

8.1.5 External rentals

Date	Title	Organizer	Place	Public
01/03	Conference on "Diplomacy in the Age of Social Media" by Ms Nirupama Rao, former Foreign Secretary, Government of India & former Ambassador of India to the United States of America, China, Sri Lanka and Peru	Déleg. perm. de l'Inde	Salle IV	250
02/03	Conference on "The Vedic values in the present world" and launching of the Vedic Federation of France	Déleg. perm. de l'Inde	Salle II	380
03/03	Défilé Loewe	Loewe	Divers	650
08-09/03	Conference on "Standing Group on Global Dialogue"	International Energy Agency	Salle XI	80
13/03	Conférence de presse : Lancement du festival « Emoi du Jazz »	Déleg. perm. de Côte d'Ivoire	Salle IX	85
17/03	Réunion « Le partenariat franco-qatarien, les nouveaux enjeux éducatifs »	Déleg. perm. du Qatar	Salle VIII	40
23/03	70e anniversaire du Centre catholique international de coopération	CICC	Salle II	400
23-24/03	Journées d'étude annuelles de l'Association des Paralysés de France	APF Formation	Salle I	950
24/03	Journée mondiale de la liberté de la presse. Table ronde « Le journalisme sous le feu de la critique : relever les défis contemporains »	Déleg. perm. de la Suisse	Salle XII	250
25/03	Cérémonie de remise de diplômes de l'Institut supérieur de gestion	ISG	Salle I	1 000
25/03	Journée internationale de la langue maternelle : soirée poétique et musicale en langue arabe	Groupe arabe	Salle II	300
27/03	Journée mondiale de la liberté de la presse. Table ronde sur « L'enjeu du dessin de presse et son avenir »	Déleg. perm. de la Suisse	Salle IV	100
27/03	Journée internationale de la Francophonie. Soirée « La Francophonie en liberté »	Groupe francophone	Salle II	400
29/03	Assemblée générale de la Fondation Tyr	Déleg. perm. du Liban	Salle III	50
30-31/03	Meeting on preventing violent extremism through education	Déleg. perm. des Etats-Unis	Salle III	55
30-31/03	Rencontres nationales des professionnels des Maisons d'enfants à caractères social	ANDESI	Divers	600
Total participation				5 590

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

8.2.1 Exhibitions, Shows, Screenings and Conferences

Date	Title	Organizer	Place	Public*
01/03	Conférence « La diplomatie à l'ère des médias sociaux » par Nirupama Rao	Délég. perm. de l'Inde	Salle IV	250
08/03	Journée internationale de la femme 2017 :			
	▪ Table ronde « Le courage de créer : l'égalité des genres et les arts », modérée par Audrey Pulvar	CLT, ERI/DPI et le Comité ONU Femmes France	Salle IV	375
	▪ Concert de Louane et Her, marraine et parrains de l'initiative HerForShe	ODG/GE, ERI/DPI et le Comité ONU Femmes France	Salle II	420
08-17/03	▪ Exposition collective	ODG/GE avec les Délégations perm.	Salles Miró + pas perdus	250 (inauguration)
09/03	Exposition "The World of Meilin in Paris: Love of Peace"	Délég. perm. de la Rép. pop. de Chine	Hall Ségur + S. des actes	N/A
20/03	Exposition : « La presse en liberté »	Délég. perm. de la Suisse	Hall Ségur + S. pas perdus	N/A
20-24/03	Semaine de l'apprentissage mobile 2017 : « L'éducation en situation d'urgence », en partenariat avec l'UNHCR	ED	Plusieurs salles	250
22/03	80e anniversaire de l'Académie de danse populaire Igor Moïsseïev	Délég. perm. de la Fédération de Russie	Salle I	1 368
27/03	Célébration de la Journée mondiale du théâtre	Institut international du théâtre (ITI)	Salle I	1 300
29/03	Exposition : « Le royaume d'autre monde » de Silvia Rodriguez Rivero	Délég. perm. de Cuba	Salles Miró	200 (inauguration)
29/03	« Stabat Mater » de Rossini, concert caritatif organisé par l'association Espoir sans frontières au profit de l'éducation des enfants du Honduras	Délég. perm. du Honduras	Salle I	500

* 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.

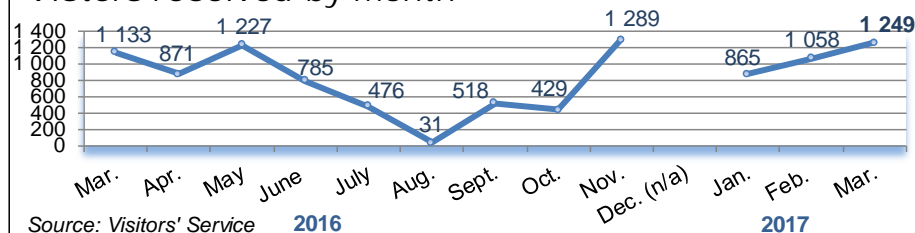
- **10 events** were promoted in the March 2017 monthly *Calendar of cultural events in electronic version*, sent out to 29,069 subscribers, and on <http://on.unesco.org/cultural-events>.
- **11 events** were organized, co-organized and/or promoted in March 2017 by DPI/PRP (Public Relations and Partnerships Section).

8.3 UNESCO Visits

36 guided tours of Headquarters for 1,019 visitors and **two UNESCO Campus for 230 participants**: "Women-agents for change" and "Leadership for Africa" were organized in March 2017. 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	23 60%
Number of requests received	n/a	Visits/Presentation in English	12 32%
Accepted requests	38	Other	3 8%
3. Type of visits		4. Origin	
Group Visits	34 89%	Europe and North America	1 051 84%
Individual Visits	1 3%	Africa	120 9%
Thematic Presentations	3 8%	Arab States	36 3%
		Latin America and the Caribbean	33 3%
		Asia and Pacific	9 1%

Vistors received by month



- ▶ This month, 1,019 visitors got a guided tour of UNESCO Headquarters, and a total of 230 youth & their teachers participated in the two UNESCO Campus organized. +18% vs Feb. 2017; +10% vs March 2016.
- ▶ 70% of the March 2017 visitors (877) were high school students, accompanied by their teachers.

9. UNESCO logo exposure

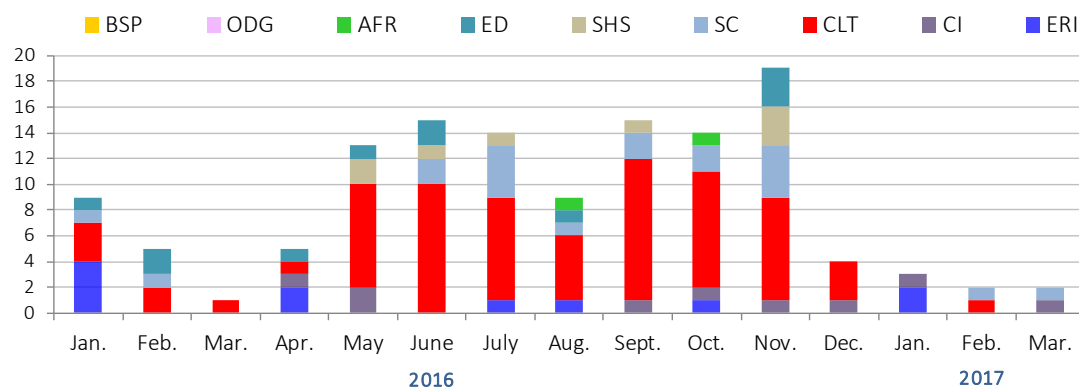
9.1. Patronage

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.

- 2 events which have been granted UNESCO's patronage took place in March 2017:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
08/03	France/ UNESCO HQ	Colloque de lancement international du projet "Ice Memory", organisé par la fondation Université Grenoble Alpes, qui réunit la communauté internationale des glaciologues.	Scientists	SC
22/03	France/ UNESCO HQ	"Le Presse en liberté", un événement organisé par les Délégations permanentes de la Suisse et de la France auprès de l'UNESCO, et la Confrérie des Compagnons de Gutenberg.	Delegation networks and visitors to UNESCO	CI

Number of events held under UNESCO patronage, by month



- 2 events took place in March 2017 under the patronage of UNESCO.
- Since early 2017, 7 events were held under UNESCO patronage, a 53% drop compared to the same period last year.

Source: Patronage database

10. Media and Communication Partnerships

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

10.1. Institutional partnerships

10.1.1 TBS (Japan)

Area of collaboration: World Heritage (Cultural Heritage)

Partnership began: 1996

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

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

Countries and regions of broadcast: Japan

Logo use: For every broadcast/rebroadcast 5 seconds exposure

Sponsorship: CANON Inc.

Date	Subject	Format	Audience share
05/03	Historic Centre of Warsaw (Poland)	30 min	2.9%
12/03	Wet Tropics of Queensland (Australia)	30 min	3.7%
26/03	Ibiza, Biodiversity and Culture (Spain)	30 min	2.9%

Average audience share in March: **3.2%** (for the first broadcast). Estimate number of viewers in Japan: **2,907,000** (for the first broadcast). The total audience for the programmes in March was estimated at **8,723,000** 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
French	15
Spanish	9
English	7
Arabic	3
Russian	1
In March a total of 35 reports were released on UNESCO through Xinhuanet	

10.2 Ad Hoc Communication partnerships

Event/Activity	Partners	Benefits
<p>Art For Tomorrow, Doha, Qatar 10-13 March 2017</p> 	The New York Times	<ul style="list-style-type: none"> Visibility given to Unite4Heritage during the 'Art For Tomorrow' conference Unite4Heritage ad (1/4 page) in the conference special segment, included in the print version of The New York Times International Edition (11-12 March 2017) → 500-600K readers 

10.3. Media partnerships

No particular information this month.