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Cultural Organization

Sector for
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Division of Public Information

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Monthly Report on the Use of UNESCO Public Information Products

March 2013

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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

No particular story about UNESCO dominated media headlines during the month. The most successful events, in terms of international media coverage were World Water Day and World Poetry Day. Both generated considerable media coverage in all regions. On Water Day, many stories quoted the speech delivered by the Director-General at the event in the Netherlands. On Poetry Day, which did particularly well in Latin America, UNESCO was referenced as having initiated this annual event. International Women's Day also saw reasonable coverage, with numerous articles on UNESCO's "Women make the news" campaign. Otherwise, the 15th L'Oréal-UNESCO For Women in Science Awards did very well in the media this year, especially in the Laureates' home countries.

On a more national and local level, the Pan African Forum: Sources and Resources for a Culture of Peace, held in Luanda, received exhaustive coverage in Angola, while the launch of the "Journeys to school" exhibition at UN Headquarters inspired several articles in the New York press.

Beyond UNESCO-organized events, the damage to World Heritage sites in Syria and the problem of looting of cultural goods, also drew considerable international media attention from top tier news sources.

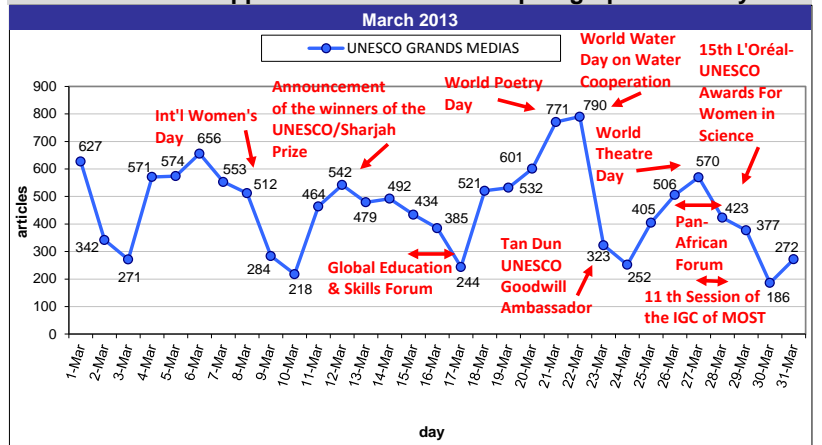
The following events are highlighted in the Major Events pages:

- **Journeys to School photo exhibition (26/02-26/03)**
- **International Women's Day (08/03)**
- **World Water Day on Water Cooperation (22/03)**
- **Pan-African Forum: Sources and Resources for a Culture of Peace (26-28/03)**
- **15th Annual L'Oréal-UNESCO Awards For Women in Science (28/03)**

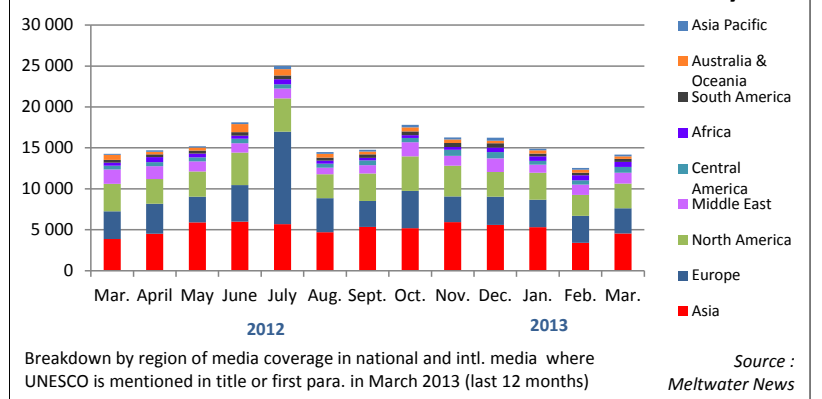
UNESCO Website and Social Media Channels

March has been a very busy month, with several events driving a lot of visitors to our pages. Since June 2012 visits are constantly growing at a very good rate. This month, 85,000 visits were measured on average per day, an increase of 30% from same month last year. The combination of World Poetry Day and World Water Day, both being well advertised through other agencies and social media, generated a very high traffic week from 18 to 22 March. Unfortunately, the expected impact was not reached with the Pan African Forum and the 15th Annual L'Oréal-UNESCO Awards for Women in Science, but the just launched post2015 website shows already good results on Google search. Good results are also registered on unesco.int. Unescocommunity confirms its trend with a stable number of visits.

Articles published daily in leading national and international titles in which "UNESCO" appears in the title or first paragraph of a story



Media coverage increased by 13% from last month, Total of articles is almost identical to same month last year



The highest web traffic measured with Google Analytics More than 7 million page views (+14%), visits +12%



Fresh, innovative content helped drive growth on all of UNESCO's social media channels throughout March.

Two initiatives merit attention, as the communications were largely social media-led: **World Poetry Day**: As in 2012, the Day became an international trending topic on Twitter, with almost 200K tweets, mostly from the Spanish-speaking world. A "Giant Poem" was organized in World Heritage Site, Aranjuez. Though the post had an excellent performance on Facebook (515 likes), the event partner failed, despite promises, to account for our audiences' participation. UNESCO audiences sent in at least 300 poems on Facebook alone. Only one was added in the Giant Poem. The Day webpage received 5,567 page views between 17-31 March; of which 2,297 (or 41.3%) were generated by social media. **Earth Hour 2013**: A massive photo gallery of all UNESCO World Heritage Sites participating in Earth Hour quickly achieved 712 likes. Shared by Earth Hour, the gallery helped UNESCO reach new audiences; as a result, UNESCO's English language Facebook account gained 2,000 more likes than usual. Social media made possible a new, distinctive communications approach for Earth Hour campaign, which brought together World Heritage Sites to communicate, together, as a coalition united for the cause of sustainability. All sites used their social media to communicate on the cause, their solidarity with other World Heritage Sites, along with challenge, "World Heritage Sites are turning off their lights, what about you?". Such "coalitional communications" powerfully leverages the social (and traditional) media resources of participating sites, and help reinforce the idea that World Heritage Sites are first and foremost about conservation and sustainable development

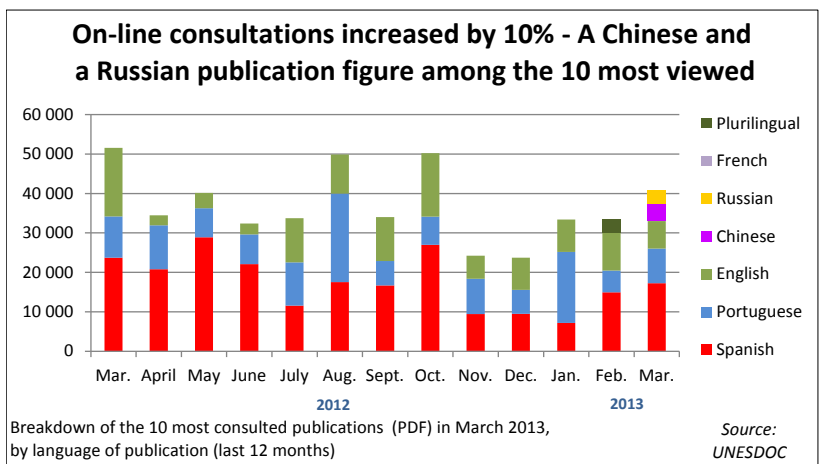
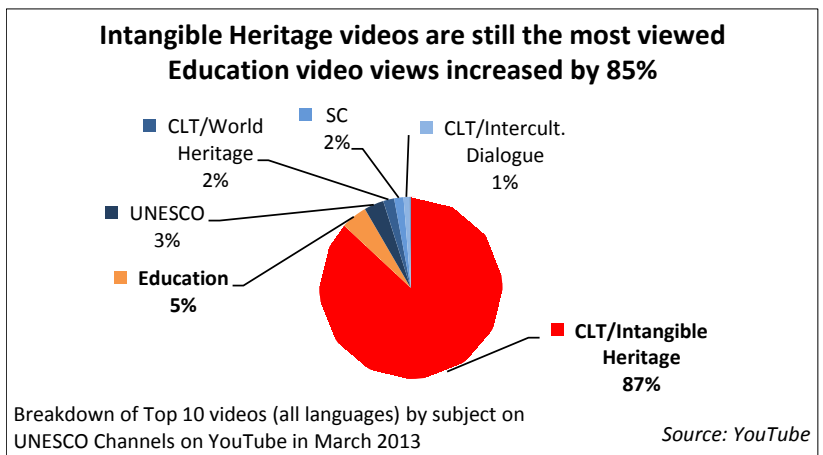
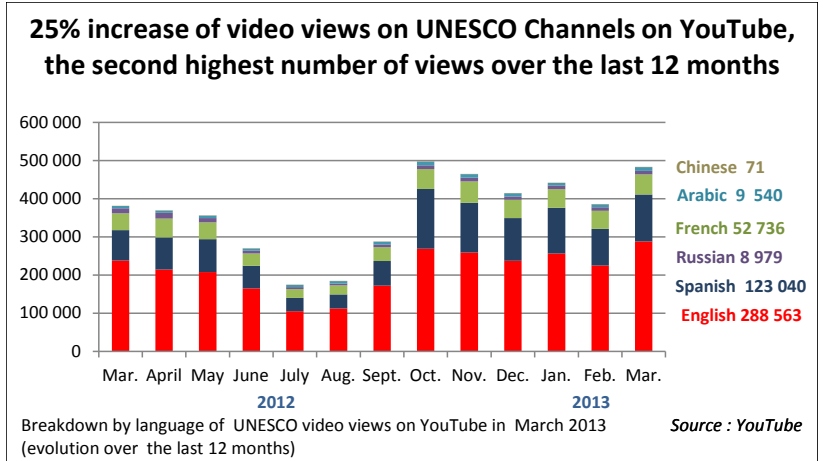
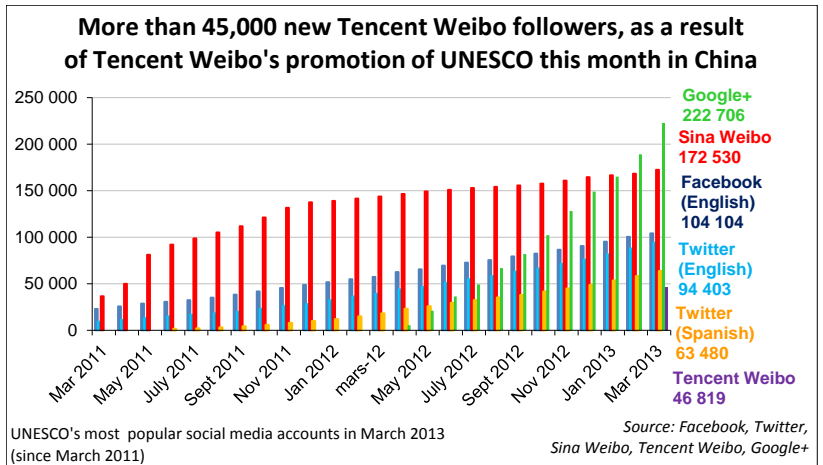
Language versions of Facebook and Twitter, in Arabic, Chinese, French and Spanish, maintain their standing among the top 4 accounts within the entire UN system. Performance was most spectacular on our Chinese language channels this month: Tencent Weibo gained a whopping 45K new followers, while retweets by famous Chinese poets enabled our Weibo posts to achieve almost 1 million views.

Video views on UNESCO Channels on YouTube increased by 25%. The video for "Journeys to schools" figures among the Top 10 videos on almost all languages channels (see details p. 5 and 19-21).

UNESCO Publications

Online viewing of UNESCO top ten publications increased by 10% compared to February but remains 35% lower than in March 2012. We are happy to see a Chinese and a Russian title amongst the top ten. The EFA Global Monitoring report and the World Water Development Report 4 are the two English reports continuing to do well and in Portuguese two volumes from the General History of Africa continue to attract much attention. Views of UNESCO publications on Google Books increased by 24% compared with February this year and is at an all-time high.

Bookshop sales were again heavily dominated by World Heritage and the Memory of the World publications. The top online sales were more varied with good sales from CI and SHS.



Major event:

I. Journeys to School photo exhibition (26 February to 26 March 2013)

The photographic exhibition - presented since 26 February 2013 at the United Nations Headquarters, New York (Visitors Lobby) - was launched on 4 March 2013, in the presence of the Director-General, Irina Bokova, UN Secretary-General, Ban Ki-moon, the Chief Executive Officer of Veolia Transdev, Jean-Marc Janailiac, and the Chairman and Chief Executive Officer of Sipa Press Olivier Mègean.

The exhibition, featuring 17 portraits of kids on the way to school was seen by the UN 1,000 visitors/day (figure given by the UN Visitors Centre), and by the public attending the major UN Conferences until 26 March 2013. The UN estimate that the exhibition was seen by some 30,000 people.

Beside UNESCO Special Event team and UNESCO Liaison Office in New York, the two partners of this communication project SIPA and Veolia Transdev mobilized their network with the bulk of the US team.

After New York, the exhibition -organized in the framework of the United Nations Secretary-General's Global Education First Initiative- will travel for three years, until 2015. Following stop is UNESCO Headquarters in Paris (3 April to 3 May 2013) before going on a world tour. A publication with the same photos is available in English and French.

Participants: 420 participants for the opening event on 4 March 2013, and an estimated 30,000 total visitors until 26 March 2013.

Public: UN Missions to the UN, UNESCO Field Office Staff, UN staff, UNICEF, journalists and partners, the general public.

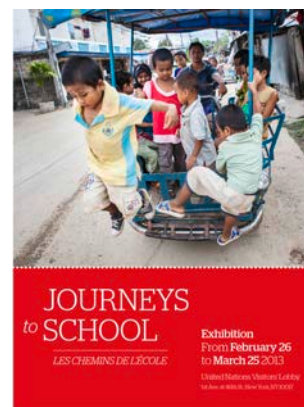
Communication materials and activities:

- [Web release](#) (05/03/2013)
- [Dedicated webpage](#) (6 languages)
- Promotion on UNICEF, Global Education First Initiative, SIPA, and Veolia websites
- Poster
- Photo exhibition ([New York](#))
- Publication "Journeys to School" (English and French)
- [Photo Gallery](#)
- Video (6 languages)
- USB memory card

Website statistics: On dedicated webpage: 909 visits/3,552 page views. Photo gallery: 1,758 visits/3,127 page views.

Press coverage: Press relations for New York (over 40 journalists covered the launch). Although mostly limited to the New York media, press coverage of the exhibition was very positive. The story was given a further boost when New York authorities, reacting to the case of a local student who had to travel two hours to get to school, found new accommodation for the family closer to the establishment.

Social media: Because of copyright issues preventing us from publishing more than one photo on social media, the solution for promoting the exhibition was to create a photo montage slideshow on video. Available in all 6 UNESCO languages, the video has performed well and figures already among the Top 10 videos on UNESCO English, Spanish, Russian, Arabic and Chinese Channels on YouTube, as well as on UNESCO Channel on Youku. The English language version, launched on time for the UN event, has since received 5,437 views. For other languages: Spanish (2,001), French (583), Arabic (418), Russian 286, Chinese (4,585).



II. International Women's Day (8 March 2013)

UNESCO organised a number of events and initiatives for the celebration of the International Women's Day this year.

During the Commission on the Status of Women (CSW) in New York, UNESCO organized two very successful side events. Both were related to the priority theme of the CSW, namely *The Elimination and prevention of all forms of violence against women and girls*.

The first side event took place on 4 March 2013 and focused on "*The Prevention of Gender-Based Violence through Education*". This event was opened by the Director General and the Ambassador of the Islamic Republic of Pakistan to the United Nations, and speakers included Astrid Aafjes, Women Win, Kalyani Subramanyam, Goal Programme India, Sarah Kambou, Director, International Center for Research on Women. The side event was an occasion for UNESCO to talk about its work in promoting education for the prevention of gender-based violence in several countries, and to pursue debates about new strategies and partnerships for using education to challenge dominant representations and stereotypes which can lead to gender-based violence, including innovative strategies for engaging men and boys.

The second side event was organized on 6 March 2013 with focus on "*The Safety of Women Journalists*", and speakers included the Director General, the Ambassadors of Austria and Costa Rica to the United Nations, Pamela Falk, United Nations Correspondents Association, Elana Newman, Dart Center for Journalism and Trauma, Amy Selwyn International News Safety Institute and Lauren Wolfe, director of WMC's "Women under Siege". This event provoked interesting debate on the particular forms of violence facing women journalists and the need to increase awareness of this issue and devise new forms of protection.

At HQs, UNESCO organised exhibitions by artists from Armenia, Belarus, Bolivia, Ethiopia, France, India, Morocco and the Netherlands. The global inauguration of the exhibitions (open to the public from 8 to 20 March 2013) took place on 8 March 2013. It was opened by the Director-General, and the Presidents or the representatives of the 6 Electoral Groups were given the floor to present the artists representing their regions. The event was followed by a reception hosted by the Permanent Delegations of the artists represented, who kindly provided drinks and their national food.

In the evening of 8 March 2013 a classical music concert "*Tribute to Women in Music: from Romantic to Electronic*" was organised in collaboration with Sveriges Radio (Sweden) and Radio France, with the participation of the Permanent Delegations of France and Sweden. The event featured a symphony orchestra composed of female musicians from different countries. The concert was broadcast from UNESCO on Sveriges Radio P2 and France Musique via the EBU (European Broadcast Union) and was followed by a reception hosted by the Swedish Delegation to UNESCO.

Besides these initiatives, programme sectors, field offices and Institutes actively contributed to the celebration of IWD, with various events, activities and initiatives. Detailed information on these events could be found at the [website of IWD 2013](#) (see: [Celebration through Action](#)). As each year, UNESCO joined forces with international and regional partners to launch the annual Women Make the News initiative (WMN) on IWD, under the theme "Towards a Global Alliance on Media and Gender". And to mark the Day, the Institute for Statistics (UIS) released "Mind the Gap-Gender and Education", an interactive tool to highlight the progress and pitfalls in girls' and women's education.

Participants: In New York: More than 100 participants; At HQs: Exhibition: 200 participants / Concert: 1,200.

Public: In New York: UN agencies, government representatives, NGOs and academics. At HQs: Exhibition: Permanent Delegations, artists, general public and UNESCO staff. / Concert: Permanent Delegations, radios, musicians, artists, general public and UNESCO staff.

Communication materials and activities:

- Message from the Director-General for IWD 2013 (6 languages)
- [Dedicated IWD webpage](#) (6 languages)
- Detailed programme of IWD 2013 (English and French)
- Artistic exhibitions at HQs
- Launch of the [Women make the News 2013 Initiative](#) (WMN)
- Concert at HQs with online registration Side events at the Commission on the Status of Women 2013 UNHQ ([Preventing Gender-Based Violence through Education and Sport](#))
- Launch of "[Mind the Gap-Gender and Education](#)"

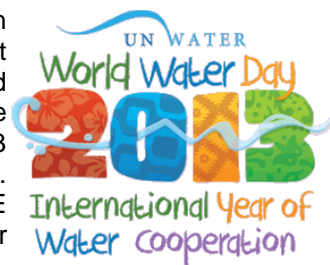
Website statistics: IWD webpage: 196 visits / 448 page views. WMN webpage: 2,313 visits / 5,622 page views.

Press coverage: This annual event always receives significant coverage in the world media. However, UNESCO was not particularly present in coverage of this edition. Some Latin American media covered the 'Women make the news' initiative.

Social media: Social media messaging focused heavily on the launch of "Mind the Gap" and on the "Women make the news" initiative. On Facebook, Google+, and Twitter, the latter always performed slightly better, as is usually the case with action-oriented posts where user participation helps to secure concrete gains in advancing the cause. In this case, we asked for the audience's input in UNESCO study about how the media in their countries report on violence against women. Engagement rates on Facebook for « Women make the news » were exceptionally strong for content coming from CI: 278 likes, 19 quality comments demonstrating deep interaction with the cause, and 165 shares. This said, the top performing content for IWD was a photo gallery paying « [Tribute to women artists](#) », namely those whose works were on display at UNESCO Headquarters. It received 314 likes, 12 comments and 146 shares. Its success relative to the above programmatic content is unsurprising, considering social media demands strong, highly visual content.

III. World Water Day on Water Cooperation (22 March 2013)

UN-Water called upon UNESCO to lead the International Year of Water Cooperation 2013, in view of the Organization's mandate to pursue the goals of peace and sustainable development and its multi-dimensional mandate in the natural and social sciences, culture, education and communication and its significant and longstanding programmes contributing to the management of the world's freshwater resources. Within the Water Cooperation 2013 Campaign, the World Water Day (WWD) under the theme Water Cooperation was a highpoint. UNESCO orchestrated the activities for the celebrations of the Day, with the support of UNECE and UNDESA, in coordination with UNW-DPC and UNW-DPAC. The official UN-Water Celebrations were hosted by the Government of The Netherlands in The Hague, Netherlands.



The celebrations included an opening session with inspiring keynote speeches, a series of technical breakout sessions, a High Level Forum, and several public events. The breakout sessions focused on 4 key messages, as identified by UNESCO. The overall theme of the day focused on water cooperation as a foundation for peace and sustainable development.

The outputs of the breakout sessions will be channeled to other milestone events of the Year. The outcome of the multi-stakeholder dialogue that took place on 21 March was evaluated by the High Level Forum and will be carried by relevant actors into the post-2015 development agenda.

Hundreds of events and celebrations were organized by various stakeholders throughout the world on the occasion of World Water Day. As of 5 April, 850 events were registered on the [online world map of events of the Water Cooperation 2013 Campaign](#), which includes the International Year of Water Cooperation and World Water Day 2013.

Participants: 588 people at the Celebrations in The Hague, of which: 473 attendees; 45 kids involved in the Walking for Water public event; and 70 involved in the cultural performances and artistic works, in the 'Water Cooperation Market' and in the Water Couch video interview spot.

Public: As wide a variety of stakeholders as possible. These included e.g. UN-Water Members, Partners and Programmes, as well as Member States representatives, Academia, NGOs representatives, Youth representatives, Indigenous and Spiritual leaders, private sector representatives. UNESCO: Director-General, ODG staff, ADG/SC, DIR/SC/HYD, HYD staff, Ambassador of The Netherlands to UNESCO with staff.

Communication materials and activities:

- [Video message by UN Secretary-General](#) (WWD)
- [Video message by UNESCO Director-General](#) (WWD)
- Message from the Director-General (WWD-6 languages)
- Speech by the Director-General
- [UNESCO dedicated WWD 2013 webpage](#) (6 languages)
- [UN Water website of the Water Coop. 2013 Campaign](#)
- [Dutch Government dedicated webpage](#)
- [Press kit](#)
- Live webcast (now available on [UNESCO WWD webpage](#))
- [WWD Programme folder](#)
- UNESCO Water e-Newsletter ([En](#), [Fr](#), [Es](#))
- *Water Coop. 2013 Campaign* Brochure ([En](#) [Fr](#))
- *Water Coop. 2013 Campaign* [Calendar](#)
- *Water Coop. 2013* postcards (infographic)
- *Water Coop. 2013 Campaign* [promotional materials](#)
- *Water Coop. 2013 Campaign* [Advocacy Guide](#)
- *Water Coop. 2013 Campaign* [Logo builder](#)
- *Water Coop. 2013 Campaign* [Certificate](#)
- [WWD Celebrations map](#)
- [UNESCO Photo gallery on Water Cooperation](#)
- [Facts and figures, FAQs](#)
- [UN-Water photo gallery of WWD events around the world](#)
- [WaterCouchtv](#)
- Official celebrations and High level Forum (The Hague)
- High-level interactive Dialogue of the 67th session of the UNGA (UN, New York)
- Music for Water Concert (online registration) and designation of Maestro Tan Dun as UNESCO Goodwill Ambassador

Webcast/Live streaming connections: 6,035 connections on the Day / 1,979 views between 23 and 28 March.

Website statistics: On [UNESCO dedicated WWD 2013 page](#): 1,323 visits/4,847 page views and [WWD webpage](#): 105,748 visits/171,441 page views. On [UN website of the Water Cooperation 2013 Campaign](#): 420 000 visits, of which 66,421 on 22 March only. On the [Dutch government dedicated webpage](#): 1,427 visitors on 22 March only.

Press coverage: World Water Day generated significant media coverage, including stories in media such as The Huffington Post, Forbes, the National Geographic, Radio France International, La Libre Belgique or la Nacion (Argentina) which focused on the theme of water cooperation, mentioning UNESCO.

Social media: Messaging was heavy on behavioral change campaigning, emphasizing the simple actions that each person can perform in his/her everyday life to help make a positive difference for freshwater. Recommendations set forth in UNESCO/UN Water's "[Advocacy Guide](#)") were duly pushed. These advocacy messages had mediocre performance on all social platforms (30 RT on Twitter; 162 likes on FB). The top WWD content is a [tweet](#), brutally quantifying average daily water over-consumption by most users: « Video: On average you use 150 liters of [#water](#) per day. You only need 3 liters to survive». On UN-Water WWD: [Facebook](#): 32,800 followers; [Twitter](#): 11,160 followers; [YouTube](#) : 177,099 video views; [Flickr](#): 1,240 photos submitted from events around the world.

IV. Pan-African Forum: Sources and Resources for a Culture of Peace (26-28 March 2013)

The Pan-African Forum, Sources and Resources for a Culture of Peace, was organized by UNESCO and the Government of Angola, and took place from 26 to 28 March in Luanda, Angola.



The Director-General, Irina Bokova, took part in the opening ceremony of the Forum, alongside Mr José Eduardo dos Santos, President of the Republic of Angola and Mr Erastus Mwencha, Deputy Chairperson of the African Union Commission, representing Ms Nkosazana Dlamini-Zuma, President of the Commission. The African Development Bank was also present, as well as Mr Federico Mayor, former Director-General of UNESCO.

Over the three days, participants focussed discussions on Africa's wealth of cultural, natural and human resources and look at ways of harnessing and mobilizing these forces for sustainable peace and development. Special emphasis was placed on ways to engage African youth (aged 15-35), who make up 65 percent of the continent's population, and who add 10 million people to the continent's workforce annually.

The Forum prepared an Action Plan for the prevention of violence and the resolution of conflicts in Africa. It also launched a continent-wide campaign for the promotion of a culture of peace, under the auspices of UNESCO and the African Union, to sensitize public opinion, and particularly young people, on ways to construct and consolidate peace and non-violence in daily life.

The day before the Forum, the Angolan Youth Council, with the support of UNESCO National Commission, launched the national campaign for a Culture of Peace. In an event which gathered more than 3,000 young people with national authorities and Forum invitees, including UNESCO Director-General and other international experts, young artists performed several presentations (dance, theatre, poems, and songs) and produced symbolic acts.

Participants: 500 (350 physical participants from 42 different African countries and some 150 remote participants).

Public: 32 African National Commissions sent a representative of their country. The public was composed of international experts, national authorities as well as representatives from institutions like the African Union Commission, the African Development Bank, the Mano River Union, UNECA and several NGOs. It also counted with the participation of representatives of the private sector.

Communication materials and activities:

- [Press release](#) (26/03/2013)
- [Media Advisory](#) (22/03/2013)
- [Dedicated webpage in English and French](#)
- Video with Mr M'Bow on the Pan-African Forum (French)
- Live Webcast
- [Concept Note](#)
- [Programme](#)
- Online registration for remote participation
- Photo gallery
- Final Report of the Forum ([English](#) and [French](#))

Webcast/Live streaming connections: N/A.

Website statistics: On dedicated webpage: 660 visits/1,745 page views.

Press coverage: This event was exhaustively covered by media (press, radio, tv) in Angola, but received little pick up elsewhere. The Forum was among the top Angolan news during the whole week (several cover pages and headlines). The culture of peace thematic has been at the heart of editorials produced by several columnists and opinion leaders.

Social media: The Forum's visuals were very attractive and original, and for this reason, performed well on Facebook. The lead visual, in which Africa appears as a word cloud using the word "peace" in many regional languages, got 211 likes and 135 shares. A second photo gallery, devoted to African proverbs, asked audiences to share their local proverbs for peace got 215 likes and 107 shares. On Twitter, messaging gave a broad overview of UNESCO's wide, varying activities to build peace in Africa, such as the General History of Africa.

V. 15th Annual L'Oréal-UNESCO Awards For Women In Science (28 March 2013)

The L'Oréal-UNESCO For Women in Science (FWIS) Programme celebrated its 15th anniversary this year. As for the previous editions, the FWIS Programme awarded remarkable scientific women whose research contributes to changing the world focusing on global challenges like furthering our understanding of climate change and developing new energy sources, expanding our knowledge of the human body and preserving biodiversity.

The 5 Laureates awarded this year in Physical Sciences are: Prof. Francisca Nneke Okeke (Nigeria), Prof.Reiko Kuroda (Japan), Prof.Pratibha Gai (United Kingdom), Prof.Marcia Barbosa (Brazil), and Prof.Deborah Jin (United States).



In the framework of the International Fellowships Programme, the following 15 UNESCO Member States were represented, 3 for each region: Cameroun, Ghana and Nigeria; Argentina, Colombia and Cuba; Bangladesh, Indonesia and Mongolia; Lebanon Morocco and Soudan; Israel, Italy and United States. The Special Fellow "In the footsteps of Marie Curie", is the Australian Ms Devi Stuart Fox.

The week-long programme included presentations of the scientists' research and projects at iconic Paris locations, an exhibition on the Champs Elysées and TV spots aired on 2 French television channels. The Award Ceremony was held at the Sorbonne University (Paris), in the presence of the Director-General, Irina Bokova, and Jean-Paul Agon, Chairman and CEO of L'Oréal and Chairman of the L'Oréal Foundation,

Over the past 15 years the L'Oréal-UNESCO For Women in Science Programme has expanded internationally to become truly global and has supported more than 1700 women in 108 countries.

Participants: About 600 participants attended the Award ceremony at la Sorbonne, and 160 participants the Science Forum at the Observatoire de Paris on 26 March.

Public: Strong participation of the UNESCO Permanent Delegations of Laureates and Fellows' countries, scientific public and other invitees.

Communication materials and activities:

- [UNESCO dedicated webpage](#) (6 languages)
- [For Women in Science website](#)
- [FWIS2013 website for the media](#)
- Press kit ([English](#) and [French](#))
- [Programme](#)
- [UNESCO Photo gallery](#)
- [Videos of the presentations of the five laureates](#)
- TV spots on French TV
- Add campaign: CDG Airport and several areas in Paris
- Exhibition on the Champs-Elysées (Paris)

Website statistics: On UNESCO dedicated webpage: 1,245 visits/2,469 page views.

Press coverage: This year's edition of the awards generated solid coverage in the laureate's home countries, with scores of articles looking at the achievements of the five women and the 16 fellows, and the goals of the For Women in Science Programme.

Social media: Social media messaging was markedly numerate, highlighting the Awards' strong track record over 15 years, as well as many original UNESCO findings (mostly from recent UIS studies) that clearly illustrate gender inequality at work in the science world. Graphs on the gender breakdown in university graduates, by academic field and specifically in the sciences, were simplified and optimized for social media purposes. They performed best, with results that are strong for our science-related content: 268 likes on Facebook, 90 RT on Twitter.

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

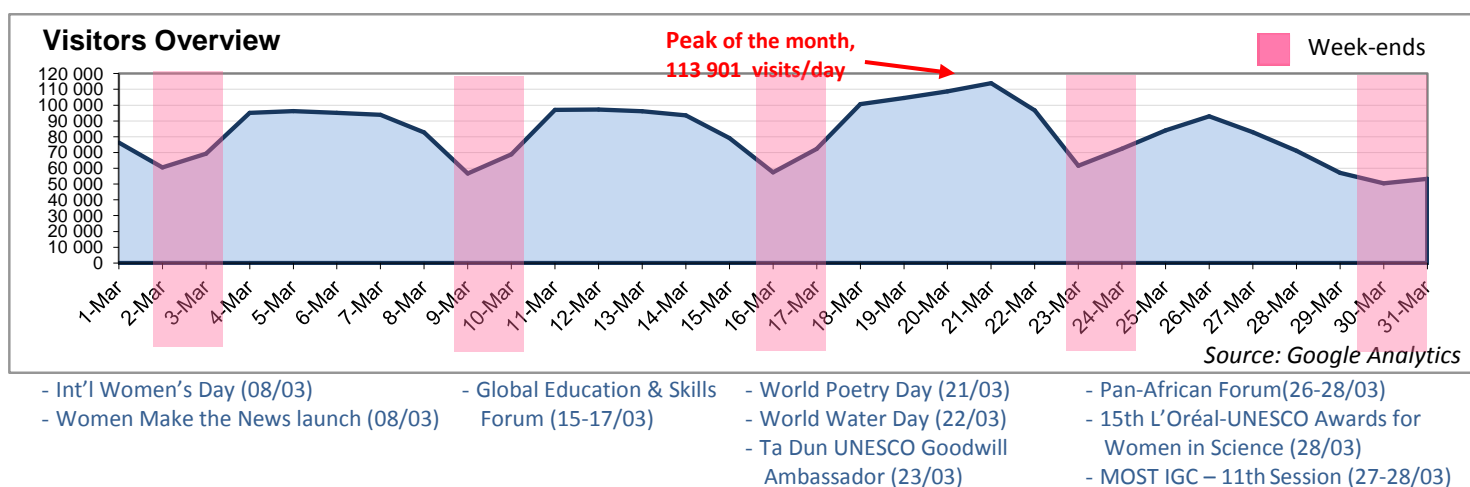
Both a communication and a knowledge management tool, UNESCO's websites, with over 2.7 million pages of content, are today a key component of its public information strategy. Maintained by Corporate Web Services in close collaboration with the Programme Sectors, the main site is updated continually in all 6 UN languages (with some subportals also in Portuguese, Vietnamese, et al).

Web traffic shown here (page views, visits, visitors, country and language of visit, etc) has been measured since September 2011 with the free Google Analytics toolset via tags embedded in pages. More detailed statistics on specific programmes can be made available to the responsible officers upon request (contact v.pham@unesco.org).

March has been a very busy month, with several events driving a lot of visitors to our pages. Since June 2012 visits are constantly growing at a very good rate. This month, 85,000 visits were measured on average per day, an increase of 30% from same month last year. The combination of World Poetry Day and World Water Day, both being well advertised through other agencies and social media, generated a very high traffic week from 18 to 22 March. Unfortunately, the expected impact was not reached with the Pan African Forum and the 15th Annual L'Oréal-UNESCO Awards for Women in Science, but the just launched post2015 website shows already good results on Google search. Good results are also registered on unesco.int. Unescommunity confirms its trend with a stable number of visits.

1.1. March 2013 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 2012	6 153 053	N/A	+19.68%	2 038 889	N/A	+21.89%	1 531 570	N/A	+20.84%
April 2012	5 679 268	N/A	-7.70%	1 885 416	N/A	-7.53%	1 432 113	N/A	-6.49%
May 2012	5 661 874	N/A	-0.31%	1 935 768	N/A	+2.67%	1 480 386	N/A	+3.37%
June 2012	4 919 067	N/A	-13.12%	1 625 556	N/A	-16.03%	1 240 665	N/A	-16.19%
July 2012	5 340 675	N/A	+8.57%	1 504 831	N/A	-7.43%	1 155 703	N/A	-6.85%
August 2012	5 066 334	N/A	-5.14%	1 547 197	N/A	+2.82%	1 202 114	N/A	+4.02%
Sept. 2012	5 828 526	+137.02%	+15.04%	1 897 640	+99.72%	+22.65%	1 467 108	+97.25%	+22.04%
Oct. 2012	6 780 090	+103.96%	+16.33%	2 322 957	+88.69%	+22.41%	1 778 958	+83.57%	+21.26%
Nov. 2012	6 163 787	+38.47%	-9.09%	2 107 594	+37.58%	-9.27%	1 602 332	+34.30%	-9.93%
Dec. 2012	5 096 412	+19.29%	-17.32%	1 725 594	+22.40%	-18.12%	1 327 215	+21.96%	-17.17%
Jan. 2013	6 089 948	+24.81%	+19.49%	2 045 032	+27.76%	+18.51%	1 573 093	+25.88%	+18.53%
Feb. 2013	6 414 208	+24.75%	+5.32%	2 254 773	+34.80%	+10.26%	1 724 914	+36.09%	+9.65%
March 2013	7 327 488	+19.09%	+14.24%	2 537 586	+24.46%	+12.54%	1 914 579	+25.01%	+11.00%

* Figures can only be compared from Sept. 2012 as new measurement tool was installed in Sept. 2011.

1.3. Visits by Area of Interest in March 2013 (This data only covers tagged subsites)

Areas of interest	Visits ² in March 2013	Variation vs Y-1**	Variation vs M-1**
UNESCO.ORG	2 537 586	+24.46%	+12.54%
Home & Central Service pages	292 932	+18.98%	-4.90%
Worldwide	23 063	-4.22%	+7.65%
Education Sector	158 972	+34.61%	-3.71%
Natural Sciences Sector	147 540	+1.74%	+117.03%
Water	105 748	-4.04%	+260.82%
Social and Human Sciences Sector	46 806	+56.48%	+7.60%
Culture Sector	1 227 822	+31.43%	+20.25%
World Heritage	1 091 933	+23.69%	+20.04%
Intangible Heritage	45 659	+19.11%	+6.91%
Culture Sector (excluding Intangible Heritage)	90 230	+75.61%	+31.39%
Communication and Information Sector	76 979	+57.44%	-40.94%
Field offices (only those tracked)	135 473	+29.59%	+47.39%
UIL*	19 685	+33.35%	+8.18%
IIEP*	156 181	-29.68%	+5.72%
UNEVOC*	25 262	-41.65%	+9.65%

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

1.4. UNESCO Website Visitors

Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	339 074	13.36%	+1.13%	2.66	00:02:17
France	294 049	11.59%	+1.93%	3.37	00:04:40
Australia	161 430	6.36%	+143.60%	4.03	00:05:30
Mexico	122 843	4.84%	-7.99%	2.53	00:02:51
Brazil	118 011	4.65%	+70.68%	2.15	00:02:46
United Kingdom	108 575	4.28%	+6.29%	2.85	00:02:36
Canada	99 197	3.91%	+5.74%	3.52	00:03:35
Spain	77 892	3.07%	-2.14%	3.16	00:03:02
India	62 953	2.48%	-3.17%	2.61	00:02:44
Italy	49 460	1.95%	+6.32%	3.31	00:03:09

Top 10 visitors' language

Language	Visits ²	% of Total visits	Variation vs M-1
English	1 248 037	49.18%	+12.41%
Spanish	400 974	15.80%	+18.14%
French	358 325	14.12%	+4.74%
Portuguese	130 367	5.14%	+58.35%
Chinese	52 638	2.07%	+21.59%
Russian	48 216	1.90%	+5.45%
German	46 028	1.81%	-0.72%
Italian	43 198	1.70%	+4.47%
Japanese	29 042	1.14%	-9.35%
Dutch	26 154	1.03%	-7.26%

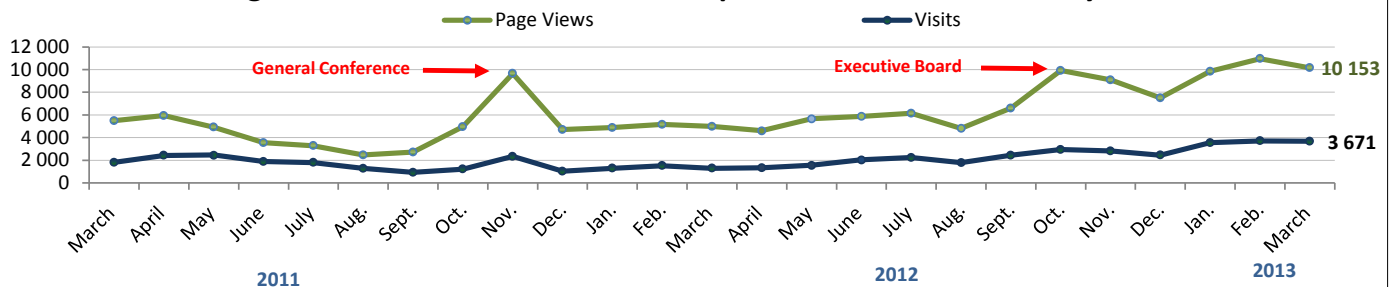
Geographical origin of visits (source: Google Analytics)



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

	Month	Page views ¹	Variation vs Y-1	Variation vs M-1	Visits ²	Variation vs Y-1	Variation vs M-1	Pages/Visit	Variation vs M-1	Avg Visit duration
2012	March	4 988	-8.99%	-3.31%	1 298	-28.48%	-14.44%	3.47	+6.71%	00:04:34
	April	4 603	-22.57%	-7.72%	1 345	-44.72%	+6.24%	2.87	-18.00%	00:03:39
	May	5 658	+15.12%	+22.92%	1 564	-36.58%	+16.28%	3.28	+14.29%	00:03:39
	June	5 874	+65.60%	+3.82%	2 040	+7.88%	+30.43%	2.87	-12.50%	00:03:50
	July	6 140	+86.85%	+4.53%	2 242	+24.35%	+9.90%	2.93	+2.09%	00:03:26
	August	4 825	+95.58%	-21.42%	1 792	+40.44%	-20.07%	2.71	-7.51%	00:02:47
	September	6 591	+142.23%	+36.60%	2 434	+163.99%	+35.83%	2.86	+5.54%	00:03:21
	October	9 925	+99.98%	+50.58%	2 948	+141.24%	+21.12%	3.08	+7.69%	00:03:56
	November	9 093	-5.78%	-8.38%	2 815	+20.04%	-4.51%	2.89	-6.17%	00:03:28
December	7 500	+59.27%	-17.52%	2 451	+138.66%	-12.93%	2.90	+0.35%	00:03:33	
2013	January	9 846	+101.68%	+31.28%	3 552	+175.56%	+44.92%	2.90	0.00%	00:03:54
	February	10 964	+112.52%	+11.35%	3 714	+144.83%	+4.56%	2.77	-4.48%	00:03:57
	March	10 153	+103.55%	-7.40%	3 671	+182.82%	-1.16%	2.97	+7.22%	00:04:27

Page views dropped by 7% on unesco.int but remain the second highest since launch two years ago
Page views +103%, visits +180% compared to same month last year



Web traffic for unesco.int in March 2013 (monthly evolution since launch in March 2011)

Source: Google Analytics

1.6. UNESCOCOMMUNITY - <https://en.unesco.org/unescocommunity> and <https://fr.unesco.org/unescocommunity>

	Month	Page views ¹	Variation vs M-1	Visits ²	Variation vs M-1
2012	October	28 175	-	3 169	-
	November	18 948	-32.75%	3 393	+7.07%
	December	15 661	-17.35%	2 769	-18.39%
2013	January	29 536	+88.60%	10 350	+273.78%
	February	68 781	+132.87%	27 656	+167.21%
	March	66 416	-3.44%	28 064	+1.48%

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

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

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

UNESCO products for written and audiovisual media are:

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

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

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

Languages	Page views	Variation vs Y-1*	Variation vs M-1*
Total	107 399	+9.87%	+0.39%
English (EN)	55 126	-5.67%	-3.06%
Spanish (ES)	23 746	-27.65%	+8.49%
French (FR)	15 580	-2.38%	-5.60%
Russian (RU)	5 011	-7.61%	+0.99%
Arabic (AR)	5 176	+5.68%	+8.49%
Chinese (ZH)	2 760	+71.64%	+38.48%

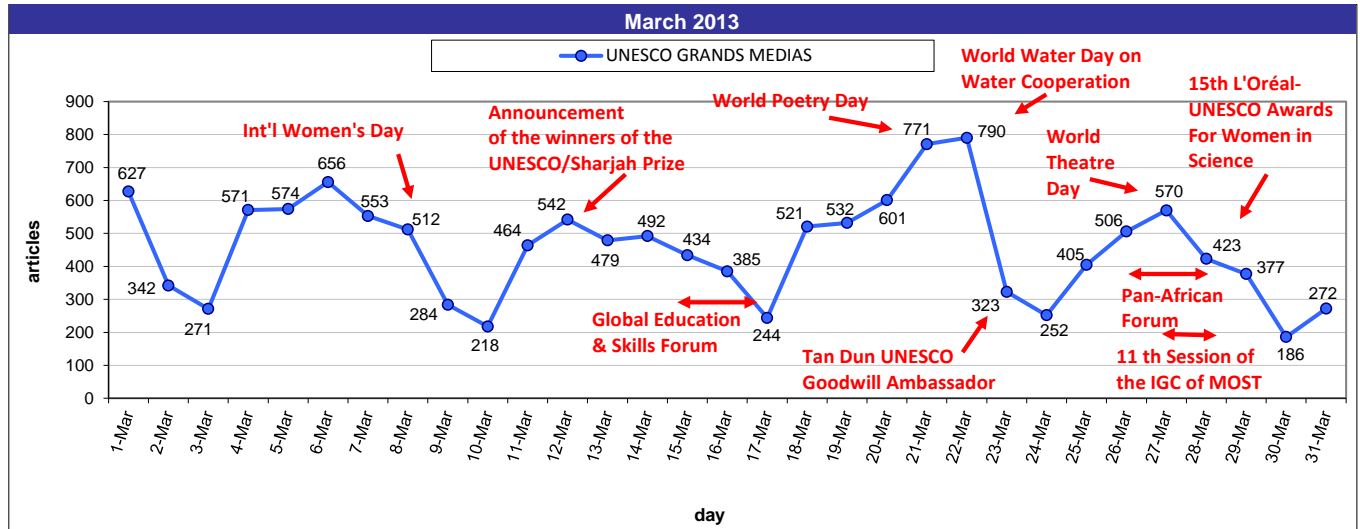
* Based on figures published in the Monthly Reports.

2.2. Press releases/Media advisories/Web releases in March 2013

1.	02/03/2013	Director-General deplores death of French news photographer Olivier Voisin from injuries sustained in Syrian conflict
2.	05/03/2013	Director-General urges investigation into the killing of Peruvian newspaper photographer Luis Choy-Yin
3.	07/03/2013	Director-General condemns murder of Pakistani journalists Mehmood Jan Afridi and Malik Mumtaz, in separate incidents
4.	07/03/2013	Director-General condemns murder of Brazilian radio journalist Mafaldo Bezerra Goes
5.	12/03/2013	Mustafa Cherif (Algeria) and the Arab British Centre (United Kingdom) win 2013 UNESCO-Sharjah Prize for Arab Culture
6.	13/03/2013	Director-General urges investigation into murder of Brazilian Reporter Rodrigo Neto de Faria
7.	19/03/2013	Distinguished Chinese composer Tan Dun to be named UNESCO Goodwill Ambassador
8.	19/03/2013	Marcus Miller, Designated UNESCO Artist for Peace, Celebrates Emancipation at the United Nations
9.	20/03/2013	Full-scale test today of Caribbean tsunami warning system
10.	22/03/2013	Building a culture of peace in Africa
11.	26/03/2013	Peace, the lever for African development
12.	28/03/2013	UNESCO Director-General deplores murder of Somali radio journalist Rahmo Abdulkadir
13.	29/03/2013	UNESCO, Phosagro and the International Union of Pure and Applied Chemistry (IUPAC), unite to promote green chemistry

2.3. Statistics on articles referring to UNESCO

This graph shows the number of articles monitored in national and international media, in which “UNESCO” appeared in the title or first paragraph of a story in March (Source: Meltwater News)

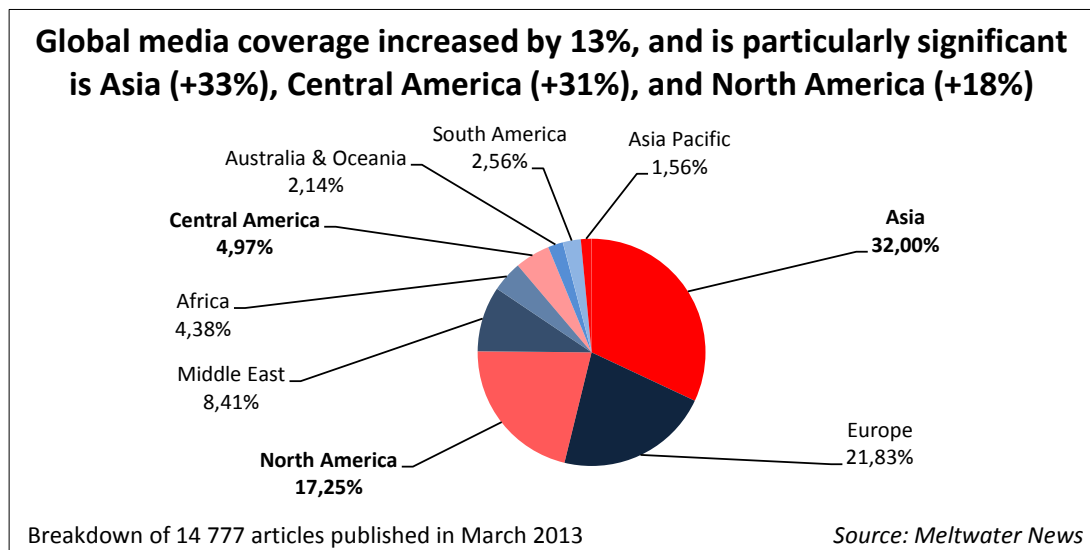


No particular story about UNESCO dominated media headlines during the month. The most successful events, in terms of international media coverage were World Water Day and World Poetry Day. Both generated considerable media coverage in all regions. On Water Day, many stories quoted the speech delivered by the Director-General at the event in the Netherlands. On Poetry Day, which did particularly well in Latin America, UNESCO was referenced as having initiated this annual event. International Women’s Day also saw reasonable coverage, with numerous articles on UNESCO’s “Women make the news” campaign. Otherwise, the 15th L’Oréal-UNESCO For Women in Science Awards did very well in the media this year, especially in the Laureates’ home countries.

On a more national and local level, the Pan African Forum: Sources and Resources for a Culture of Peace, held in Luanda, received exhaustive coverage in Angola, while the launch of the “Journeys to school” exhibition at UN Headquarters inspired several articles in the New York press.

Beyond UNESCO-organized events, the damage to World Heritage sites in Syria and the problem of looting of cultural goods, also drew considerable international media attention from top tier news sources.

Regional breakdown of media coverage in national and international media, in which “UNESCO” appeared in the title or first paragraph of a story in March (Source: Meltwater News)



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

No Op-Eds in March.

2.5. Interviews given (by subject and media)

Subject	Interviewee	Language	Media (press TV Radio)
World Water Day	Léna Salamé	French	La Libre Belgique (Belgium)
World Water Day	Alexander Otte	French	United Nations Radio
World Water Day	Marguerite Chaisemartin	French	United Nations Radio
World Water Day	Léna Salamé	French	Radio Chablais (Switzerland)
International Year of Water Cooperation	Blanca Jiménez-Cisneros	English	Ecológico Magazine (Brazil)
WHC Syria	Karim Hendili	French	DPA (news agency, Germany)
WHC Liverpool	Roni Amelan	English	The Independent, The Guardian (UK)
World Heritage	Nuria Sanz	Spanish	Cadena Ser (Spain)
Girls' education	Nicole Bella	French	RFI
Mind the Gap – Gender and Education	Juan Cruz (Santiago Office)	Spanish	RFI
Silk Road Heritage Corridors' tourism strategy	Peter Debrine	English	International Business Times
UNESCO visits	Victoria Dellinger	French	Vivre FM (France)

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

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

The Background footages are used and downloaded by the audiovisual media (TV agencies, TV, Radio). 20 B-rolls were downloaded in March.

	Subject	Downloads	Media
1	DG reaction on Timbuktu	1	Ubiznews TV
2	Stock shots Headquarters	2	-
3	UNESCO Priorities	3	-
4	CLT	8	New York Times
5	ED	2	-
6	Stand up for Malala	1	Reuters
7	Day of solidarity with Mali	2	Reuters
8	UNESCO L'Oréal	1	Eurovision

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

Subject	Media	Purpose	Date	Nb of Photos
SC	Revista Ecológico	Article	16/03	1

*In addition to photo galleries available on the website for the media.

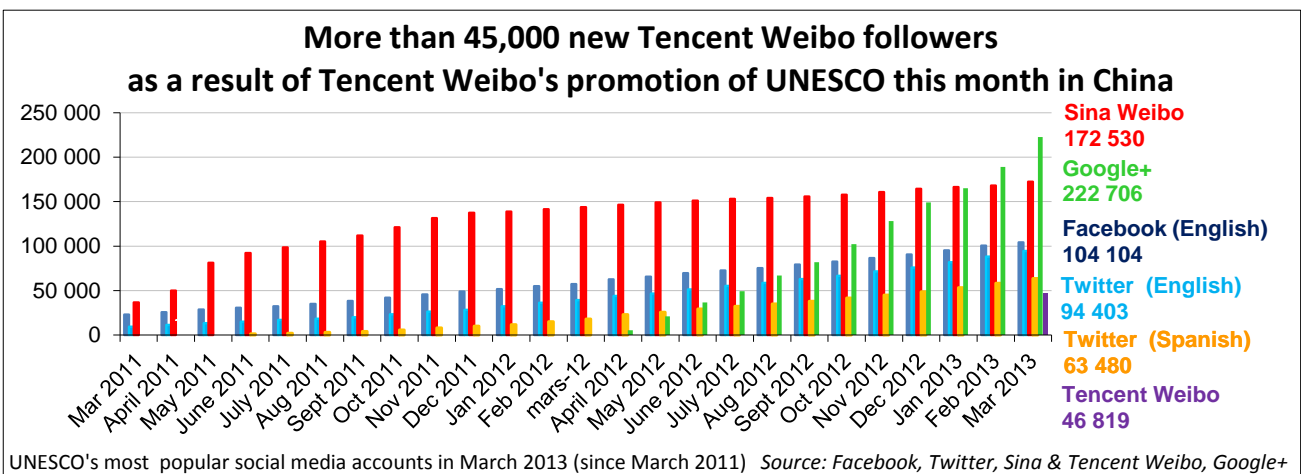
3. UNESCO Social Media Channels

Fresh, innovative content helped drive growth on all of UNESCO's social media channels throughout March.

Two initiatives, not belonging to any of the events selected for analysis in this month's report, merit attention, as the communications were largely social media-led:

- World Poetry Day: As in 2012, the Day became an international trending topic on Twitter, with almost 200K tweets, mostly from the Spanish-speaking world. A "Giant Poem" was organized in World Heritage Site, Aranjuez. Though the post had an excellent performance on Facebook (515 likes), the event partner failed, despite promises, to account for our audiences' participation. UNESCO audiences sent in at least 300 poems on Facebook alone. Only one was added in the Giant Poem. The Day webpage, produced by DPI/WEB, received 5,567 page views between 17-31 March; of which 2,297 (or 41.3%) were generated by social media.
- Earth Hour 2013: A massive photo gallery of all UNESCO World Heritage Sites participating in Earth Hour quickly achieved 712 likes. Shared by Earth Hour, the photo gallery helped UNESCO reach new audiences; as a result, UNESCO's English language Facebook account gained 2,000 more likes than usual. Social media made possible a new, distinctive communications approach for Earth Hour campaign, which brought together World Heritage Sites to communicate, together, as a coalition united for the cause of sustainability. All sites used their social media to communicate on the cause, their solidarity with other World Heritage Sites, along with challenge, "World Heritage Sites are turning off their lights, what about you?". Such "coalitional communications" powerfully leverages the social (and traditional) media resources of participating sites, and help reinforce the idea that World Heritage Sites are first and foremost about conservation and sustainable development

Language versions of Facebook and Twitter, in Arabic, Chinese, French and Spanish, maintain their standing among the top 4 accounts within the entire UN system. Performance was most spectacular on our Chinese language channels this month: Tencent Weibo gained a whopping 45K new followers, while retweets by famous Chinese poets enabled our Weibo posts to achieve almost 1 million views.



3.1. Social networking sites

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

Variation March 2013 vs February 2013

Likes/fans*		March 2013	February 2013	Variation vs February
Total likes/followers (all languages)		347 460	307 923	+12.84%
Facebook	English	104 104	100 518	+3.57%
	Spanish	8 009	6 935	+15.49%
	French	6 035	5 341	+12.99%
	Arabic	4 742	4 376	+8.36%
	Russian	1 190	1 143	+4.11%
Google+	English	222 706	188 978	+17.85%
VKontakte	Russian	674	632	+6.65%

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

Message	Posted	Likes*
<p>UNESCO World Heritage unites for sustainability - Earth Hour 2013 (73 photos) On Saturday March 23, many UNESCO World Heritage Sites will turn off their lights from 8:30pm to 9:30pm. Sustainability isn't an option today; it's our duty. Learn about some of the participating sites in our exclusive photo gallery. UNESCO World Heritage Sites want to make a difference for our planet. What about you? Please SHARE to encourage sustainability</p>	22/03	713
<p>Be part of #PoetryDay today at World Heritage Aranjuez (12 photos) March 21 is World Poetry Day. Share with us the poems you love, right here on Facebook. We'll add them to our Giant Poem, being written at UNESCO World Heritage site, Aranjuez (Spain). We'll photograph your contribution & display it on our gallery. What special poem has made you think deeply about issues important to you? Or, if you're feeling poetic, share a poem that you have written yourself!</p>	21/03	515
<p>A tribute to women artists (33 photos) If you're in Paris, drop by our HQ to check out our art exhibit featuring women artists from Armenia, Belarus, Bolivia, Ethiopia, France, India, Morocco and the Netherlands. The exhibit is open to the public from the 8th to the 20th of March 2013, Monday to Friday, from 10 a.m. to 5:30 p.m., upon presentation of a valid ID.</p>	08/03	311
<p>Syria: Our Director-General Irina Bokova Appeals to Stop Violence & to Protect the World Heritage City of Aleppo</p>	03/03	310
<p>March 8 is Int'l Women's Day. Here's 1 action you could do to help advance gender equality. Just answer this question: How does the media in your country report on violence against women & what would you improve? Your contribution will help us work with governments & national media to end violence against women. The media is a powerful force in structuring perceptions, cultural attitudes & practices. It is deeply gender-unequal in many countries worldwide. For example, men occupy the vast majority of management jobs and news-gathering positions in the media. 73% of top management in media companies is male, vs 27% female. * ANSWER HERE ON FB, or... * IF YOU WORK IN THE MEDIA: http://ow.ly/iwcvS * WHY MEN, NOT WOMEN, MAKE THE NEWS: http://ow.ly/iwcGN</p>	08/03	278
<p>Women are 1/2 of humanity, but make up under 30% physicists, engineers & computer scientists in many countries worldwide. Gender inequality in science must be overcome. Science needs female talent to move forward. Today we honor 5 women scientists for their exceptional research & social impact with this special prize: L'Oréal-UNESCO For Women in Science - Official Page. In only 15 years, it has 77 laureates (2 of whom later won the Nobel Prize), and 1729 beneficiaries from 100+ countries. We're more determined than ever to help change the face of science http://ow.ly/jtbiw © Julian Dufort for the L'Oréal Foundation</p>	28/03	271
<p>Imagine you are starting school in Mali. What are the chances you will complete primary school? How likely are you to go to university? Find out by playing UNESCO's new data game, Mind the Gap. Create an avatar and take a trip around the world to learn about inequalities in education. Education is a human right http://ow.ly/itokg</p>	07/03	248
<p>Exactly 1 month ago, we asked you here to set the agenda of the 2013 UNESCO Youth Forum. (It's unique within the United Nations, allowing young people to submit recommendations to Member States representatives at the highest decision-making level.) You overwhelmingly answered: Employability, Democracy and Sustainable Communities. Now, we invite you to the thematic agenda, preparatory process, format and overall program. Take our survey & make your voice heard http://ow.ly/iXfMI</p>	15/03	228
<p>African proverbs for peace (5 photos) What are some well-known proverbs about peace from where you live? Share them with us here -- and feel free to write it in your language!</p>	26/03	218
<p>The digital divide also masks a gender divide. Globally, women use the internet about 25% less than men. In the developing world, women are much less likely to have access to technology than men. A measurable gap exists, even in the developed or rich world. We applaud The Broadband Commission for setting a new advocacy target to ensure gender equality in broadband access by 2020. SHARE this image to support getting more women online! http://ow.ly/jdGhG</p>	19/03	175

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

3.2. Microblogs:

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

Variation March 2013 vs February 2013

Followers/Fans		March 2013	February 2013	Variation vs February
Total (all languages)		396 980	334 919	+18.53%
Twitter	English	94 403	88 040	+7.23%
	Spanish	63 480	58 124	+9.21%
	Arabic	12 530	11 905	+5.25%
	French	6 112	5 680	+7.61%
	Russian	1 106	1 023	+8.11%
Sina Weibo	Chinese	172 530	168 179	+2.59%
Tencent Weibo*	Chinese	46 819	1 968	+2 279.01%

*Started on 7 November 2012 to reach more Chinese audiences.

Top 10 Twitter Posts

Message	Posted	Re-tweets
March 21 is World #PoetryDay. Here's our pick of poets who embolden all of us to change the world http://ow.ly/jgFdp	21/03	329
Video: On average you use 150 liters of #water per day. You only need 3 liters to survive. http://ow.ly/jiObl #WorldWaterDay	22/03	329
You'll love this photo gallery: UNESCO #WorldHeritage Sites unite to promote sustainability for #EarthHour http://www.fb.com/unesco	22/03	157
3/8 = Intl #WomensDay. We must challenge every form of #violenceagainstwomen each time it occurs http://ow.ly/iwfRE #IWD2013	08/03	111
Happy Int'l Women's Day #IWD2013! Today, #1woman was released to the world. Download & share the new @UN_Women song! http://j.mp/1woman	08/03	100
A quality education isn't just about academics. It fosters global citizens who care about #humanrights, public affairs #susdev #GESF	15/03	95
Today many UNESCO #WorldHeritage Sites are turning off their lights for #EarthHour. Share ur pics on Twitter - use #WorldHeritage #EarthHour	23/03	79
Gender inequality in science must be overcome. Today we honor 5 women scientists for their research & social impact. http://ow.ly/jtbjw	28/03	74
Deep sadness at the passing of writer Chinua Achebe who captured the struggles facing many peoples http://ow.ly/ilgaS	23/03	73
Water, water everywhere, only if we share -- March 22 is #WorldWaterDay http://ow.ly/jiLCH	22/03	72

Top 10 Sina Weibo Posts

Message	Posted	Re-tweets	Comments
The flap of a butterfly's wings in Brazil set off a tornado in the Pacific- this figurative description of "butterfly effect" is maybe hard to prove, but U.S. and Australian oceanographers have proved that La Niña' in the Pacific Ocean has caused a massive ocean heatwave more than 10,000 km away, in the Indian Ocean, along Australia's western coast, using data collected under the Global Ocean Observing System (GOOS). This had dire ecological consequences from widespread coral bleaching to fish kills.	01/03	914	73
Are you a young artist with passion and need of creation? Or an NGO -or a non-profit body, or a public body -whose activities contribute to the promotion of culture and artistic creation, and planning a project? And everything is blocked because of financial problem? Then don't hesitate, you may find help here: The IFPC is launching a call for proposals for artistic and creative projects http://t.cn/zTz8ygf	29/03	672	95
21 March is #world poetry day. One of our fans has asked recently: " Is there anybody reading poem nowadays?" – if you are passionate with poetry, answer this question with the poem you love: the poem comforts you when you are full of agony; the poem bursts out of you when you are furious; the poem you recite when you are in love; the poem echoes in the darkness during the lonely trip in the deep night	15/03	488	104
21 March is #world poetry day, it belongs to the poets too. Dear Poets, @Mangke @	18/03	264	84

SomeoneHandong @Yujian @ Changanyingsha @Zangli @Zhaiyongming @Ouyangjianghe @Wangxiaoni @Yuxiaowei @liyawei @Nonsenseyangli @hexiaozhu @ ChengduBaihua @poetLuedean @wanxia @poetwangyan @poetxiaohai @momo; please introduce a poem about poetry or poets to us.			
[Safety of journalist] « syrie-alep-janvier-2013-la-vie-reprend» the title of the last album published by Olivier Voisin, a French press photographer who died on 24 February from shrapnel wounds he received in Syria three days earlier. Since the start of the fighting in Syria in 2011, the Director-General has condemned the killing of 47 citizen and professional journalists, including Voisin.	04/03	195	29
Today is #world poetry day. "This power of poetry is transmitted from generation to generation, in the hallowed texts of great authors and in the works of anonymous poets. We are duty bound to transmit this heritage – the legacy of Homer, Li Bai, Tagore, Senghor and countless others – for it bears living witness to the cultural diversity of humanity." Irina Bokova, Director-General of UNESCO http://t.cn/zYDDVfr	20/03	165	42
High plateau, desert, camel bells ringing, silk, spices and exotic countries: once upon a time, Silk road was charged with pursuits of wealth, combined with desire to the far unknown world. Shadows of caravans and warriors were buried in the dust of time but reemerged in our imagination of silk road. Haven't you told yourself: someday, I will start my journey to the silk road? http://t.cn/zYBdf4W	14/03	116	25
#International women's day: Girl's education @UNICEF The brutal attack against Malala Yousafzai in Oct of 2012 reminds us of challenges that women's and girl's rights of education must be respected.	08/03	119	24
For some children, school is just a stroll around the corner. For others, getting to school involves braving deserts, rivers, icy wastes or dangerous urban neighborhoods. UNESCO, VEOLIA TRANSDEV and SIPA PRESS have pooled their talents in partnership to create a photo exhibition dedicated to the children around the world to face real challenges in making their daily journey to school, sometimes at great personal risk, in the hope that their education will lead to a better life. Our photo Gallery: http://t.cn/zYYrn2G	01/03	111	14
[Video: Journey to school] http://t.cn/zYnk5ll For some children, school is just a stroll around the corner. For others, getting to school involves braving deserts, rivers, icy wastes or dangerous urban neighbourhoods. UNESCO, VEOLIA TRANSDEV and SIPA PRESS have pooled their talents in partnership to create a photo exhibition dedicated to the children around the world to face real challenges in making their daily journey to school, sometimes at great personal risk, in the hope that their education will lead to a better life. O	08/03	109	18

3.3. Video Traffic

Video views are tracked on YouTube and Youku. UNESCO multimedia archives statistics are under 5.2.

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

Variation March 2013 vs February 2013

Video views	March 2013	February 2013	Variation vs February
Total (all languages)	482 929	385 739	+25.20%
English	288 563	225 029	+28.23%
Spanish	123 040	96 119	+28.01%
French	52 736	47 767	+10.40%
Arabic	9 540	8 129	+17.36%
Russian	8 979	8 649	+3.82%
Chinese	71	46	+54.35%

Subscribers	March 2013	February 2013	Variation vs February
Total (all languages)	694	670	+3.58%
English	395	385	+2.60%
Spanish	215	210	+2.38%
French	45	40	+12.50%
Arabic	22	13	+69.23%
Russian	11	17	-35.29%
Chinese	6	5	+20.00%

- 10 videos on UNESCO TV English Channel

	288 563 views in March 2013	Subject	Total views
1	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	31 824
2	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	29 479
3	Kabuki Theatre	CLT/ITH	10 614
4	Baul Songs	CLT/ITH	8 557
5	Lacemaking in Croatia	CLT/ITH	6 159
6	A look at "Journeys to school", around the world	ED	4 650
7	Falconry, a living human heritage	CLT/ITH	4 541
8	Taekkyeon, a traditional Korean martial art	CLT/ITH	4 341
9	Georgian Polyphonic Singing	CLT/ITH	3 663
10	Gagaku	CLT/ITH	3 348

- Top 10 videos on UNESCO TV Spanish Channel

	123 040 views in March 2013	Subject	Total views
1	Las expresiones orales y gráficas de los wajapi	CLT/ITH	50 445
2	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	6 486
3	Discurso de Ernesto 'Che' Guevara	UNESCO	6 021
4	Las procesiones de la Semana Santa de Popayan	CLT/ITH	4 992
5	Año Internacional de la Cooperación en la esfera del agua	SC	2 146
6	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	1 959
7	De camino a la escuela	ED	1 835
8	Interview sobre el Año Internacional de la Cooperación en la esfera del agua	SC	1 374
9	El Flamenco	CLT/ITH	1 269
10	El patrimonio oral y las manifestaciones culturales del pueblo zápara	CLT/ITH	1 188

- Top 10 videos on UNESCO TV French Channel

	52 736 views in March 2013	Subject	Total views
1	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	3 189
2	L'espace culturel de la place Jemaa el-Fna	CLT/ITH	3 130
3	Le chant polyphonique géorgien	CLT/ITH	2 199
4	Routes de l'esclave : une vision globale	CLT	2 157
5	Le Maloya	CLT/ITH	1 971
6	Le repas gastronomique des Français	CLT/ITH	1 783
7	Une école maternelle à Paris	ED	1 729
8	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	1 501
9	Bouba & Zaza	ED	996
10	La tradition du tracé dans la charpente française	CLT/ITH	970

- Top 10 videos on UNESCO TV Russian Channel

	8 979 views in March 2013	Subject	Total views
1	Alsou Abramova UNESCO Artist for Peace	UNESCO	1 138
2	Video n°18 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	508
3	Mausoleum of the Taj Mahal (Agra)	CLT/WHC	409
4	Historic Centre of Brugge	CLT/WHC	380
5	Yellowstone National Park	CLT/WHC	281
6	Site of Palmyra	CLT/WHC	246
7	Journeys to school	ED	234
8	Petra	CLT/WHC	190
9	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	163
10	Lake Malawi	CLT/WHC	163

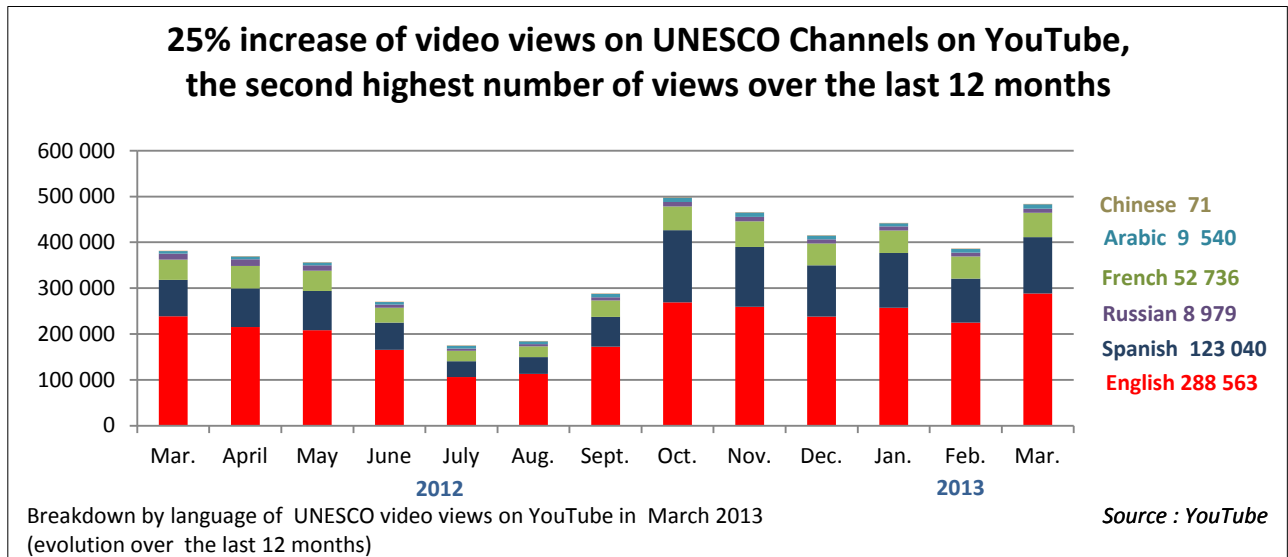
-Top 10 videos on UNESCO TV Arabic Channel

	9 540 views in March 2013	Subject	Total views
1	Petra	CLT/WHC	486
2	Venice and its Lagoon	CLT/WHC	431
3	Journeys to school	ED	358

4	Archaeological Areas of Pompei	CLT/WHC	290
5	Mausoleum of the Taj Mahal (Agra)	CLT/WHC	275
6	Royal Botanic Gardens, Kew	CLT/WHC	230
7	Palace and Park of Versailles	CLT/WHC	210
8	UNESCO History	UNESCO	179
9	Tassili n'Ajjer Te Wahipounamu – South West New Zealand	CLT/WHC	176
10	New Zealand Sub-Antartic Islands	CLT/WHC	161

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

71 views in March 2013		Subject	Total views
1	UNESCO History	UNESCO	26
2	Our world heritage: UNESCO World Heritage Convention	CLT/WHC	10
3	Malala	ED	8
4	Ocean	IOC	7
5	Patrimonto 9	CLT/WHC	4
6	Cities on the edge	SC	3
7	Journeys to school	ED	3
8	Culture of Lahore	CLT	2
9	Water in Cities	SC	2
10	Video n°30 submitted for Video Challenge for Youth on cultural diversity	CLT/DCE	1



3.4. UNESCO Channel on Youku - <http://u.youku.com/联合国教科文组织>

• **Top 10 Videos**

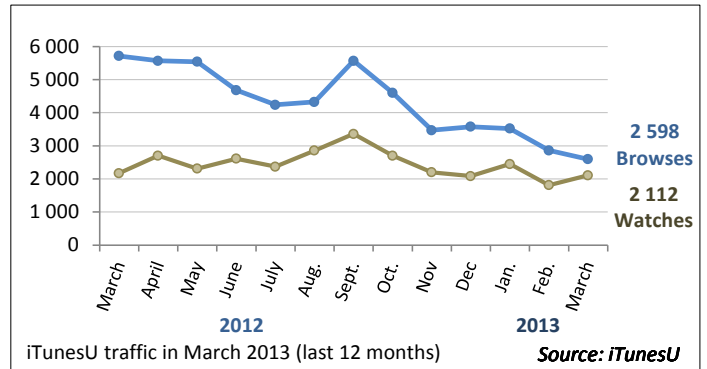
Video	Posted	Total Views	Quoted*
Marcia Roye 2001 Special Fllow "In the Footsteps of Marie Curie"	03/03/11	44 201	4 650
#intangible heritage# Chinese shadow puppetry	01/12/11	17 775	1 917
Safeguarding community's living heritage	07/12/12	13 889	370
Intangible heritage Kunqu Opera-the Peony Pavilion Performed by UNESCO Artist for Peace Jun Zhang	15/04/11	10 489	9 207
International Year of Water Cooperation	12/02/13	9 465	267
40th anniversary of the World Heritage Convention	22/06/12	9 033	1 191
Endangered World Heritage: Tropical Rainforest Heritage of Sumatra	23/06/11	6 324	6 043
Great apes on brink of extinction	06/11/12	5 230	185
International Jazz Day	23/04/12	5 155	857
Journey to school	08/03/13	4 585	556

* Views of the video from other websites

3.5. UNESCO on iTunes U - <http://www.unesco.org/new/itunes/>

On 22 June 2011 UNESCO has joined iTunes U with a wealth of new educational material providing free access to UNESCO's rich multimedia content, via the iTunes Store, Apple's popular online music, video, and podcast service. Collections containing several hundred movies, podcasts, and documents are available in three languages (English, French and Spanish), ranging from training support materials, to policy reports and journals, and lectures, interviews and documentaries which can be downloaded for free to a computer, iPad, iPhone or iPod touch.

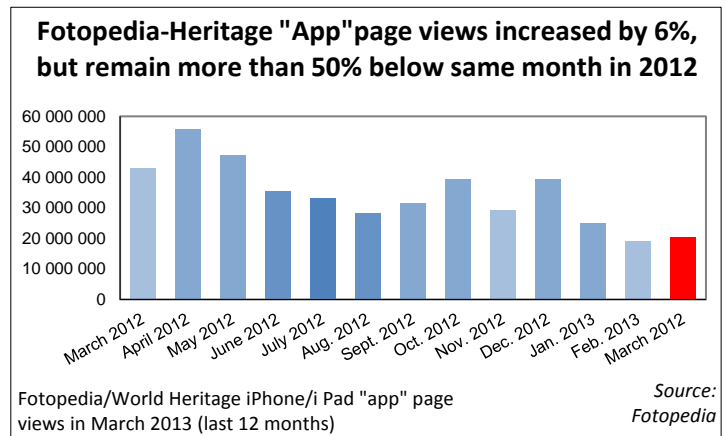
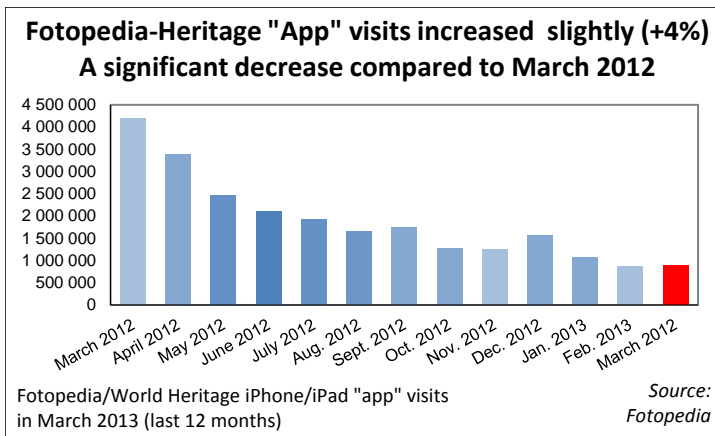
Metrics	TOTAL 2013	March 2013	Variation vs M-1
Watches (downloads /streams)	6 373	2 112	+16.56%
Browses	8 982	2 598	-9.22%



3.6. UNESCO Fotopedia iPhone/iPad “app”

The Fotopedia / World Heritage iPhone/iPad “app” was launched in August 2010. Installed on all demonstration machines at stores worldwide, it is ranked as a “favorite” by Apple.

Metrics	TOTAL 2013	March 2013	Variation vs Y-1	Variation vs M-1
Downloads	170 408	52 321	-53.97%	+4.62%
Unique Visitors	573 983	240 941	-23.37%	-2.79%
Visits	2 838 056	897 494	-78.57%	+3.63%
Page views	64 825 387	20 464 040	-52.60%	+6.68%
Info pane with UNESCO logo & text	446 071	137 867	-23.17%	+10.28%
Open UNESCO page from Heritage	28 447	10 285	-42.39%	-15.24%
Distinct UNESCO WHC pages opened	589	588	-93.24%	-35.17%
Most viewed UNESCO page	Site of Palmyra	UNESCO's action in Mali		



4. UNESCO Photobank

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.

4.1. Photos requested online:

Themes	Nb of photos	%
Culture	28	28%
Education	49	49%
UNESCO	6	6%
Natural Sciences	17	17%
Social and Human Sciences	0	0%
Communication and Information	0	0%
TOTAL	100	100%

Origin of request	Nb of requests	%
UN System, UNESCO Sectors, Field Offices, National Commissions, Permanent Delegations	73	73%
Private sector	4	4%
Education (Schools, Universities, teachers, researchers)	10	10%
Media: Written and Audiovisual and Press	1	1%
Public sector (Museums, Bookshops)	11	11%
Government	1	1%
Others	0	0%
TOTAL	100	100%

Use of photos	Nb of photos	%
Presentations, diaporamas (conferences, thesis, concerts, TV programmes)	45	45%
Publications (books, magazines, newspapers, reports, guides, brochures, calendars, flyers, banners, postcards, posters)	44	44%
Exhibitions	0	0%
Websites	11	11%
Private use	0	0%
TOTAL	100	100%

4.2 Photo service

Number of photos

UNESCO photographers cover all events at Headquarters in which the Director-General participates, such as official visits and ceremonies organized at Headquarters (presentation of credentials, conferences, round tables, exhibition openings, etc.)

	March 2013	February 2013
Number of Events	24	40
Number of Photos	1 209	1 566

5. UNESCO Documents, Multimedia Archives and Library

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

The **UNESDOC database** – managed by MSS/BKI Clearing House - 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.

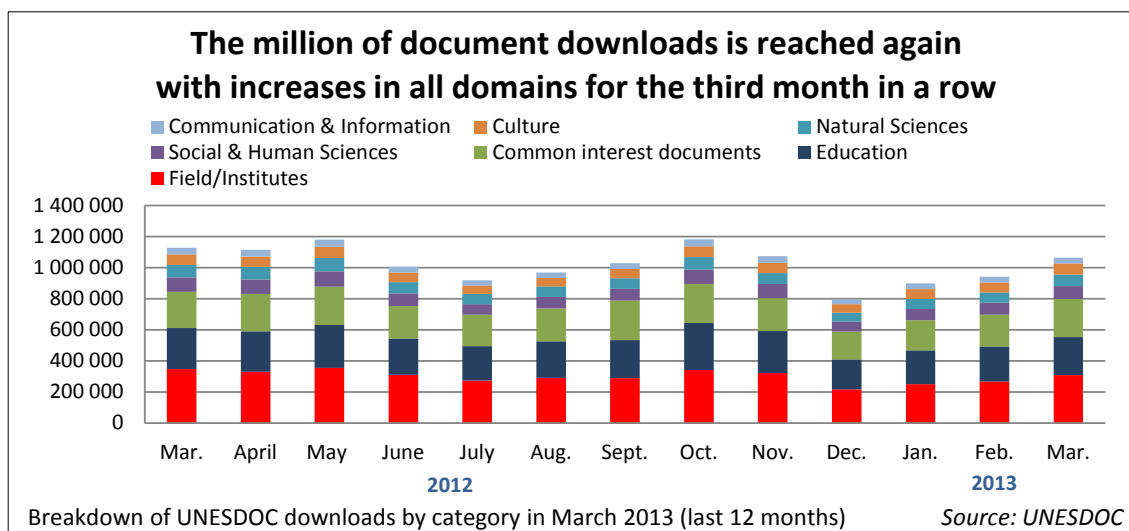
In March there were **113 662** records available online in PDF format (135 058 in February), including documents, publications, communication material and other working documents.

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	1 064 441
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	9 641	245 364	+8.47%	25
Natural Sciences	9 691	73 928	+10.91%	7
Social and Human Sciences	5 655	82 737	+5.99%	14
Culture	3 350	71 903	+12.93%	21
Communication and Information	2 395	37 565	+1.50%	16
Field & Institutes	8 509	308 009	+15.29%	36
Common interest documents	NA	244 935	+20.55%	NA



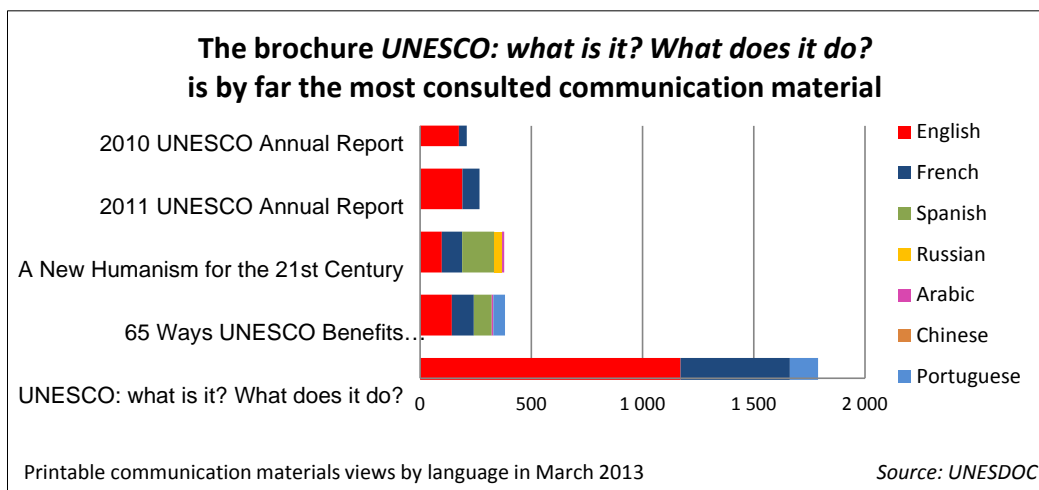
5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	122 037
2	France	68 670
3	Brazil	49 264
4	Mexico	46 332
5	United Kingdom of Great Britain and Northern Ireland	24 237
6	Spain	24 144

7	China	24 002
8	Colombia	21 643
9	India	21 085
10	Canada	17 050
11	Philippines	17 018
12	Argentina	13 495
13	Venezuela (Bolivarian Republic of)	12 993
14	Peru	11 227
15	Australia	11 031

5.1.3 Printable Communication materials

Title	Total downloads in March							Total
	EN	FR	SP	RU	AR	ZH	POR	
2011 UNESCO Annual Report	191	77						268
2010 UNESCO Annual Report	175	35						210
UNESCO: what is it? What does it do?	1 171	491					127	1 789
65 Ways UNESCO Benefits Countries all over the World	143	99	80		8		52	382
A New Humanism for the 21 st Century	98	91	144	36	10			379
TOTAL	1 778	793	224	36	18	0	179	3 028



5.2. Multimedia Archives – www.unesco.org/archives/multimedia

The UNESCO Multimedia Archives make available to the public audio-visual material, such as documentaries, fiction, interviews, speeches and promotional material created by the Organization or related to its history and programme activities.

5.2.1 Statistics of consultation

	Month	Page views	Variation vs M-1	Visits	Variation vs M-1
2013	January	19 321	+22.50%	8 835	+14.09%
	February	23 250	+20.34%	10 119	+14.53%
	March	24 816	+6.74%	10 070	-0.48%

5.2.2 Top 10*

	Title	Views
1	Understanding Education for Sustainable Development Education and development	183
2	Abrindo espaços - Open Spaces Culture of peace	182
3	Creation of UNESCO UNESCO history	174
4	A World for Inclusion Inclusive education	165
5	Education for all: six goals for 2015 Basic education	162
6	Routes de l'esclave : une vision globale Cultural diversity	156
7	Brasil-Africa: histórias cruzadas Culture education	132
8	Women Make the News: Gender Equality and the Media - Christiane Amanpour, CNN Cultural events	127
9	The Colosseum, the Great Amphitheatre: Historic Centre of Rome World heritage	126
10	Being Fed up Human rights	121

* iTunesU not included

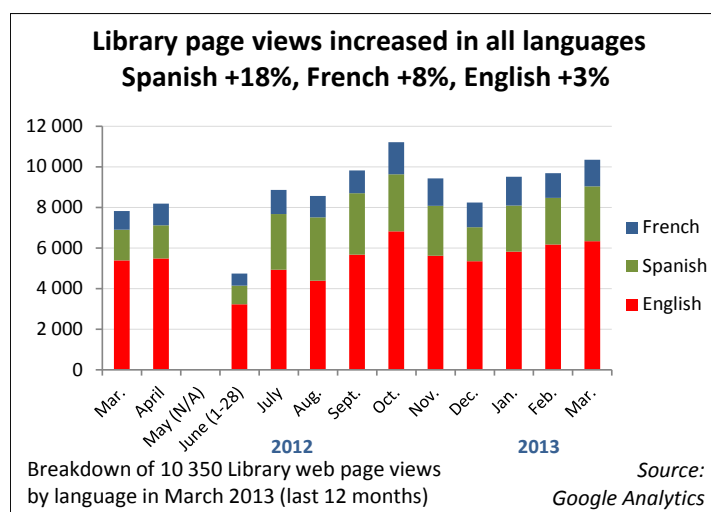
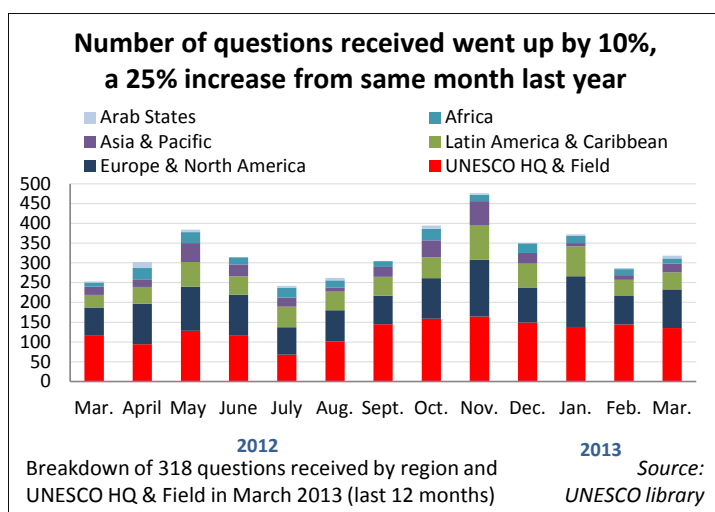
5.3. UNESCO Library - <http://www.unesco.org/library>

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

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

5.3.1 Questions received by: library@unesco.org

5.3.2 Web page views:



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

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

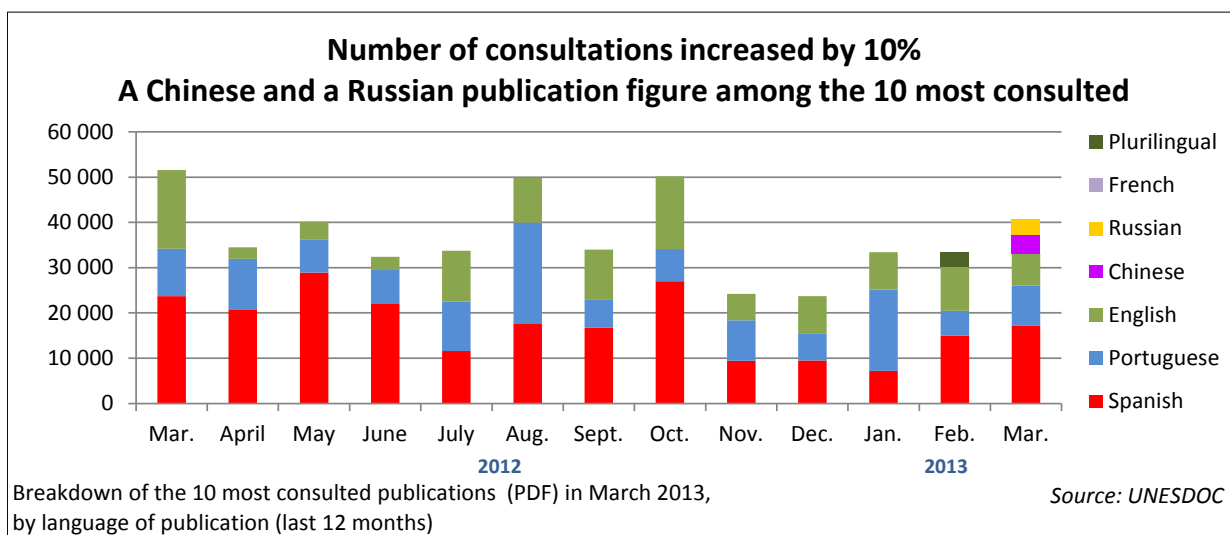
Online viewing of UNESCO top ten publications increased by 10% compared to February but remains 35% lower than in March 2012. We are happy to see a Chinese and a Russian title amongst the top ten. The EFA Global Monitoring report and the World Water Development Report 4 are the two English reports continuing to do well and in Portuguese two volumes from the General History of Africa continue to attract much attention. Views of UNESCO publications on Google Books increased by 24% compared with February this year and is at an all-time high.

Bookshop sales were again heavily dominated by World Heritage and the Memory of the World publications. The top online sales were more varied with good sales from CI and SHS.

6.1. Top 10 most consulted PDFs in March (UNESDOC)

	Title	Sector	Language	Views	Published
1	História geral da Africa, I: metodologia e pré-história da Africa (General history of Africa, I: Methodology and African prehistory)	CLT	Portuguese	5 696	Brazil, 2010
2	Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	all	Spanish	5 394	Paris, 2005
3	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	4 684	UNESCO/ UNEP, 1992
4	Reaching the marginalized: EFA global monitoring report, 2010;summary	ED	Chinese	4 267	2010
5	Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	4 015	Buenos Aires, 2001
6	United Nations world water development report 4: managing water under uncertainty and risk	SC	English	3 763	Paris, 2012
7	Managing change – Museum international N°. 2	CLT	Russian	3 497	April - June 1999
8	Youth and skills: putting education to work, EFA global monitoring report, 2012	ED	English	3 226	Paris, UNESCO, 2012
9	Mantenimiento de instalaciones eléctricas del establecimiento educacional	ED	Spanish	3 147	Santiago, 1998
10	História geral da Africa, II: Africa antiga (General history of Africa, II: Ancient civilizations of Africa)	CLT	Portuguese	3 097	Brazil, 2010

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

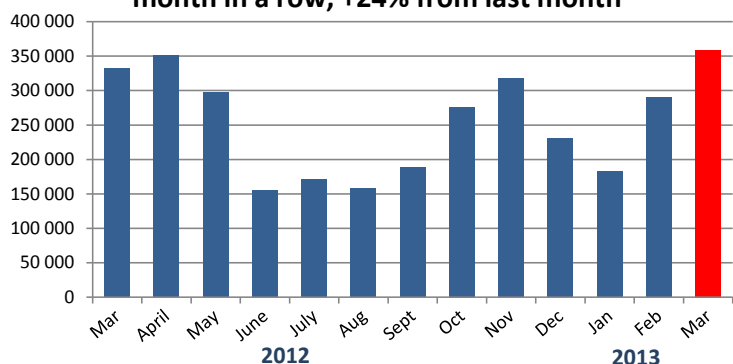


6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **288 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 2011	113	8 846	158 361	96
March 2012	202	21 870	332 032	203
March 2013	288	28 853	359 030	196

Google Books page views increased again for the second month in a row, +24% from last month



Publications page views in March 2013 (last 12 months)

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 in March, top 5

	Title	Copies sold	Sector
1	The World's Heritage – Edition 2012 The Bestselling Guide to the Most Extraordinary Places	12	CLT/WHC
2	UNESCO World Heritage Atlas	9	CLT/WHC
3	Memory of the World - The Treasures That Record Our History from 1700 BC to the Present Day	9	CI
4	Le Grand Atlas UNESCO patrimoine mondial	9	CLT/WHC
5	UNESCO World Heritage Desk Diary 2013	8	CLT/WHC

Bookshop sales of non-UNESCO publications in March, top 5

	Title	Copies sold	Publisher
1	Charte des Nations Unies et statut de la Cour Internationale de Justice	4	UN
2	Les Nations Unies aujourd'hui	3	UN
3	The World Heritage 2013 Calendar	3	Panasonic
4	The United Nations Today	2	UN
5	Réflexions sur le développement, Joseph Ki-Zerbo	1	Fondation Joseph Ki-Zerbo

6.4. Online and international sales

Online and international sales of UNESCO Publications in March, top 5*

	Title	Copies sold	Sector
1	Global survey on internet privacy and freedom of expression	23	CI
2	Human Rights: Questions and Answers	13	SHS
3	African world heritage: a remarkable diversity	11	CLT/WHC
4	UNESCO World Heritage Atlas	11	CLT/WHC
5	The World's Heritage - The Bestselling Guide to the Most Extraordinary Places	11	CLT/WHC

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

Bookshop sales of UNESCO publications, lowest sellers in March

Title	Copies sold	Sector
Les pays en développement à l'ère de l'e-learning Principes de la Planification de l'Education, n°96	0	IIEP
Revista Patrimonio Mundial n°64 Patrimonio Mundial de la Federación de Rusia	0	CLT/WHC
Compendio mundial de la educación 2012 -Oportunidades perdidas: El impacto de la repetición y de la salida prematura de la escuela	0	UIS
Education for All Global Monitoring Report - 2012 – Youth and Skills: Putting Education to Work	0	ED
DVD Roads of Water Travelling the Amazon	0	SC

Online and international sales of UNESCO publications, lowest sellers in March

Title	Copies sold	Sector
Recueil de données mondiales sur l'éducation 2011	0	UIS
General History of the Caribbean Volume IV: The Long Nineteenth Century: Nineteenth Century Transformations	0	CLT
Bouba & Zaza look after others	0	ED
Atlas mondial de l'égalité des genres dans l'éducation	0	UIS
Rapport mondial sur les sciences sociales 2010 Divisions dans les savoirs	0	SHS

* 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 2013

Contract No.	Title	Publisher	Language	Date signed
C.2013-005	World Heritage: Benefits Beyond Borders	Korean National Commission for UNESCO	Korean	05/03/2013
J.2013-006	Journeys to School / Les chemins de l'école	UNESCO/Veolia Transdev/Sipa Press	English/ French	13/03/2013
Amendment n°1 to licensing agreement N°C.2012-006	Story-based inquiry: a manual for investigative journalists	Center for investigative journalism SCOOP- Macedonia	Macedonian	19/03/2013
Amendment n°1 to licensing agreement N°C.2012-007	Story-based inquiry: a manual for investigative journalists	Center for investigative journalism SCOOP- Macedonia	Albanian	19/03/2013

6.7. Permissions granted to use or translate UNESCO content, March 2013

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
Max Planck Institute for the History of Science	<i>What is race? Evidence from Scientists</i> , pp.38-39-40, illustrations by Jane Eakin Kleiman and texts by Diana Tead, © UNESCO 1952	For inclusion in the work entitled <i>Max Planck Institute for the History of Science: Research Report 2010-2012</i> to be published in printed book form, for a print run of 2,000 (two thousand) copies in the summer 2013 and distributed for free mainly to the institute's advisory board. A PDF of the work will also be made available on the institute's website using the following URL: http://www.mpiwg-berlin.mpg.de/en/resources/reports.html .	Non-exclusive world rights are granted for this edition only in printed book form and in PDF format, in the English language only. Due acknowledgement of UNESCO. Free of charge	18/03/2013

Editions Gallimard en tant que coéditeur	<i>Textes sacrés et textes profanes de l'ancienne Egypte : mythes, contes et poésie</i> , Collection des œuvres représentatives, Traduction française par Claire Lalouette, introduction, préface, commentaires, notes explicatives © UNESCO 1984 pour volume I et © UNESCO 1987 pour volume II	Pour utilisation dans le cadre d'un spectacle accompagné de musique à partir de cette œuvre, monté par Madame Sonja Neuman. Six représentations seront données au Théâtre du Centaure à Luxembourg, entre avril et mai 2013.	Autorisation non exclusive dont les modalités seront gérées par la SACD. 50% des droits d'auteurs éventuellement perçus par Gallimard seront reversés à l'UNESCO.	19/03/2013
Hachette Education, Direction du Département secondaire, Lettres et Sciences	Lévi-Strauss, Claude, <i>Race et Histoire</i> , © UNESCO 1952 (court extrait)	Pour inclusion dans un ouvrage scolaire intitulé « Philosophie Terminales » de David Larre, à paraître en avril 2013, pour un tirage de 12 000 exemplaires vendus au prix unitaire de 32 euros. Une version numérique sera également offerte aux prescripteurs de la version imprimée. Elle pourra cependant être accessible aux élèves équipés de la version papier pour 7.10 euros, aux personnes non équipées de la version papier pour 25.60 euros environ.	Droit de reproduction non-exclusif uniquement pour cette édition en langue française et uniquement pour les formats décrits ci-dessus, pour distribution en France. Mention de la source. Redevance de 150 euros	25/03/2013

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

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

7.1. Number of events by “Major Programmes”

Major Programme	Total	Organized by		
		Headquarters	Field Offices	Institutes
SC	23	19	4	
SHS	12	9	3	
ED	11	8	2	1
CLT	9	5	4	
CI	6	3	3	
ERI	2	2		
ODG	2	2		
BSP	2	2		
GBS	1	1		
AFR	1	1		
UIS	1			1
Total	70	52	16	2

7.2 Events organized by Field Offices/ Institutes

Abuja	1
Apia	2
Dakar	2
Dar es-Salaam	1
Kathmandu	1
Montevideo	5
Nairobi	1
Rabat	1
Venice	2
UIS	1
UNEVOC	1
Total	18

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

Type of Events taking place	at HQS	away from HQS
Category 2-Intergovernmental meeting	3	3
Category 3- Non-governmental conference	-	-
Category 4- International Congress	-	-
Category 5-Advisory Committee	1	-
Category 6-Expert Committee	1	3
Category 7-Seminars and Workshops	2	17
Category 8-Symposium	2	1
Event under patronage	-	-
Exhibition	1	4
Film Projection	-	-
Headquarters Committee	-	-
Concert	1	-
Interagency Meeting	1	1
Consultative Meeting	2	7
Meeting by Member States or Institutions	-	3
Show	1	-
Internal meeting	-	-
Special Event	3	7
Working group/Expert Meeting	-	2
Information meeting for Permanent Delegations	1	-
Executive Board	1	-
Prize Giving ceremony	-	2
Total	20	50

8. UNESCO Headquarters

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

Conferences and meetings, organized by sectors, constitute an integral part of programme implementation and thus contribute to the achievements of the Organization's goals and objectives. UNESCO also hosts conferences and meetings organized by its Member States, through their delegations, as well as by other educational, scientific and cultural entities which share the Organizations' mandate. Cultural events, exhibitions, shows, and screenings, organized in cooperation with Member States and other partners contribute to the promotion of cultural diversity.

8.1. Conferences and Meetings

8.1.1 Programme Meetings

Date	Title*	Organizer	Place	Public
01/03	Vers des sociétés du savoir pour la paix et le développement durable. Première réunion d'examen du SMS+10	CI/KSD/UAP	Foyer Salle I + Salle XI....	1 500
04-05/03	CEB High-Level Committee on Programmes 25th Session	BSP/ADG	Salle X	45
05-08/03	Cérémonie de lancement de l'Initiative Mathématiques de la planète Terre (MPT 2013)	SC/BES	Hall Salle X	250
05/03	Formation à l'éthique	ETH	Salle VIII	30
06/03	Séminaire d'orientation pour nouveaux Ambassadeurs et Délégués permanents	ERI/MSO/DIR	Salle VIII	20
08-13/03	19e session du Comité international consultatif pour les réserves de biosphère	SC/EES/BNC	Salle XIV	35
11/03	Forum UNESCO du Futur	BSP/FOR	Salle IV	200
20/03	57e Réunion du Bureau du PIDC	CI/COM	Salle XIV	50
20-22/03	European Geopark NetWork (EGN) Spring Meeting 2013	SC/EES/GEO	Salle IV + Salle Pas Perdus	100
20-22/03	Promouvoir une recherche globale responsable	SHS/EST/BIO	Salle IX	30
20-22/03	Reunion TWAP	SC/IOC/ADG	Salle XV + Salle XVI	25
21-22/03	57e Réunion du Bureau du PIDC	CI/COM	Salle XIV	50
21-22/03	Musique sur l'eau	SC/HYD/UWS	Salle III	50
25-26/03	Atelier du programme MOST sur la mesure et l'évaluation des politiques d'inclusion sociale	SHS/HPD/RAC	Salle IV + Salle des Actes	50
25/03	Conférence UNESCO du Futur	BSP/FOR	Salle IX	50
25/03	First steering committee on KSA (King Abdullah) Program	BSP/CPN	Salle V	15
27-29/03	11e session du Conseil intergouvernemental du Programme MOST	SHS/HPD	Salle XI + Salle XVI	200
Total participation				2 700

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

8.1.2 External rentals

Date	Title	Organizer	Place	Public
28/03	Réunion du Groupe II	Délégation perm. de Bulgarie	Salle XIV	40
07-08/03	CCAC Working Group meeting	UNEP/DTIE	Vest XI-XII	200
08/03	Discussion sur la condition de la femme libyenne en particulier dans le passé	Délégation perm. de la Libye	Salle VI	50
15/03	Réunion sur le site archéologique de Panamá Viejo et district historique de Panamá	Délégation perm. de Panama	Salle XVI	45
19/03	Projection du film biographique « Stoichkov »	Délégation perm. de Bulgarie	Salle XI + Vest XI-XII	250
21/03	Cycle IHEPS 2013	IHEPS	Salle XIII	60
27-28/03	3e édition des Journées de l'innovation	Commission nationale française	Salle II + Salle VI, VII, VIII,...	450
Total participation				1 095

8.1.3 Electoral Groups Meetings

Date	Title	Organizer	Place	Public
01/03	Réunion du Groupe africain des Etats membres du Conseil exécutif	Délégation perm. de Djibouti	Salle XIV	45
01/03	Réunion du Groupe OCI	Organisation de la coopération Islamique	Salle XIV	40
05/03	Réunions du Groupe arabe	ALECSO	Salle XVI	50
06/03	Réunion du Groupe I	Délégation perm. de la Belgique	Salle XV	25
07/03	Réunion du Groupe II	Délégation perm. de Bulgarie	Salle XVI	40
08/03	Réunion du Groupe I	Délégation perm. de la Belgique	Salle V	25
12/03	Réunions du Groupe UE 2013	Délégation perm. de l'Irlande	Salle XVI	40
13/03	Réunion du Groupe 77	Groupe 77	Salle XIII	70
13/03	Réunion du Groupe de Genève	Délégation perm. de la République de Corée	Salle XVI	40
13/03	Réunion du Groupe GRULAC avec l'ADG/CLT	Délégation perm. de la République Dominicaine	Salle XVI	25
14/03	Réunion du Groupe des pays africains membres du Conseil exécutif	Délégation perm. de Djibouti	Salle XV	20
15/03	Rencontre des étudiants du Master "World Heritage" avec M. l'Ambassadeur et les autres fonctionnaires de la Délégation perm.	Délégation perm. de l'Italie	Salle XIV	25
15/03	Réunion du Groupe des pays africains membres du Conseil exécutif	Délégation perm. de Djibouti	Salle XV	20
18/03	Réunion du Groupe africain	Délégation perm. du Maroc	Salle VII	45
18/03	Réunion du Groupe des pays africains membres du Conseil exécutif	Délégation perm. de Djibouti	Salle VI	45
18/03	Réunion du Groupe des pays africains membres du Conseil exécutif	Délégation perm. de Djibouti	Salle XV	20
Total participation				575

8.2. UNESCO Cultural Events / Exhibitions - www.unesco.org/en/cultural-events

- The paper calendar for March events was printed out in 2,500 copies (in French)
- **6 events** were organized, co-organized and/or promoted in March by DPI/SPE (Special Events Section)

8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
08/- 20/03/2013	Collective exhibition at the occasion of the International Women's day	Division Division for Gender Equality	Salle des Pas Perdus and Miró Rooms	N/A

8.2.2 Shows, Screenings and Award ceremonies

Date	Title	Organizer	Place	Public*
08/03/2013	International Women's day Concert "Tribute to Women in Music: from the romantic to the electronics".	Division for Gender Equality in cooperation with the Perm. Delegation of Sweden, Sveriges Radio and Radio France	Room I	900
11/03/2013	Armenian, Bulgarian and Lithuanian expressions inscribed on the Representative List of the Intangible Cultural Heritage - On the occasion of the International Francophonie Day	Permanent Delegation of Lithuania to UNESCO	Room I	1 000

8.2.3 Conferences, forums

Date	Title	Organizer	Place	Public*
05/03/2013	Mathematics of Planet Earth Day	Natural Sciences Sector	Room XI, Corridor X-XI, Halls Rooms X-XI	250

11/03/2013	Imagining Africa's Future: Beyond Models of Catch-up and Convergence	Bureau of Strategic Planning	Room IV	200
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8.2.3 Special events

Date	Title	Organizer	Place	Public*
28/03/2013	15th Annual L'ORÉAL-UNESCO Awards for Women in Science - 2013	Natural Sciences Sector and L'Oréal Foundation	Sorbonne University	350

*Source: the number of participants for the rooms is estimated by ERI/DPI/SPE and MSS/CLD. Neither means nor tools are available to monitor exhibitions visitors. Room I maximum capacity: 1 350 seats

8.3. UNESCO Visits

The Visitors' Service organized a total of **64 visits** for **1,191 visitors** in March 2013.

Most visitors came within the framework of group visits and spontaneous visits. The major part of the organized visits was conducted in French for a European and North American public.

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

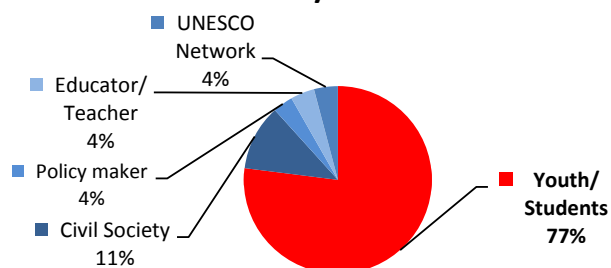
2. Languages		
Visits in French	48	75%
Visits in English	14	22%
Other	2	3%

3. Type of visits		
Group Visits	39	54%
Spontaneous Visits	25	35%
Individual Visits	0	0%
Incl. Thematic Conferences	8	11%

4. Origin		
Europe and North America	912	77%
Asia and Pacific	248	21%
Latin America and the Caribbean	6	1%
Arab States	20	2%
Africa	5	0%

5. Profile of visitors

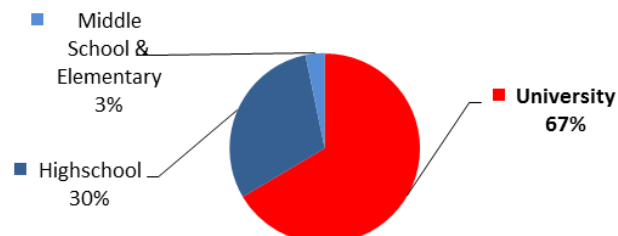
A record: 77% of visitors received were Youth/Students!



Breakdown of 1 191 UNESCO visitors in March 2013

Source: UNESCO

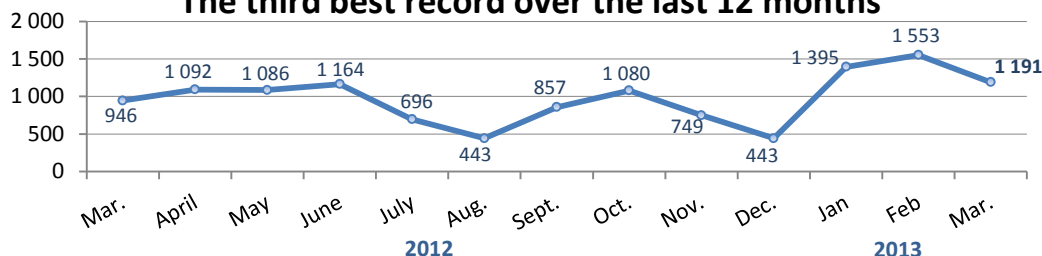
Almost 70% of Youth/Students visiting UNESCO were University students



Breakdown of 917 Youth/Student visitors in March 2013

Source: UNESCO

Almost 1,200 visitors received The third best record over the last 12 months



Visitors received by the Visitor's Service in March 2013 (past 12 months)

Source: UNESCO

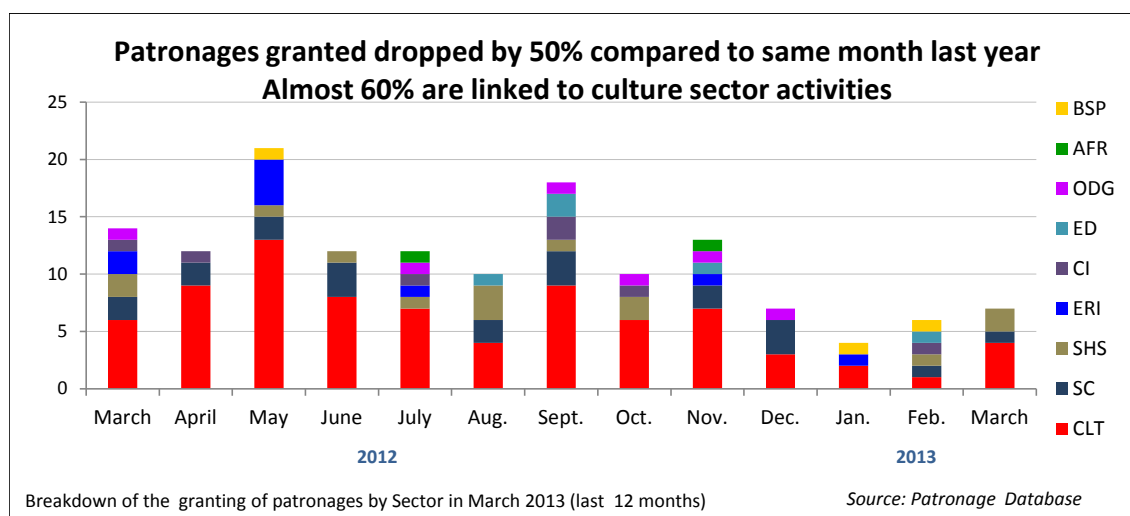
9. UNESCO logo exposure

9.1. Patronage

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

The following **7 events** which have been granted UNESCO's patronage took place in March 2013:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
14/03/2013	Italy	Colloque consacré à la pensée de Chiara Lubich, Lauréate du Prix UNESCO pour l'éducation à la paix	Researchers & civil society	SHS
15/03/2013	Belgium	Film entitled "Chemistry: where could it take you?"	Educators/students & the general public	SC
20/03/2013	France	La 17e édition du "Festival de l'Imaginaire"	Civil society	CLT
21/03/2013	France	Colloque européen intitulé "Le patrimoine: un modèle de développement durable" organisé par ICOMOS France au nom du Comité Europe d'ICOMOS International	Cultural conversation professionals & policy-makers	CLT
21/03/2013	Italy	Awards ceremony of a project entitled "A Kick to Racism" organized by the Centre UNESCO of Turin and the Juventus Football Club	Educators/students & young people	SHS
21/03/2013	Monaco	La VIIe édition des Rencontres Internationales Monaco et la Méditerranée (RIMM) intitulée "La puissance du Feu : du mythe de Prométhée aux défis futurs en Méditerranée"	Civil society	CLT
26/03/2013	France	Colloque international "Patrimoine partagé" (Strasbourg)	Professionals working in World Heritage protection	CLT



10. Media 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 (NHK and TBS / Japan, SWR / Germany). Memoranda of Understanding have been recently signed with major press agencies (RIA Novosti / Russia, 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. NHK (Japan)

Area of collaboration: **Tangible and Intangible Cultural Heritage**

Partnership began: August 2004, renewed in August 2009, and November 2012

Duration: until December 2014

Explanation of partnership: http://www.nhk.or.jp/sekaiisan/info_unesco.html

Products: **1 series of TV programmes (5 minutes) + several special programs**

Logo use: **For every broadcast/rebroadcast (except for special programs). Exposure is 6 seconds (Series World Heritage 100 only)**

Reaction from audience: **10-20 calls per week, requesting rebroadcast, asking more info on the content etc.**

Regular programs (NHK General)

Title of the Program: **Series World Heritage 100**

Area of broadcast: **Japan and Worldwide**

Estimate number of households as viewers in Japan (Video Research Inc): **17,791,000 households in main Kanto region** = 1 percent of audience share corresponds to **177,910 households in main Kanto region.**

Estimate number of viewers in Japan (Video Research Inc): **889,550 households in main Kanto region.** Total number of the viewers nationwide has not been surveyed.

<i>Date</i>	<i>Subject</i>	<i>Format</i>
Every day in Japan	Series World Heritage 100	5 minutes
Almost every day worldwide by satellite	Series World Heritage 100	5 minutes

Special programs (Satellite channel)

Estimate number of households as viewers in Japan on average per program (Video Research Inc): **676,058** in main Kanto region. Total number of viewers nationwide has not been surveyed.

<i>Date</i>	<i>Subject</i>	<i>Title</i>	<i>Format</i>	<i>Audience Share</i>
08/03	World Heritage : Journey Across Time *	"Equador: The Inca Spirit in the Sky City"	59 minutes	0.5 %
15/03	World Heritage : Journey Across Time*	"Indonesia: The Wealth of the Terraced Rice Field"	59 minutes	0.7 %
18/03	Search and Go! Treasured World Heritage Sites	"Wonders of People around World Heritage"	59 minutes	7.8 %
27/03	World Heritage Dream Match!	Machu Picchu vs. Pyramids	48 minutes	6.2 %

*aired on the Satellite channel only

10.2. TBS (Japan)

Area of collaboration: **World Heritage** (Cultural Heritage)

Partnership began: 1994

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: **SONY**

<i>Date</i>	<i>Subject</i>	<i>Format</i>	<i>Audience Share</i>
03/03	Cultural Landscape of Bali Province: the Subak System as a Manifestation of the Tri Hita Karana Philosophy (Indonesia)	30 minutes	5.5%
10/03	City of Bath(UK)	30 minutes	7.6%
17/03	Islands and Protected Areas of the Gulf of California(Mexico)	30 minutes	6.2%
31/03	Sangha Trinational(Cameroon,Central African Republic, Congo)	30 minutes	5.9%

Average audience share in March: **6.3 percent** (for the first broadcast)
 Estimate number of viewers in Japan: **5,749,000** (for the first broadcast)
 The total number of audience accessed to the program in March was estimated at **23,119,000**.

10.3. Xinhua News Agency (People's Republic of China)

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

Partnership began: October 2010

Products: **News and interviews**

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

Website Page views: **100 000 000 per day** (100 000 000 hits)

Network: partnership with more than 100 foreign news media

Links to titles by language (other than Chinese)	Nb of reports
Spanish	44
English	24
Russian	24
French	22
Arabic	9
In March, a total of 123 reports were released on UNESCO through Xinhuanet	

10.4. RIA Novosti

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

Partnership began: September 2010

Duration: until December 2013

Products: **News and interviews**

Output: **RIA Novosti website (<http://en.rian.ru/>) in Russian, English, German, French, Arabic, Persian, Spanish, Japanese, Chinese**

Network: partnership with more than 100 foreign news media

Date	Titles of Reports on UNESCO in Russian	Page views
01/03	National Day of Peace in Japan - "Bikini Day"	161
04/03	News conference on the We are the Multi-Ethnic People of Russia competition	69
04/03	HIV and AIDS: the plague of the 20th century	1 070
04/03	Solovetsky Islands must become a national park - experts	181
05/03	MSU again in listing of top 100 universities in world	792
09/03	Parliament of Jordan votes to keep Abdullah Ensour as country's prime minister	219
11/03	First meeting on Russian spiritual center takes place in Paris	140
12/03	Freedom of Expression on the Internet	895
12/03	First university textbook on Baikal published in Irkutsk	198
13/03	Anton Makarenko: "I love this section of humanity"	326
13/03	Biography of Gennady Gudkov	457
14/03	Exhibition of Lithuanian artists opens in Kaliningrad	69
15/03	Fifth Russian UNESCO-UNEVOC educational center appears in Yugra	150
19/03	Azerbaijan to celebrate seven days of Novruz Bayram holidays	3 034
20/03	Aboriginals of Primorye Territory ask Putin to halt logging along Bikin River	138
20/03	International Earth Day	1 288
21/03	Muslims celebrate the festival of Nowruz	2 087
21/03	World Poetry Day	981
21/03	Hyperdactyl, or How to become a poet in one month	265
21/03	The second Korean war: to be or not to be	4 525
21/03	Russian-Lithuanian plans to manage Curonian Spit to be approved by UNESCO in 2013	82
21/03	President of Tatarstan congratulates people celebrating Nowruz in Ashgabat	274
22/03	World Water Day	417
22/03	Authorities to expand boundaries of several nature parks in Gorny Altai by 2020	16
22/03	Forest water conservation, hydro-electric power and Baikal are main water issues	89
22/03	Numbers of sables in Krasnoyarsk nature reserve fall as a result of heat wave in 2012	86
22/03	Rada & Ternovnik to perform TV concert during Earth Hour	151
26/03	Irina Korchevnikova named new director of Obraztsov Puppet Theater	274
27/03	World Theatre Day	628
28/03	Internet project on poet Donelaitis launched in Kaliningrad	42

28/03	FosAgro and UNESCO to launch Green Chemistry project	89
29/03	UNESCO hopes to collaborate with Russian business	78
29/03	FosAgro and UNESCO to give out grants to young chemical scientists	139
30/03	The Passion of the Christ put on in Central Square in Mexico City on Good Friday	106
Total reports in Russian: 34		Total page views: 19 516

Date	Titles of Reports on UNESCO in English	Page views
11/03	Doping: Russia Donates Extra to WADA for Influence	17
16/03	Sara Brightman's Space Trip Under Question - Roscosmos	54
Total reports in English: 2		Total page views: 71

Date	Titles of Reports on UNESCO in French	Page views
04/03	Les titres du 4 mars 2013	7
11/03	La Russie augmente sa contribution à l'Agence mondiale antidopage	5
11/03	Centre russe à Paris : création d'un groupe de travail franco-russe	10
14/03	Palestine : une "école russe" verra le jour à Bethléem	4
Total reports in French: 4		Total page views: 26

Date	Titles of Reports on UNESCO in Spanish	Page views
25/03	Países latinoamericanos compiten por el turista ruso en la Feria Turística MITT 2013 de Moscú	59
Total reports in Spanish: 1		Total page views: 59
TOTAL REPORTS: 41		TOTAL page views in March: 19 672

10.5. Südwestrundfunk (SWR) - www.schaetze-der-welt.de

Area of collaboration: **production and broadcasting of World Heritage documentaries**

Partnership began: 1995

Products: **Documentary films – 404 films produced to date**

Output: **3 sat** (Cultural channel for Germany, Switzerland and Austria), **Phoenix** (Documentary channel for Germany), **SWR Fernsehen** (Regional channel of ARD) and [Südwestrundfunk website](#)

Films shown on World Heritage in March 2013: **Treasures of the World – Heritage of mankind**

▪ 3sat – cultural channel (Germany / Austria / Switzerland)

Day/time	Nb of films	Audience share	Viewers / film	Total viewers
Sunday 7.45 pm	2	0.3	90 000	180 000
Monday 12.45 pm	4	0.4	40 000	160 000
Tuesday 9.45 pm	2	0.9	240 000	480 000
Extra shows, different times	-	-	-	-
Total	8	-	-	820 000

▪ Phoenix – documentary channel (Germany)

Day/time	Nb of films	Audience share	Viewers / film	Total viewers
Different days and times	14	1.5	137 857	1 930 000
Total	14	1.5	137 857	1 930 000

▪ SWR Fernsehen – regional channel of ARD (South West of Germany)

Day/time	Nb of films	Audience share	Viewers / film	Total viewers
Saturday 6 am	4	2.6	10 000	40 000
Saturday 4.45 pm (only Saarland)	5	4.0	8 000	40 000
Extra shows, different times	4	2.1	102 500	410 000
Total	13	-	-	490 000