



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

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Monthly Visibility Report

February 2015

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Executive Summary

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

Media and Major Events

The three major events highlighted in this report include the Netexplo Forum (4-5/02), World Radio Day (13/02) and Mobile Learning Week (23-27/02). All three presented full and interesting programmes and all were widely promoted on the website, via social media channels and distribution of information to mainstream media outlets.

The one that drew the most attention globally was undoubtedly World Radio Day, due in large part to the presence of 19 broadcasters from 11 countries at Headquarters, as well as some 329 events organised in another 83 nations to celebrate the occasion. The Day is very clearly branded a UNESCO Day in all coverage. Programmes aired on radio stations around the world included 132 interviews – several with the Director-General and the remainder with programme specialists - covering the various priorities and activities of the Organisation.

Netexplo Forum did particularly well in France with more than 900 stories published in mainstream print media and online sites. The event was reported as being held at UNESCO HQ, but the Organisation was rarely mentioned beyond that.

Despite high expectations, the partnership with UN Women, and the involvement of the Broadband Commission, Mobile learning Week did not attract much media coverage this year. This can mostly be attributed to the lack of any key news announcement or data on advances in the area of mobile learning.

However, the story that eclipsed all of these events, in terms of media coverage, was the wave of attacks against cultural heritage in Iraq and the Director-General's condemnation of these acts. The graph opposite shows the dramatic jump in the number of articles on UNESCO, monitored daily in the world media, provoked by the attack and UNESCO' reaction. The Director-General's press conference following the Mosul Museum rampage on 27 February was attended by 24 leading French and international media, and dozens of interviews followed.

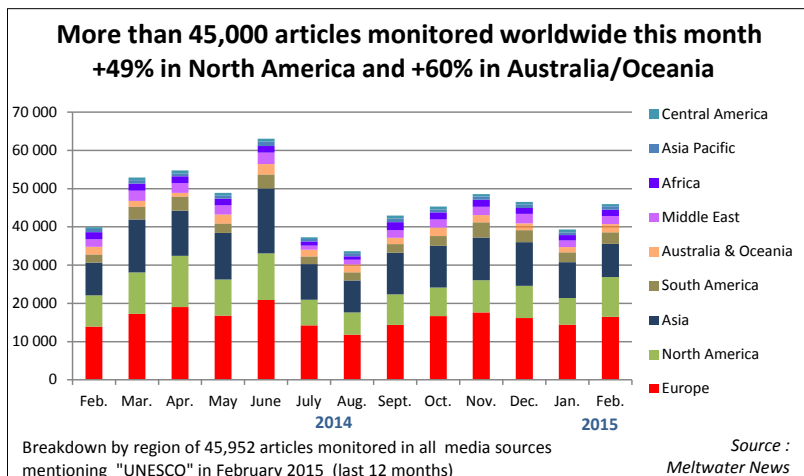
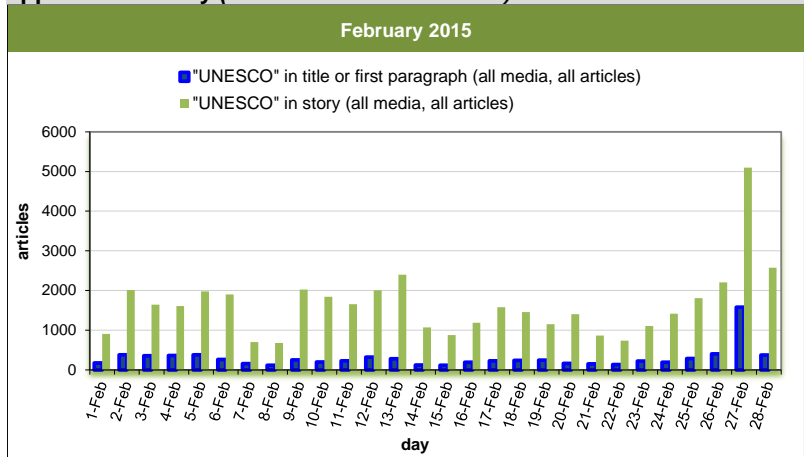
The following events are highlighted in the Major Events pages:

- **Netexplo Forum 2015 (04-05/02)**
- **World Radio Day 2015 (13/02)**
- **Mobile Learning Week 2015 (23-27/02)**

UNESCO Website and Social Media Channels

Traffic pursues its growth for the second month in a row, with a 10 per cent increase this month. Social media and compelling graphics contributed actively to this increase, which resulted in surpassing last year's February traffic. Several major events took place this month, but unfortunately the 2015 World Radio Day website was hosted this year on a dedicated server, and its traffic was tracked separately. The most viewed "Event" page concerned Mother Language Day (7,700 page views),

Articles monitored daily in all media sources in which "UNESCO" appears in a story (Source: Meltwater News)



while the dedicated day's page got 9,000 page views. "Education for the XXI century" and "Protecting our heritage and fostering creativity" themes pages topped in views, while the World Heritage was the most viewed sub-site, followed by Careers. Unesco.int traffic is stable but shows a slight drop compared to same month last year. On Unescommunity the article on the SMT retreat scored best, followed by the live streaming of the "Information meeting for the Executive Board".

February 2014 saw an average 4% growth on UNESCO's social media channels. The expansion of our graphic design resources for the Arabic-language has helped our Arabic Twitter jump by 8.32% - the largest growth rate this month. Our robust social networks are also helping drive performance elsewhere in the Organization – particularly, by generating visits to UNESCO publications. Views of Spanish-language publications have taken bounded by 96%, thanks to our hyper-engaged Hispanophone communities. Social media has helped make our Sports Education publication become the first SHS publication to be among the month's 10 most viewed publications.

Messages related to Mother Language Day (21 Feb.) steal the show every February, and this year was no exception. They are in this month's top 10 messages. Our digital card featuring Nelson Mandela was another crowd-pleaser, especially in Portuguese and Spanish. Though used to promote UNESCO's 70th anniversary or #unesco70, it has been picked up at the UN-wide level, and assimilated into the global #un70.

Another top message relates to the destruction of heritage in Iraq – few other condemnations have generated so much interest. We took a still from the video, and turned it into a STOP sign. The red overlay helps us assert our own message, and shows that we reject the propaganda video.



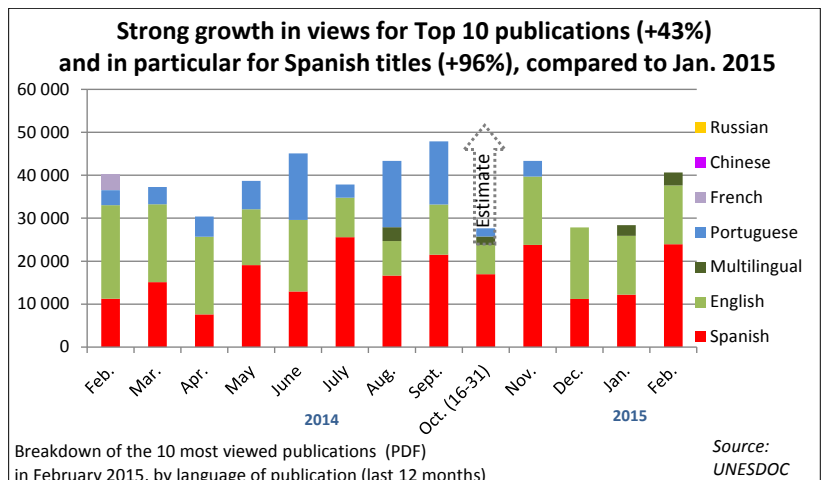
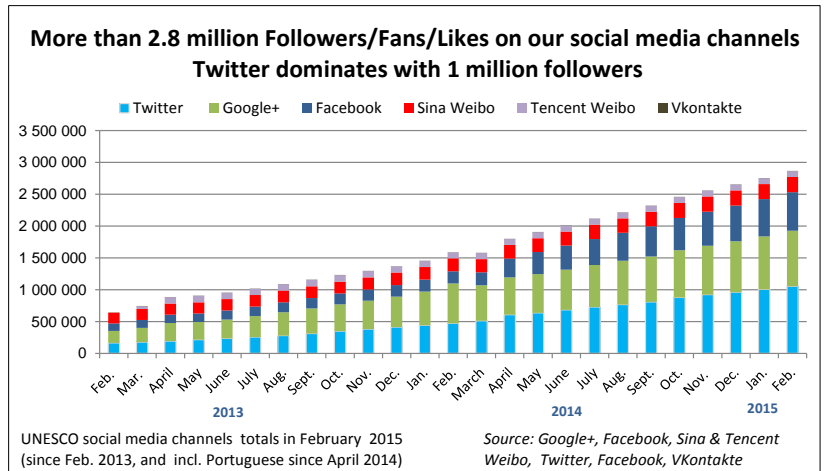
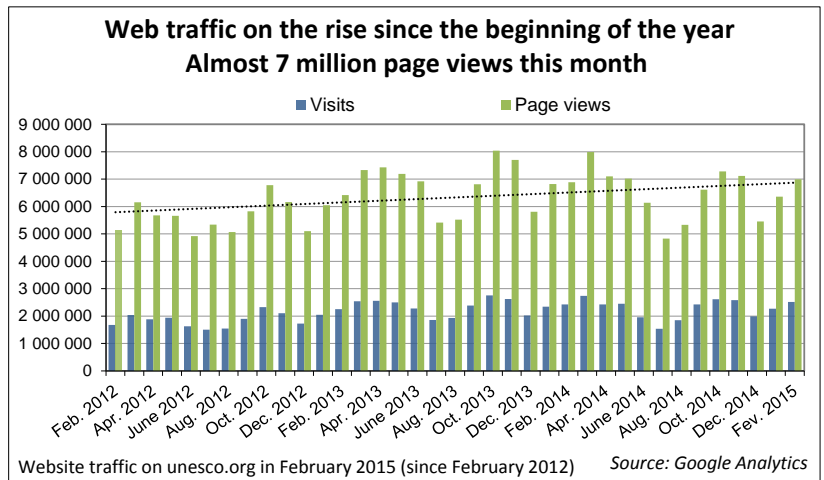
Other creative highlights include the first ever [WhatsApp campaign led in Brasilia for World Radio Day](#); and colorful communications to promote the UNESCO Asia Pacific Heritage Awards.

Publications

Online viewing has increased by 43% compared to January 2015 and is comparable to viewing in February 2014. The newly released SHS publication [Quality Physical Education \(QPE\): guidelines for policy makers](#) has fared very well in both Spanish and in English, both figuring in the Top 4 most consulted. The two main flagship reports of UNESCO, the [EFA Global Monitoring Report 2013-2014](#) and the [World Water Development Report 2014](#), are also present in the Top 10. Page views on Google Books have also increased compared to January 2015 (+3%), and more particularly when compared to February 2014 (+101%). Best-selling titles at the Bookshop were on culture and education themes, as were on-line sales.

Focus on a Field Office

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



Major events:

I. Netexplo Forum 2015 (04-05 February 2015)

Le Forum Netexplo, créé en 2007, est organisé depuis 5 ans en partenariat avec l'UNESCO, pour offrir un point de vue exclusif et différent sur la révolution numérique, par le biais d'un Observatoire indépendant qui étudie l'impact du digital sur la société et les entreprises. A travers un réseau de captation international composé d'universités reconnues mondialement dans le domaine des technologies, l'Observatoire Netexplo défriche le monde à la recherche des nouveaux usages du digital. Cette captation est animée par un réseau d'experts internationaux, présidé par Joël de Rosnay (France), Conseiller à la Présidence d'Univscience. Afin d'étendre et utiliser pleinement ce réseau, le UNESCO-Netexplo Advisory Board (UNAB) a été officialisé en février 2015 et une page web dédiée sera préparée afin de partager leur vision des différents défis posés par la révolution numérique globale. Cette année le Grand Prix a été désigné à parts égales par le suffrage des experts et un vote du grand public en ligne

Le Forum 2015 a également vu naître l'initiative UNESCO Netexplo Women Pioneers, visant à renforcer la captation des innovations pensées et créées par les femmes.

Comme à l'accoutumée, l'édition 2015 du Forum a présenté les 10 innovations lauréates dans les domaines développement durable, santé & prévention, éducation, et management, mais a été caractérisée par un format de conférence qui a beaucoup misé sur le modèle « online ». Seule la première matinée de cette 8^e édition, ouverte par la Directrice générale, Irina Bokova et la Secrétaire d'Etat française chargée du numérique, Mme Axelle Lemaire, était présente au Siège de l'UNESCO (en Salle I, avec plus de 1 300 participants). Les trois autres demi-journées se sont déroulées dans le studio de télévision de l'UNESCO. Ce nouveau format a reçu diverses réactions. Dans l'ensemble, les participants - pour la plupart des décideurs et chefs d'entreprises- ont apprécié les informations condensées et ont plébiscité le rapport sur les tendances, point fort du Forum, mais certains ont trouvé que c'était au détriment du « networking » et des échanges avec les innovateurs.

Quelque 900 articles ont été recensés dans la presse. Certains articles se réfèrent surtout à des innovations précises, d'autres à l'analyse sociologique; alors que certains n'ont pas mentionné l'UNESCO, d'autres n'ont cité que l'UNESCO sans évoquer Netexplo. Pendant le Forum, le hashtag #Netexplo a été le 2^e le plus populaire en France (plus de 10 millions de tweets – dont 65% de retweets et 48% émanant de femmes). 9,000 connexions ont été enregistrées pour les deux jours de webcast ; un résultat inférieur aux attentes, en raison d'un trafic généré exclusivement par les pages UNESCO ou Netexplo. Un appui sur une chaîne web telle que YouTube ou Dailymotion aurait permis d'accroître ces résultats en récupérant leurs également leurs visiteurs habituels.

Participants: 1,362 on 4 February (morning). 1,512 total participants during the 2 days.

Audience: Decision makers and business leaders.

Communication materials and activities:

- News ([04/02](#))
- Press kit
- Advertisement in dailies (le.g. Le Point, ...)
- [Official website](#)
- [Dedicated webpage](#) & [Event announcement](#)
- In Focus for the webcast
- Programme
- Vote for the Netexplo Grand Prix 2015
- [Videos from the 2015 Netexplo Forum](#)
- [Photo gallery](#)

Webcast/Live streaming connections: 2,500 unique visitors/day followed the online conference and panels. 9,000 total connections during the 2 days.

Website statistics: [News](#): 32 visits/183 page views. [Dedicated webpage](#): 185 visits/851 page views. [Event announcement](#): 217 visits/426 page views.

Press coverage: Netexplo does all of the media relations work for this event. It received good coverage in France, with some 900 articles published in traditional and online media. Most of this coverage focused on the awards presented at the event. More developed articles were published in specialized news outlets. UNESCO was mentioned in most of stories simply as the location for the event.

Social media: Messages about Netexplo generated low interest on our platforms – unsurprisingly so, since UNESCO is in a communications support position, with official communications being led by Netexplo. Yet, we have found ways to add an original UNESCO voice to the event, namely with messages advocating for freedom of expression & innovation, as well as the importance of creativity and innovation, in the digital space. Our top #Netexplo message is the tweet: "Digital innovation today can only flourish in societies that guarantee our human right to freedom of information & expression #netexplo" (86 RT) Netexplo was also an opportunity to promote our work in digital matters – such as mobile technologies for education: "See how mobile tech can transform the digital divide into digital dividends for education + infographic" did particularly well (154 RT)



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II. World Radio Day 2015 (13 February 2015)



World Radio Day (WRD) 2015 saw unprecedented visibility, building significantly on the already-impressive levels seen the previous years. UNESCO broke for the third consecutive year its record on the number of staff media interviews, this time the figures rising to 132. These interviews were delivered throughout the world.

Visibility exchange partnerships were conducted with more than 50 international organisations, NGOs and broadcasting organisations. A total of 329 events were registered, with 24 UNESCO Field Offices organising celebrations. The signature event in Paris brought 19 radio stations from 11 countries to UNESCO HQ. Online visibility was also unprecedented for

UNESCO, with the dedicated website registering more than 100,000 page views between 22 January and 26 February 2015, and the #dialmundialdelaradio hashtag becoming the No.1 trending hashtag in Spain on 13 February.

UNESCO fostered a strong mobilisation around this year's WRD with the theme of "Youth and Radio", along the three principal sub-themes of the Day: "Celebrating Radio", "By Youth, For Youth" and "Safety & Security". The 2015 striking results and visibility demonstrate that UNESCO has succeeded in having WRD earn its place as a widely-recognised and celebrated International Day. The central goal of 2015 World Radio Day, to encourage greater inclusion of young people in radio as producers and broadcasters, was also achieved.

The 329 celebrations organised around the world and registered in [UNESCO's WRD Crowdmap](#) represented a 33% increase over 2014, and were spread out across 83 different countries, more than twice the established 37C/5 benchmark. A total of 249 were either organised by or involved the direct participation of broadcasters, and 24 UNESCO Field Offices and 7 National Commissions also organised celebrations¹.



In total, 19 radio stations² from 11 countries (China, France, Jordan, Kenya, Lesotho, Namibia, South Africa, Spain, Tanzania, United States of America, and Zambia) broadcast live from UNESCO in Paris, France, in direct contact with an estimated 300 members of the general public who visited its Headquarters. The collection of broadcasters ranged from major outlets with large international audiences to local and community radio stations.

A strong focus on partnerships led to World Radio Day messages being carried by at least 12 U.N. agencies, funds and programmes³, as well as 20 international broadcasting and media organisations⁴. Content and visibility exchange partnerships were also chosen based upon relevance to young people, including youth-driven radio stations such Youth Radio (USA) and Triple J (Australia) and online audio platforms such as Spreaker, TuneIn and SoundCloud.

Interviews: CI's WRD strategy results every year in a record-breaking number of media interviews given by UNESCO. On 2015 WRD, UNESCO staff all over the world delivered 132 media interviews, marking the highest number for UNESCO in its history. The talking points for media interviews produced by CI for WRD are highly appreciated by Field Offices since they facilitate their staff's interviews. See list of interviews p. 14-15.

Participants: Not relevant measurement. WRD is mostly celebrated *on air* and not on-site.

Audience: Worldwide. In particular radio broadcasters and listeners. Broadcasting organisations. Young journalists, producers and broadcasters. Associations and national federations within the radio sector. Non-governmental organizations defending freedom of information and freedom of expression.

¹ UNESCO Field Offices: Abidjan, Beirut, Brussels, Bujumbura, Dakar, Doha, Geneva, Hanoi, Harare, Havana, Islamabad, Juba, Kabul, Kathmandu, Kinshasa, Lima, Mexico City, Montevideo, Nairobi, New Delhi, Rabat, San Jose, Santiago, and Yaounde. National Commissions: Bangladesh, Brazil, Ghana, Jamaica, Oman, Peru, Uzbekistan.

² Base FM (Namibia); Cadena de ondas populares españolas (COPE) (Spain); China Radio International (China); Farah al Nas (Jordan); Kyela FM (Tanzania); Mwanedu FM (Kenya); Monte Carlo Doualiya (France); Radio Atlantis (South Africa); Radio Campus Paris (FRAdIF, France); Radio Mafeteng (Lesotho); Radio Motus (FRAdIF, France); Radio Orient (France); Radio VL (France); RFI (France); RGB (FRAdIF, France); Vivre FM (France); WNYU Radio (United States); Yarmouk FM (Jordan); Zambezi FM (Zambia)

³ FAO - Food and Agricultural Organization of the United Nations; IAEA - International Atomic Energy Agency; IFAD - International Fund for Agricultural Development; ILO - International Labour Organization; ITU - International Telecommunications Union; UN - United Nations (New York, Geneva, Brussels); UNDP - United Nations Development Programme; UNFPA - United Nations Population Fund; UNIC - United Nations Information Centre; UNICEF - United Nations Children's Fund; and UNWTO - World Tourism Organization of the United Nations; and UN Women.

⁴ Academia Española de la Radio; ABU - Asia-Pacific Broadcasting Union; AER - Association of European Radios; AIB - Association for International Broadcasting; AIBD - Asia-Pacific Institute for Broadcasting Development; AMARC - World Association of Community Radio Broadcasters; ASBU - Arab States Broadcasting Union; BNNRC - Bangladesh NGOs Network for Radio and Communication; CBU - Caribbean Broadcasting Union; COPEAM - Permanent Conference of the Mediterranean Audiovisual Operators; CTO - Commonwealth Telecommunications Organisation; EBU/UER - European Broadcasting Union; EGTA - Association of TV & Radio Sales Houses; IAB - International Association of Broadcasting; IASA - International Association of Sound & Audiovisual Archives; IBU - Islamic Broadcasting Union; IEC - International Electrotechnical Commission; Internews; ITU - International Telecommunication Union; WAN-IFRA - World Association of Newspapers and News Publishers

Communication materials and activities:

- [Dedicated website](#) (6 languages) & [Event page](#)
- [Written message from the Director-General](#) (6 languages)
- [Video message by the Director-General](#) (3 languages)
- News [13/02](#)
- Media advisory sent by DPI to focal points and int. media correspondents in Paris
- Direct mailing to 47 national broadcasters, 163 radio stations, 14 radio broadcasting organizations, 16 journalists associations and training institutions
- Letters to UNESCO Field Offices, National Commissions and Permanent Delegations
- 132 media interviews given by UNESCO staff (see p. 14-15)
- 42 video messages (6 languages)
- Transcripts of video and audio content for the audibly impaired
- [Audio package](#) of all messages for re-broadcast
- 3 copyright-free articles ([1](#), [2](#), [3](#)) dedicated to the subthemes of WRD (6 languages)
- Brand new logo, visual identity, [banners, profile pictures and posters](#) (6 languages)
- [Infographic: Youth and Radio](#)
- 'Mini-infographics' for sharing via social media
- [Crowdmap](#) and information on the activities linked to WRD around the world
- Discussion topics for staff's media interviews (3 languages)
- ["15 Ideas to Celebrate World Radio Day"](#) targeted towards broadcasters, National Commissions and Field Offices (6 languages)
- ["10 Fun Ways to Celebrate World Radio Day"](#) targeted towards the general public (3 languages)
- [Dedicated platform](#) for WRD on SoundCloud
- Dedicated playlists on all five active YouTube channels (+ Youku in Chinese)
- 292 photos taken by WRD team during Hq events
- 250 photos (as of 26 Feb) submitted by event holders worldwide
- Photo galleries: events: at [UNESCO](#) & [Worldwide](#)
- [WRD broadcast](#) organized by EBU and ITU, with the collaboration of UNESCO

Website statistics: [News](#): 58 visits/106 page views. [External dedicated website](#): 45,980 visits/98,666 page views (in Feb. only). [Video message by the Director-General](#) (total views as at 28/02): En: 4,699; Es: 1,365; Fr: 227.

This year saw a renewed push to consolidate the online properties of World Radio Day, to create a central destination for all content and information that certainly helped achieve this impact. Thus the key worldradioday.org domain was redirected to the UNESCO-created site for the first time. To allow the greatest possible flexibility and stability, it was launched in six languages as an external website, which attracted more than 102,978 page views between 22 January and 28 February, and 38,767 on 13 February alone, markedly higher than in 2014. These strong numbers were driven by the large amount of quality content made available by CI, including 42 video messages and interviews with celebrities and opinion leaders. The official WRD infographics were especially popular, registering 6,740 views, more than twice the number seen in 2014.

Press coverage: World Radio Day logically aims for radio coverage in preference to press coverage. UNESCO's media monitoring service covers the big international broadcast networks, but not smaller outlets. Nonetheless, some 626 articles were monitored in mainstream news outlets in 34 countries. These included several news agency dispatches, each of which were relayed up by multiple media sources. The three top performing countries were China, the United States and the Russian Federation.

Social media: Social media coverage was also strong – around 100,000 World Radio Day-related Tweets were sent out worldwide, and the [#diamundialdelaradio](#) hashtag became the No.1 trending hashtag in Spain on 13 February. Furthermore, "Dia Mundial de la Radio" was a global trending topic.

Wonderful creative materials – particularly infographics about radio – helped us illustrate the key development challenges UNESCO seeks to tackle with the help of radio. They were widely shared throughout the UN system & by civil society.

Videos posted on YouTube attracted a total of 20,520 views (+29% compared to 2014), with the DG's video message being by far the most viewed across all UNESCO YouTube channels. In terms of language, English was the most popular language with 11,664 views, followed by Spanish (5,316) and French (1,716). Audio content on SoundCloud registered 2,783 plays across all languages.



III. Mobile Learning Week 2015 (23-27 February 2015)

Held annually, Mobile Learning Week is UNESCO's flagship conference about educational technology. The event convenes experts from around the world to share how affordable and powerful mobile technology can accelerate learning for all, particularly people living in disadvantaged communities.

This year Mobile Learning Week was held in partnership with UN Women under the theme 'Leveraging technology to empower women and girls.' The event ran from Monday to Friday, 23 to 27 February 2015 at UNESCO Headquarters and was opened by UNESCO Director General, Irina Bokova and UN WOMEN Executive Director, Phumzile Mlambo-Ngcuka.

A varied program of activities allowed over 600 policy makers, experts and practitioners to share knowledge and better understand the complex intersection of technology, education and gender. Holistically the event aimed to help governments and other stakeholders ensure that newly affordable mobile technologies advance gender equality.

Mobile Learning Week 2015 consisted of four distinct tracks:

On Monday (23 March), concurrent workshops allowed participants to take part in interactive demonstrations of mobile learning content and technology.

The symposium took place on Tuesday and Wednesday (24–25 March) and featured 4 plenary panels and 80 breakout presentations, in addition to keynote speeches given by, amongst others, Cherie Blair and Meagan Fallon, the CEO of Barefoot College in India. An exhibition accompanied the symposium, allowing organizations opportunities to share information about new educational technology and content.

The policy forum on Thursday (26 March) brought together senior representatives from governments and international organizations to discuss how mobile learning can accelerate progress towards gender equality in education.

On Friday (27 March), the research seminar examined evidence of how new technologies can empower women and girls in education and beyond.

A mobile application, specially designed to help MLW participants navigate the event's various tracks, was widely used, in addition to web and paper-based programs. The application was downloaded and used by 7 out of 10 participants, so 71% of participants downloaded it.

Participants: Approximately 150 speakers over the duration of the event, including a number of senior representatives: UNESCO DG; UN Women ED; Cherie Blair; ITU SG; Mitchell Baker, Executive Chairwoman of Mozilla; Asha Kanwar, CEO of the Commonwealth of Learning; and Anne Jellema CEO of the Worldwide Web Foundation.

Audience: Approximately 600 expert participants.

Communication materials and activities:

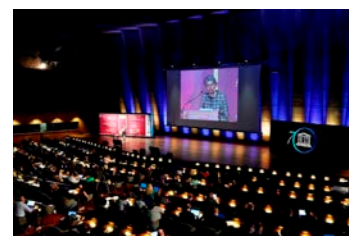
- News ([13/11/2014](#), [26/02/2015](#))
- In focus on UNESCO and ED homepages
- [Dedicated webpage](#) + Banner on website
- E-mail campaigns
- On-line registration
- Workshops, Symposium, Policy Forum, Research Seminar
- [Concept Note](#)
- Promotional material (3 large horizontal banners, 4 large vertical banners, 2 large square banners, 2 branded vinyl stickers, photowall, Room I background, podium branded plaques)
- Kakemonos
- Branded badges
- [Flyer](#)
- Video: [Mobile Learning Week 2015](#)

Website statistics (01/02-09/03): News: [13/11/2014](#): 270 visits/535 page views; [26/02/2015](#): 12 visits/117 page views. [Dedicated webpage](#): 4,858 visits/11,608 page views. [Concept Note](#): 211 visits. [Flyer](#): 136 visits. Video: [Mobile Learning Week 2015](#): 358 views.

Press coverage: Despite a widely distributed media advisory and solid information package on the website, press coverage for this event was disappointingly light. Significant interviews were done with SciDev.Net, Deutsche Welle and IPS. The Times Higher Education Supplement ran a story, as did the Saudi Gazette and a few other specialized media outlets. However, the results were very far from the success of last year's event. This is probably explained by many other major news stories happening at the time (in Iraq, Ukraine and Greece), as well as the fact that there was no new data or research presented at the event, and no particularly striking news announcements.

Social media:

We designed two mini-infographics to illustrate the need to harness "mobile power for girl power". They were widely shared on social media, including the channels of event partner UN Women



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Focus on UNESCO Office in Kabul

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

Bamiyan Cultural Centre Design Competition Award Announcement, 18 February 2015

An Argentina-based architecture team led by Carlos Nahuel Recabarren was announced as the winner of an international competition – launched by the UNESCO Office in Kabul on 15 Nov. 2014 - to design a Cultural Centre in Bamiyan, Afghanistan.

The winning entry and four runner-ups were anonymously selected by an international jury of seven technical experts. The wide-ranging backgrounds of the jury, including Cameron Sinclair, Executive Director of Jolie-Pitt Foundation and Co-founder of Architecture for Humanity, Elizabeth O'Donnell, Acting Dean of The Cooper Union, and Young Joon Kim, the Coordinator of the Paju Book City in Korea, spoke to the importance the international community places on cultural renewal in Afghanistan.



The work of Carlos Nahuel Recabarren and his fellow team members Manuel Alberto Martinez Catalan and Franco Morero's was selected from an astonishing 1,070 design proposals submitted from 117 countries. The winning design was endorsed by the Afghan President, H.E. Ashraf Ghani, who acknowledged UNESCO's competitive selection process for the design of the new Bamiyan Cultural Centre. A [press release](#) including all details was issued on 18 February. All the submitted designs will be exhibited on the [competition website](#) for three months starting from mid-March:

Afghanistan and Finland agree to cooperate in support of a large UNESCO's Literacy programme

Afghanistan, Finland and UNESCO signed on 1 February an agreement of a literacy programme, which aims to teach adult population, especially women to read and write. The programme aims at reaching 1.2 million adult literacy learners in Afghanistan by the end of 2016. The agreement was signed in a ceremony at the Ministry of Education in Kabul. The ceremony was attended by His Excellency Dr. Mohammad Shafiq Samim, Acting Minister of Education, Mr. Ari Mäki, Ambassador of Finland to Afghanistan, and Mr. Paolo Fontani, Director and Representative of UNESCO in Afghanistan. The Government of Finland is joining other donors such as the Government of Japan and the Swedish International Cooperation Agency (SIDA), to support UNESCO in the largest adult literacy programme in Afghanistan, called "Enhancement of Literacy in Afghanistan (ELA)". [More about ELA.](#)

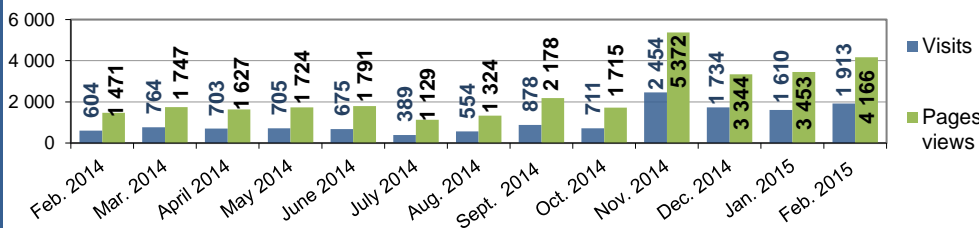


An extract from KHEDMAT for neo-literate police

UNESCO's Literacy for Empowering Afghan Police (LEAP) project delivers quality literacy training for police officers in Afghanistan through the existing framework of Ministry of Interior. LEAP publishes monthly (12 pages) newsletters and a quarterly (80 pages) magazine titled KHEDMAT (Services). Each issue has a print run of 20,000 copies, in local languages, Dari and Pashto, which are distributed to police departments and posts across the country. The contents of KHEDMAT are edited to cater for the learning needs of the readers who, upon the completion of the 9-month literacy training, will have literacy and numeracy skills equivalent to that of the primary level grade-3. LEAP since has published 33 editions of monthly newsletters and 11 editions of the quarterly magazine. [More about LEAP:](#)



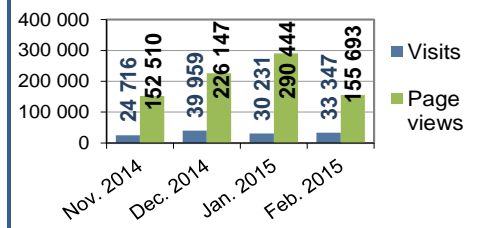
Website traffic: <http://www.unesco.org/new/en/kabul/home/>



Kabul Office web traffic from February 2014 to February 2015

Source: Google Analytics

Bamiyan Cultural Centre website



Web traffic since launch in Nov. 2014

Publications

- [Bamiyan Culture Centre/Mission](#)
 - [National TVET Strategy](#)
 - [National Literacy Strategy](#)
- (clickable images)



Facebook:

<https://www.facebook.com/unescokabul/>

1,891 Followers

Top 1 post in February:

- [Bamiyan Cultural Centre Design Competition Award Announcement](#)

YouTube (total views)

- [UNESCO Announces the Bamiyan Cultural Centre Design Competition](#) -22,950 views
- [Bamiyan Cultural Centre](#) – 5,483 views
- [UNESCO Enhancement of Literacy Afghanistan Programme in Afghanistan](#) – 434 views
- [UNESCO Enhancement of Literacy Afghanistan Programme-Women learners-Promotional video](#) – 145 views

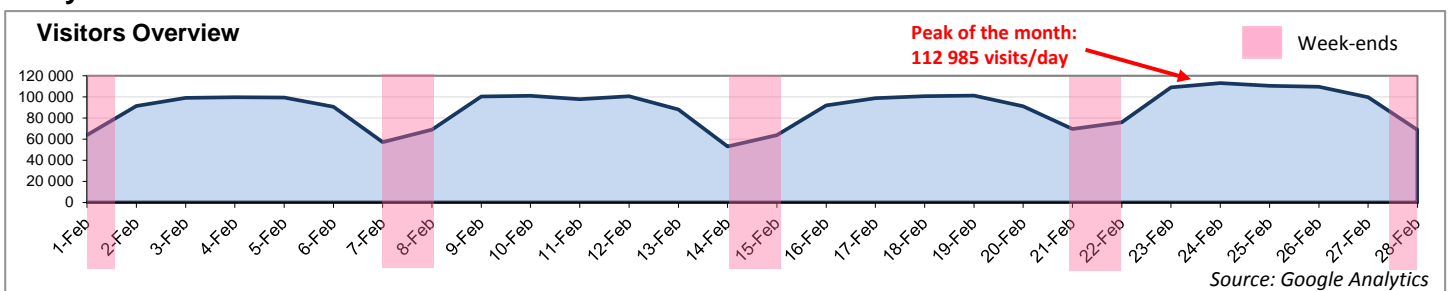
1. UNESCO Website – <http://www.unesco.org>

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).

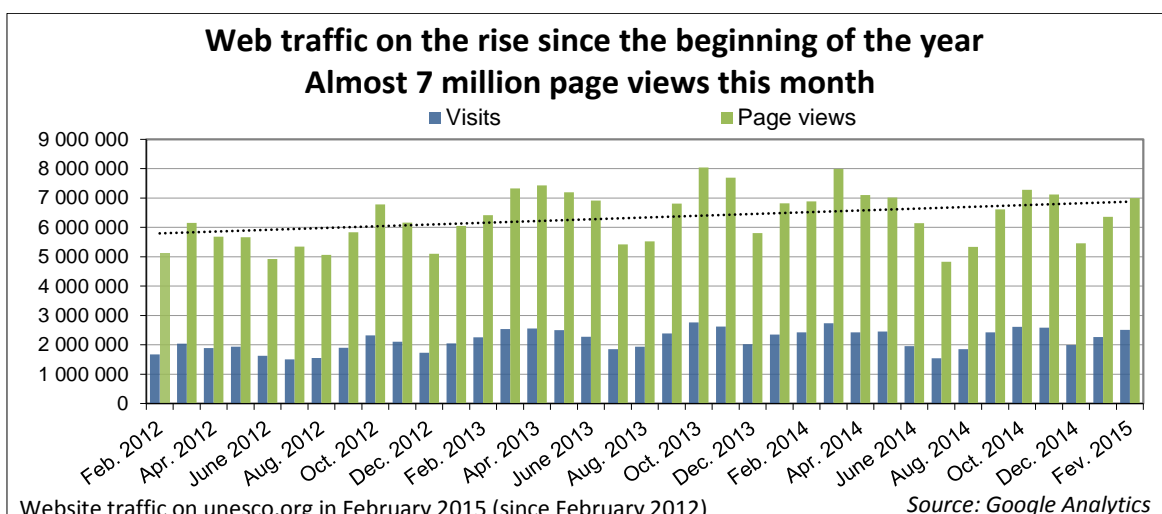
Traffic pursues its growth for the second month in a row, with a 10 per cent increase this month. Social media and compelling graphics contributed actively to this increase, which resulted in surpassing last year's February traffic. Several major events took place this month, but unfortunately the 2015 World Radio Day website was hosted this year on a dedicated server, and its traffic was tracked separately. The most viewed "Event" page concerned Mother Language Day (7,700 page views), while the dedicated day's page got 9,000 page views. "Education for the XXI century" and "Protecting our heritage and fostering creativity" themes pages topped in views, while the World Heritage was the most viewed sub-site, followed by Careers. Unesco.int traffic is stable but shows a slight drop compared to same month last year. On Unescommunity the article on the SMT retreat scored best, followed by the live streaming of the "Information meeting for the Executive Board".

1.1. February 2015 Traffic Daily Web Traffic Patterns



1.2. Monthly visits

	Page views ¹	Variation vs Y-1	Variation vs M-1	Visits ²	Variation vs Y-1	Variation vs M-1	Unique Visitors ³	Variation vs Y-1	Variation vs M-1
Feb. 2014	6 886 875	+7.37%	+1.01%	2 427 056	+7.64%	+3.44%	1 927 962	+11.77%	+3.74%
March 2014	7 989 912	+9.04%	+16.02%	2 737 332	+7.87%	+12.78%	2 121 680	+10.82%	+10.05%
April 2014	7 102 844	-4.36%	-11.10%	2 424 151	-5.09%	-11.44%	1 875 292	-2.88%	-11.61%
May 2014	7 018 100	-2.42%	-1.19%	2 448 173	-1.90%	+0.99%	1 894 841	-0.37%	+1.04%
June 2014	6 140 465	-11.21%	-12.51%	1 952 754	-14.09%	-20.24%	1 491 853	-13.58%	-21.27%
July 2014	4 826 807	-10.89%	-21.39%	1 540 348	-16.93%	-21.12%	1 179 042	-17.05%	-20.97%
Aug. 2014	5 332 615	-3.37%	+10.48%	1 849 771	-4.21%	+20.09%	1 452 139	-3.13%	+23.16%
Sept. 2014	6 613 378	-2.91%	+24.02%	2 425 768	+1.76%	+31.14%	1 904 998	+2.04%	+31.19%
Oct. 2014	7 279 843	-9.44%	+10.08%	2 615 387	-5.17%	+7.82%	2 005 482	-7.69%	+5.27%
Nov. 2014	7 117 727	-7.53%	-2.23%	2 580 313	-1.69%	-1.34%	1 973 591	-3.96%	-1.59%
Dec. 2014	5 452 657	-6.14%	-23.39%	1 990 436	-1.51%	-22.86%	1 540 810	-4.04%	-21.93%
Jan. 2015	6 357 424	-6.76%	+16.59%	2 265 290	-3.45%	+13.81%	1 751 520	-5.75%	+13.68%
Feb. 2015	6 996 175	+1.59%	+10.05%	2 512 724	+3.53%	+10.92%	1 927 342	-0.03%	+10.04%



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

Areas of interest	Visits ²	Variation vs Y-1**	Variation vs M-1**
UNESCO.ORG	2 512 724	+3.53%	+10.92%
Home & Central Service pages	171 316	-34.68%	+16.62%
Worldwide	20 371	-22.10%	+20.56%
Education for the 21st Century and ED Sector	181 743	-4.42%	+16.96%
One Planet, One Ocean & Science for a Sustainable Future and SC Sector	65 122	-6.78%	+11.78%
Learning to Live Together and SHS Sector	60 824	+6.21%	+5.82%
Protecting our Heritage and Fostering Creativity and CLT Sector	1 238 509	+8.57%	+7.27%
World Heritage	1 071 982	+7.11%	+5.82%
Intangible Heritage	71 772	+43.13%	+13.58%
Culture Sector (excl. Intangible Heritage)	94 755	+5.53%	+20.88%
Fostering Freedom of Expression & Building Knowledge Societies and CI Sector	60 817	-17.68%	+2.90%
Field offices (only those tracked)	176 219	+14.08%	+23.84%
UIL*	23 552	+23.82%	+5.83%
IIEP*	N/A	-	-
UNEVOC*	51 432	+93.21%	+3.40%

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

1.4. UNESCO Website Visitors

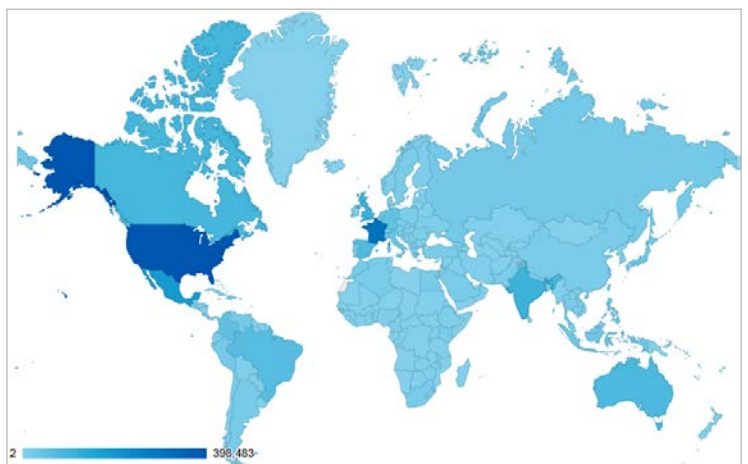
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	398 483	15.86%	+16.66%	2.68	00:02:28
France	312 451	12.43%	-1.93%	3.15	00:04:06
Mexico	191 020	7.60%	+44.59%	2.44	00:02:54
United Kingdom	111 087	4.42%	-6.65%	2.64	00:02:17
India	105 884	4.21%	+3.59%	2.13	00:02:13
Canada	94 102	3.75%	-3.40%	3.74	00:03:52
Australia	82 945	3.30%	+152.87%	3.65	00:04:43
Spain	77 594	3.09%	+4.52%	3.20	00:03:08
Brazil	67 331	2.68%	+37.05%	2.09	00:02:21
Colombia	53 947	2.15%	+140.71%	2.12	00:02:15

Top 10 visitors' language

Language	Visits ²	% of Total visits	Variation vs M-1
English	1 254 786	49.94%	+12.34%
Spanish	436 006	17.35%	+37.15%
French	377 900	15.04%	-3.65%
Portuguese	76 475	3.04%	+28.92%
German	42 990	1.71%	-7.73%
Russian	40 769	1.62%	+5.05%
Italian	40 352	1.61%	-1.36%
Arabic	30 358	1.21%	+35.03%
Chinese	29 487	1.17%	-13.53%
Japanese	25 646	1.02%	-15.65%

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
2014	February	22 600	+106.13%	+4.84%	8 433	+127.06%	+7.62%	2.86	+0.70%	00:05:08
	March	23 763	+134.05%	+5.15%	8 416	+129.26%	-0.20%	2.93	+2.45%	00:05:21
	April	22 059	+86.85%	-7.17%	7 735	+75.12%	-8.09%	2.92	-0.34%	00:05:12
	May	19 827	+94.13%	-10.12%	7 725	+87.23%	-0.13%	2.58	-11.64%	00:04:13
	June	16 511	+51.02%	-16.72%	5 787	+23.95%	-25.09%	2.91	+12.79%	00:05:24
	July	12 920	+0.31%	-21.75%	4 271	-17.61%	-26.20%	2.76	-5.15%	00:04:58
	August	12 038	+5.28%	-6.83%	4 598	+1.64%	+7.66%	2.49	-9.78%	00:04:27
	September	21 225	+7.85%	+76.32%	7 684	+17.82%	+67.12%	2.74	+10.04%	00:04:42
	October	36 614	+60.59%	+72.50%	8 663	+10.46%	+12.74%	2.87	+4.74%	00:05:01
	November	42 930	+76.62%	+17.25%	8 499	+0.32%	-1.89%	3.08	+7.31%	00:05:05
December	19 445	+15.20%	-54.71%	6 166	-4.00%	-27.45%	2.92	-5.19%	00:04:43	
2015	January	21 379	-0.82%	+9.95%	7 568	-3.42%	+22.74%	2.87	-1.65%	00:04:28
	February	21 114	-6.58%	-1.24%	7 569	-10.25%	+0.01%	2.64	-7.69%	00:04:06

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

	Month	Page views ¹	Variation vs M-1	Visits ²	Variation vs M-1
2014	February	12 853	-9.70%	3 789	+4.70%
	March	12 651	-1.57%	4 114	+8.58%
	April	13 238	+4.64%	4 507	+9.55%
	May	8 408	-36.49%	2 573	-42.91%
	June	12 632	+50.24%	3 741	+45.39%
	July	11 623	-7.99%	3 893	+4.06%
	August	6 941	-40.28%	1 764	-54.69%
	September*	47 900	+590.10%	11 736	+565.31%
	October	99 496	+107.72%	31 835	+171.26%
	November	63 813	-35.86%	22 104	-30.57%
December	80 731	+26.51%	20 438	-7.54%	
2015	January	90 976	+12.69%	23 780	+16.35%
	February	69 059	-24.09%	23 553	-0.95%

* New infrastructure implemented in early September.

Traffic indicators explained:

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

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

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

1.7. WEBCASTS - Live streaming connections

Event	Date	Simultaneous connections		
		External	Internal	Total
Les Assises du Vivant 2015	09-10/02	<ul style="list-style-type: none"> • EN - 13 • FR - 36 	<ul style="list-style-type: none"> • EN - 5 • FR - 8 	62
Netexplo Forum 2015 (external tracking)	4-5/02	N/A	N/A	9 000

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

UNESCO products for written and audiovisual media are:

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

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

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

Languages	Page views	Variation vs Y-1*	Variation vs M-1*
Total	132 674	+15.55%	+5.95%
English (EN)	64 813	+6.38%	-4.16%
Spanish (ES)	37 720	+38.80%	+46.56%
French (FR)	18 630	+24.29%	-10.42%
Arabic (AR)	5 420	+18.94%	+13.75%
Russian (RU)	4 783	+42.52%	-4.55%
Chinese (ZH)	1 308	-65.71%	+1.08%

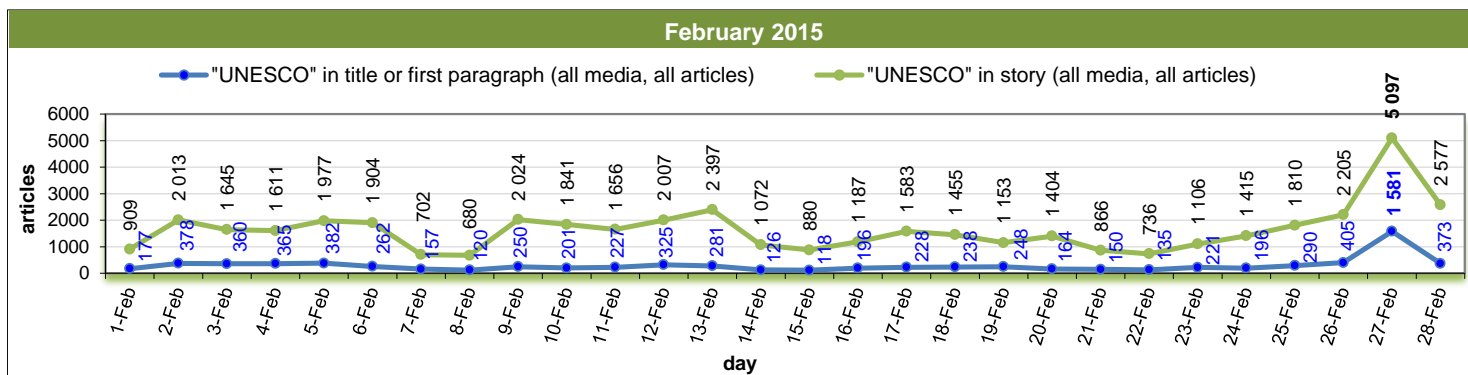
* Based on figures published in the Monthly Reports.

2.2. Press releases/Media advisories

1.	02/02	UNESCO Director-General condemns murder of Japanese journalist Kenji Goto
2.	02/02	Director-General condemns murder of Mexican journalist Moisés Sánchez Cerezo
3.	03/02	UNESCO alarmed by news of mass destruction of books in Mosul
4.	04/02	Biodiversity and climate change conference to be held at UNESCO
5.	18/02	Stakeholders to review UNESCO study on access, free expression, privacy and ethics on the internet
6.	23/02	Director-General urges investigation into killing of Philippines journalist Maurito Lim
7.	26/02	UNESCO Director-General Irina Bokova and UNESCO Goodwill Ambassador Herbie Hancock announce fourth annual International Jazz Day
8.	27/02	Mobile technology the key to bringing 'education to all', says UN Broadband Commission
9.	27/02	UNESCO calls for mobilization to stop "cultural cleansing" in Iraq

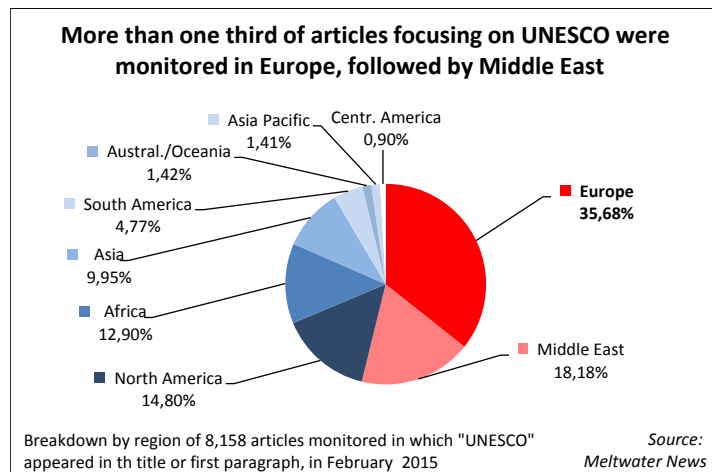
2.3. Statistics on articles referring to UNESCO

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

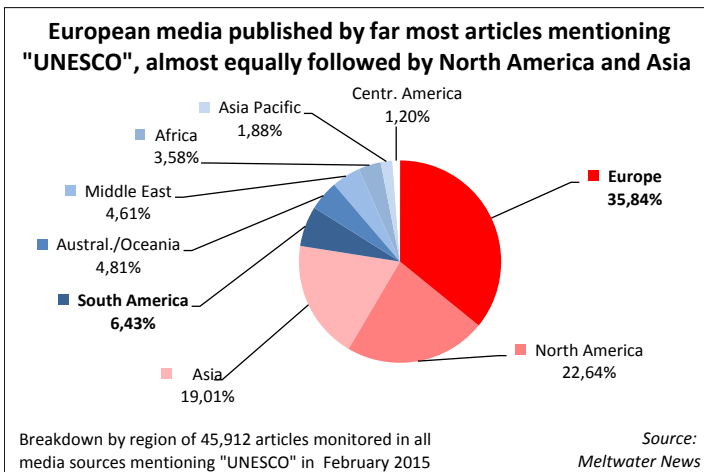


Regional breakdown of articles in all media sources in which “UNESCO” appeared:

▪ In the title or first paragraph of the story



▪ In the story



The three major events highlighted in this report include the Netexplo Forum (4-5/02), World Radio Day (13/02) and Mobile Learning Week (23-27/02). All three presented full and interesting programmes and all were widely promoted on the website, via social media channels and distribution of information to mainstream media outlets.

The one that drew the most attention globally was undoubtedly World Radio Day, due in large part to the presence of 19 broadcasters from 11 countries at Headquarters, as well as some 329 events organised in another 83 nations to celebrate the occasion. The Day is very clearly branded a UNESCO Day in all coverage. Programmes aired on radio stations around the world included 132 interviews – several with the Director-General and the remainder with programme specialists - covering the various priorities and activities of the Organisation.

Netexplo Forum did particularly well in France with more than 900 stories published in mainstream print media and online sites. The event was reported as being held at UNESCO HQ, but the Organisation was rarely mentioned beyond that.

Despite high expectations, the partnership with UN Women, and the involvement of the Broadband Commission, Mobile learning Week did not attract much media coverage this year. This can mostly be attributed to the lack of any key news announcement or data on advances in the area of mobile learning.

However, the story that eclipsed all of these events, in terms of media coverage, was the wave of attacks against cultural heritage in Iraq and the Director-General's condemnation of these acts. The graph opposite shows the dramatic jump in the number of articles on UNESCO, monitored daily in the world media, provoked by the attack and UNESCO's reaction. The Director-General's press conference following the Mosul Museum rampage on 27 February was attended by 24 leading French and international media, and dozens of interviews followed.

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

Date	Subject / Title	Language	Media
09/02	Africa: Education for Africa's Children More Important Than Ever	English	The New Times (Rwanda) and allAfrica.com
February	Ce que nous montre le conflit en Irak et en Syrie	French	Revue des deux mondes (France)

2.5. Interviews given (by subject and media)

Subject	Interviewee	Language	Media (press TV Radio)
“Bridging Learning Gaps for Youth “ programme in Syria.	Louise Haxthausen	English	SBS Radio (Australia)
Accord UNESCO PRISA	Irina Bokova	English	Wradio Colombia
Accord UNESCO PRISA	Irina Bokova	Spanish	El País, Cadena Ser, W Radio (Spain)
Desctructions in Mali vs Mosul	Lazare Eloundou	French	Europe 1 (France)
Destruction of artefacts in Mosul	DG	French	JDD (France)
Destruction of artefacts in Mosul	DG	English	BBC world wide tv (UK)
Destruction of artefacts in Mosul	Cristina Menegazzi	French	RTBF (Belgium)
Destruction of artefacts in Mosul	Kishore Rao	English	W Radio Colombia
Destruction of Syrian heritage	Mechtild Rössler	German	Hessischer Rundfunk/Radio (Germany)
Education programme launched in Amman	Claude Akpabie	French	UN Radio

Illicit trafficking in Syria	Edouard Planche	English	German Press Agency
Mobile Learning week	Mark West	English	IPS
Syrian Heritage	Cristina Menegazzi	English	BFM Business (France)
Tsunami warning system Pacific Ocean	Bernardo Aliaga	English	SBS Radio (Australia)
UNESCO	Irina Bokova	French	ARTE
World Heritage	Roni Amelan	French	Le Canard enchaîné (France)
World Heritage - Angola	Roni Amelan	French	Lusa - press agency (Portugal)
World Heritage - Galapagos	Roni Amelan	English	Free Lance
World Radio Day 2015	George Awad	Arabic	Monte Carlo Doualiya (France), Radio Lebanon (Lebanon)
World Radio Day 2015	Kristina Balalovska	English	Base FM (Namibia), Mwanedu FM (Kenya), Radio Atlantis (South Africa), Radio Mafeteng (Lesotho)
World Radio Day 2015	Mehdi Benchelah	French	RFI (France)
World Radio Day 2015	Irina Bokova	Bulgarian	Bulgarian National Radio (Bulgaria)
World Radio Day 2015	Irina Bokova	English	Invited African Radios*, Farah Al Nas (Jordan), Yarmouk FM (Jordan), China Radio International (China), Radio Pakistan (Pakistan)
World Radio Day 2015	Irina Bokova	French	RFI, Vivre FM, GB Times (France)
World Radio Day 2015	Irina Bokova	Spanish	Cadena SER (Spain), COPE (Spain)
World Radio Day 2015	Lidia Brito	Spanish	Radio El Espectador, Radiolugares, Radio Oceano, Radio Zorrilla, Radio Maldonado (Uruguay)
World Radio Day 2015	Fernando Brugman	Spanish	Cubavision TV channel, Radio Progreso (Cuba)
World Radio Day 2015	Guilherme Canela	Spanish	Radio Uruguay, Radio El Espectador (Uruguay)
World Radio Day 2015	Marion Desmurger	French	Oryx FM (Qatar)
World Radio Day 2015	Marina Faetanini	English	All India Radio (India)
World Radio Day 2015	Tim Francis	English	CBS Radio (USA), eFM (South Korea)
World Radio Day 2015	Alton Grizzle	English	RGB (France)
World Radio Day 2015	Ma'aly Hazzaz	Arabic	Farah Al Nas (Jordan), Yarmouk FM (Jordan), UN Radio
World Radio Day 2015	Benoît Hervieu	French	GB Times, Alternative FM (France), Radio Nova (France)
World Radio Day 2015	Benoît Hervieu	Portuguese	RFI (France)
World Radio Day 2015	Edward Hewitt	English	Invited African Radios*
World Radio Day 2015	Lucia Iglesias	Spanish	RFI (France), Radio Mérida Yucatan (Mexico)
World Radio Day 2015	Jean-Pierre Ilboudo	French	Manoré FM, Afia FM, Oxy-Jeunes (Senegal)
World Radio Day 2015	Venus Jennings	English	Radio Atlantis (South Africa), Zambezi FM (Zambia), WNYU (USA)
World Radio Day 2015	Venus Jennings	French	RFI, RGB (France)
World Radio Day 2015	Michel Kenmoe	English	Invited African Radios*
World Radio Day 2015	Michel Kenmoe	French	GB Times (France), UN Radio
World Radio Day 2015	Doyun Lee	English	Invited African Radios*
World Radio Day 2015	Mirta Lourenço	English	Base FM (Namibia), Kyela FM (Tanzania), Zambezi FM (Zambia) WNYU (USA), The Next Web (Netherlands), PCJ Radio International (Taiwan)
World Radio Day 2015	Mirta Lourenço	French	CIBL (Canada), RFI, Radio Campus Paris (France)
World Radio Day 2015	Mirta Lourenço	Spanish	RFI (France), Radio Dialnet (Peru)
World Radio Day 2015	Bassam Mansour	Arabic	Farah Al Nas, Yarmouk FM (Jordan)
World Radio Day 2015	Chimbidzikai Mapfumo	English	Invited African Radios*
World Radio Day 2015	Edmond Moukala	English	Invited African Radios *
World Radio Day 2015	Katherine Muller-Marin	English	National Assembly Television, Voice of Vietnam (Vietnam)

World Radio Day 2015	Leandro Pereira	Portuguese	UN Radio, RFI (France), Antena 3 Radio (Portugal)
World Radio Day 2015	Joseph Poto Poto	French	Radio Campus Paris (France)
World Radio Day 2015	Scott Pulizzi	English	Base FM (Namibia), Mwanedu FM (Kenya), Radio Atlantis (South Africa), Radio Mafeteng (Lesotho), Zambezi FM (Zambia)
World Radio Day 2015	Nuria Sanz	Spanish	Enfoque Noticias (Mexico)
World Radio Day 2015	Anirban Sarma	English	All India Radio (India)
World Radio Day 2015	Adauto Soares	Portuguese	National Radio EBC, Radio Câmara (Brazil)
World Radio Day 2015	Rosario Soraide	English	Base FM (Namibia), Mwanedu FM (Kenya), Radio Atlantis (South Africa), Radio Mafeteng (Lesotho)
World Radio Day 2015	Davide Storti	French	RGB (France)
World Radio Day 2015	Tang Qian	Chinese	China Radio International (China)
World Radio Day 2015	Zeynep Varoglu	French	RGB (France)
World Radio Day 2015	Mark West	English	WNYU (USA)
World Radio Day 2015	Al-Amin Yusuph	English	Kyela FM (Tanzania)
World Radio Day 2015	Al-Amin Yusuph	Swahili	UN Radio
World Radio Day 2015	Dana Ziyasheva	Spanish	AND Radio, Radio Nacional, Voces Nuestras (Costa Rica)

*Base FM (Namibia), Kyela FM (Tanzania), Mwanedu FM (Kenya), Radio Atlantis (South Africa), Radio Mafeteng (Lesotho), Zambezi FM (Zambia).

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).

29 B-rolls were downloaded in February.

	Subject	Downloads	Media
1.	Education (education girls, GMR, World Teacher's Day, International Literacy day)	7	RuptlyTV (Int'l video news agency)
2.	UNESCO (UNESCO priorities, March for Freedom of Expression, Journalism after Charlie, Peng Liyuan Goodwill Ambassador)	5	Reuters TV
3.	Natural Sciences (Water Report, Tsunami, Water cooperation, Chemistry)	5	
4.	Mosul Press Conference	4	RuptlyTV (Int'l video news agency), Newsy (US multisource video news analysis service), ARTDEPeNDENCE Magazine, Eurovision
5.	World Heritage	4	
6.	Intangible Heritage	2	
7.	World Radio Day	2	

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

N/A for February

3. UNESCO Social Media Channels

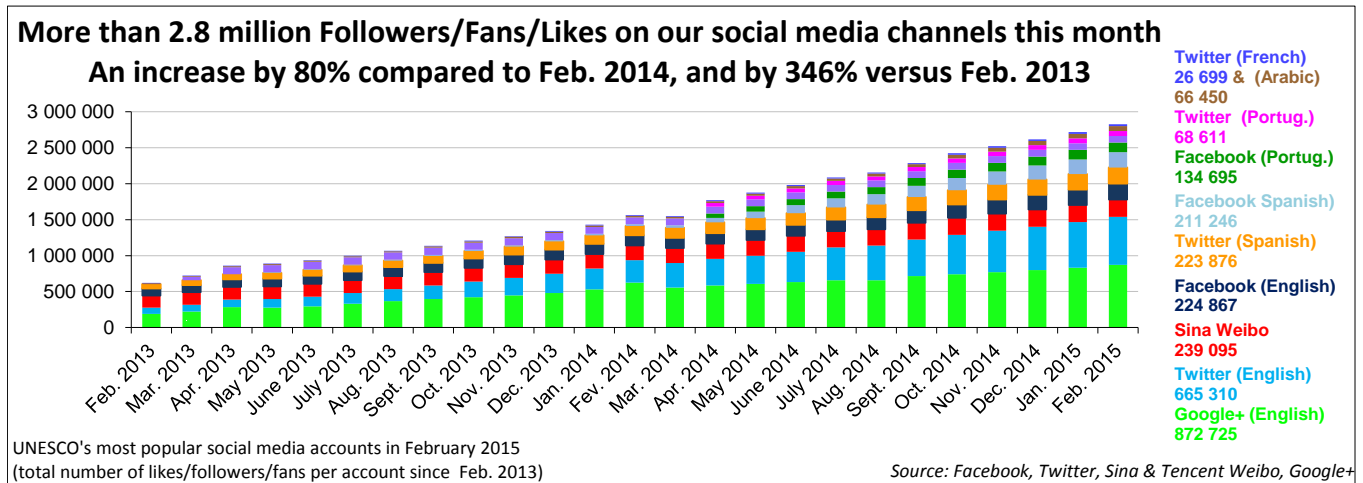
February 2014 saw an average 4% growth on UNESCO's social media channels. The expansion of our graphic design resources for the Arabic-language has helped our Arabic Twitter jump by 8.32% - the largest growth rate this month. Our robust social networks are also helping drive performance elsewhere in the Organization – particularly, by generating visits to UNESCO publications. Views of Spanish-language publications have taken bounded by 96%, thanks to our hyper-engaged Hispanophone communities. Social media has helped make our Sports Education publication become the first SHS publication to be among the month's 10 most viewed publications.

Messages related to Mother Language Day (21 Feb.) steal the show every February, and this year was no exception. They are in this month's top 10 messages. Our digital card featuring Nelson Mandela was another crowd-pleaser, especially in Portuguese and Spanish. Though used to promote UNESCO's 70th anniversary or #unesco70, it has been picked up at the UN-wide level, and assimilated into the global #un70.

Another top message relates to the destruction of heritage in Iraq – few other condemnations have generated so much interest. We took a still from the video, and turned it into a STOP sign. The red overlay helps us assert our own message, and shows that we reject the propaganda video.



Other creative highlights include the first ever [WhatsApp campaign led in Brasilia for World Radio Day](#); and colorful communications to promote the UNESCO Asia Pacific Heritage Awards.



3.1. Social networking sites

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

Variation February 2015 vs January 2015

Likes/Followers		February 2015	January 2015	Variation vs January
Total likes/followers (all languages)		1 481 727	1 417 900	+4.50%
Facebook	English	224 867	216 437	+3.89%
	Spanish	211 246	202 823	+4.15%
	Portuguese	134 695	131 222	+2.65%
	Arabic	18 832	18 222	+3.35%
	French	14 899	14 613	+1.96%
	Russian	2 208	2 140	+3.18%
Google+	English	872 725	830 271	+5.11%
VKontakte	Russian	2 255	2 172	+3.82%

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

Message	Posted	Likes/ Shares
Hoy, 11 de febrero, se cumple el 25º aniversario de la histórica liberación de Nelson Mandela tras pasar 27 años en prisión, condenado por el régimen racista sudafricano por su lucha contra el #apartheid. Figura de referencia mundial por su incansable trabajo en favor de la #paz y la #reconciliación, no podíamos dejar pasar esta ocasión sin rendirle un pequeño homenaje, especialmente en este año en el que la UNESCO cumple 70 años de existencia. Su vida, su ejemplo y sus enseñanzas nos sirven a diario de guía para llevar a cabo nuestro trabajo y para acercarnos cada vez más a nuestro objetivo más importante: construir la paz. Con motivo de esta efeméride os invitamos también a leer "Nelson Mandela, un hombre para la eternidad", un excelente artículo publicado en El Correo de la UNESCO en 1995 (PDF)	11/02	L: 3 767 S: 6 052

En los últimos años la inversión pública en educación física ha caído en picado a pesar de los estudios que muestran que la inactividad física causa la muerte de unos 3,2 millones de personas al año en el mundo. Esta situación tiene que cambiar. Fomentar una educación física de calidad tiene que estar en la agenda de prioridades de las políticas públicas. Para saber más: http://bit.ly/1yM1xav	01/02	L: 3 159 S: 5 583
Estamos muy alarmados por las noticias que nos llegan sobre la quema de miles de libros en Mosul. Si se confirmasen estas informaciones, se trataría de una de las mayores barbaries cometidas contra el legado documental de la historia. Sería una nueva fase de lo que parece ser un auténtico proceso de "limpieza cultural" llevado a cabo por los grupos de extremistas armados que controlan algunas regiones en #Iraq http://bit.ly/16iHWlw	04/02	L: 2 693 S: 2 845
Hoy es 21 de febrero, Día Internacional de la Lengua Materna. ¿Sabías que casi la mitad de las 6.700 lenguas que se hablan en el mundo está en peligro de desaparición? Cerca del 96% de éstas tan sólo son habladas por el 4% de la población mundial. La pérdida de lenguas empobrece la humanidad, ya que con ellas desaparece una forma de entender y de describir el mundo. Poder aprender en su lengua materna y poder usarla para comunicarse es un derecho universal que tiene que ser protegido. Para saber más: http://bit.ly/1Gf7djl	21/02	L: 2 561 S: 2 470
From UNESCO na rede, Brasilia Office : Tomie Ohtake: 1913-2015 Nossas homenagens à Tomie Ohtake pela expressiva contribuição às artes e ao diálogo intercultural. Nascida em Kyoto, no Japão, a artista chegou ao Brasil em 1936, tornando-se conhecida como "a dama das artes plásticas brasileira".	12/02	L: 2 458 S: 2 363
From UNESCO na rede, Brasilia Office : "As mulheres são o maior reservatório inexplorado de talent do mundo", quotation by Hillary Clinton	24/02	L: 1 966 S: 1 513
From UNESCO na rede, Brasilia Office : "Ninguém nasce odiando outra pessoa pela cor de sua pele, por sua origem u ainda por sua religião. Para odiar, as pessoas precisam aprender, e se podem aprender, e se podem aprender a odiar, elas podem ser ensinadas a amar ». Quotation by Nelson Mandela	11/02	L: 1 990 S: 4 690
¿Pueden los juegos electrónicos resolver verdaderos problemas mundiales? El Instituto Mahatma Gandhi de Educación para la Paz y el Desarrollo Sostenible, con sede en la India, invita a desarrolladores de videojuegos de todo el mundo a crear uno que contribuya a la paz y el desarrollo. El mejor ganará un premio de cien mil dólares. Inscripciones hasta el 15 de febrero e instrucciones aquí: http://bit.ly/1xhOYVX	06/02	L: 1 927 S: 3 539
Porque llega allí donde otros medios no alcanzan, porque une a gentes de edades diferentes y de toda condición, porque da voz a quienes necesitan ser escuchados, porque nos informa, nos entretiene y nos emociona. Porque, en definitiva, la #radio nos une. Hoy celebramos el #DíaMundialDeLaRadio. Cuéntanos, ¿y a ti por qué te gusta la radio? ¿Qué tipo de programas son tus favoritos? ¿Has participado alguna vez en alguna emisión? Para saber más sobre esta celebración, visita: http://bit.ly/DiMuRadio	13/02	L: 1 715 S: 977
La Directora General de la UNESCO ha pedido que se convoque una reunión de urgencia del Consejo de Seguridad de las Naciones Unidas para tratar la destrucción del #patrimonio iraquí. Proteger el patrimonio es también proteger a las personas. Más información aquí: http://bit.ly/1vDWuyuc #Iraq #Mosul	27/02	L: 1 634 S: 1 463

*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 February 2015 vs January 2015

Followers/Fans		February 2015	January 2015	Variation vs January
Total (all languages)		1 385 621	1 338 056	+3.55%
Twitter	English	665 310	634 938	+4.78%
	Spanish	223 876	215 851	+3.72%
	Portuguese	68 611	66 998	+2.41%
	Arabic	66 450	61 344	+8.32%
	French	26 699	25 521	+4.62%
	Russian	2 920	2 840	+2.82%
Sina Weibo	Chinese	239 095	237 800	+0.54%
Tencent Weibo	Chinese	92 660	92 764	-

Top 10 Twitter Posts in February

Message	Posted	Re-tweets
Language loss impoverishes humanity. It's a blow to everyone's rights to be heard, to learn & communicate #IMLD2014	21/02	835
We call for global mobilization to stop the dangerous phenomenon of cultural cleansing in Iraq http://ow.ly/JKjeU	27/02	655
Languages connect the world. Feb 21 is Intl #MotherLanguage Day http://ow.ly/JpVgq	20/02	602
#MosulMuseum : Our Director-General requests @UN Security Council meeting to protect heritage http://ow.ly/JlzWw	27/02	451
Las lenguas conectan el mundo.Celebremos la diversidad,celebremos el Día de la Lengua Materna http://bit.ly/1Gf7djl	21/02	390
Education in #MotherLanguages is vital in bolstering respect for diversity. Full infographic: http://ow.ly/JrjCW	21/02	358
#TalDíaComoHoy de 1984 falleció en París el escritor #argentino Julio Cortázar http://on.fb.me/1F2XjUs #Cultura	12/02	347
La UNESCO se moviliza para detener la "limpieza cultural" en #Iraq http://bit.ly/1zmqB8M #patrimonio #cultura	27/02	336
El gráfico del #DíaMundialDeLaRadio :pq necesitamos q los jóvenes participen más en la #radio http://bit.ly/DiMuRadio	13/02	339
#WorldHeritage Spotlight: Taj Mahal - a monument to love http://whc.unesco.org/en/list/252 #ValentinesDay	14/02	335

3.3. Video Traffic

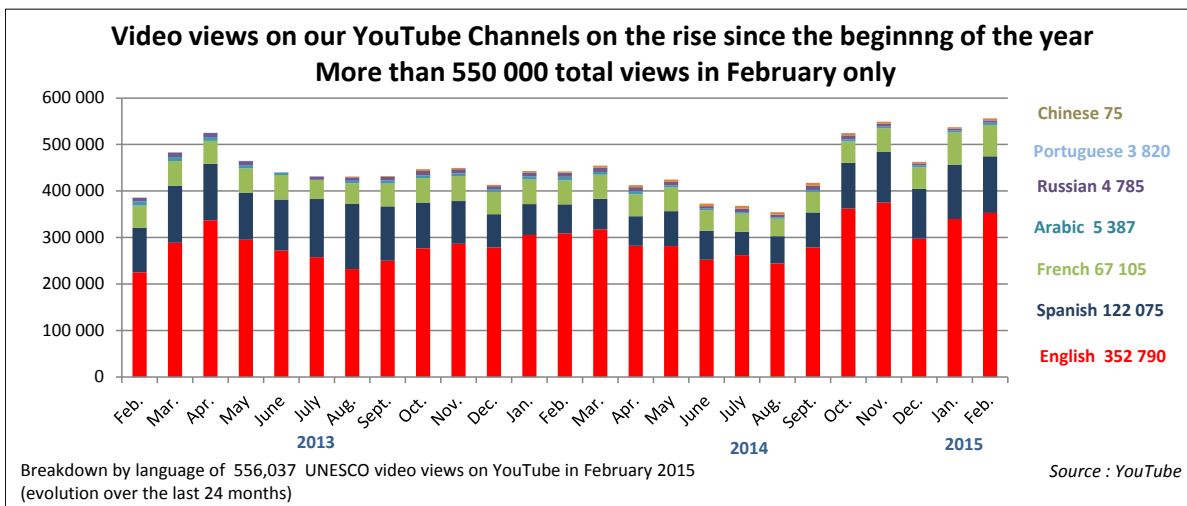
Video views are tracked on YouTube.

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

Variation February 2015 vs January 2015

Video views	February 2015	January 2015	Variation vs January
Total (all languages)	556 037	537 240	+3.50%
English	352 790	339 946	+3.78%
Spanish	122 075	116 981	+4.35%
French	67 105	68 770	-2.42%
Arabic	5 387	4 044	+33.21%
Russian	4 785	4 703	+1.74%
Portuguese	3 820	2 753	+38.76%
Chinese	75	43	+74.42%

Subscribers	February 2015	January 2015	Variation vs January
Total (all languages)	1 241	1 185	+4.73%
English	833	774	+1.98%
Spanish	221	217	-32.61%
French	122	131	+29.70%
Arabic	36	30	-6.25%
Portuguese	19	26	-7.14%
Russian	6	4	-33.33%
Chinese	4	3	-72.73%



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

	Title	Subject	Views
1.	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	40 007
2.	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	24 563
3.	Kabuki Theatre	CLT/ITH	19 256
4.	Georgian Polyphonic Singing	CLT/ITH	9 557
5.	The Wayang Puppet Theatre	CLT/ITH	8 289
6.	Baul Songs	CLT/ITH	7 199
7.	Shrimp fishing on horseback in Oostduinkerke	CLT/ITH	7 036
8.	Rites and craftsmanship associated with the wedding costume tradition of Tlemcen	CLT/ITH	6 563
9.	Daemokjang, traditional wooden architecture	CLT/ITH	6 330
10.	Peking opera	CLT/ITH	5 999

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

	Title	Subject	Views
1.	Las expresiones orales y gráficas de los wajapi	CLT/ITH	52 636
2.	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	7 101
3.	El carnaval de Oruro	CLT/ITH	4 304
4.	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	3 468
5.	Aprender a Proteger la Biodiversidad	ED	3 085
6.	El Kankurang, rito de iniciación mandinga	CLT/ITH	2 107
7.	La huaconada, danza ritual de Mito	CLT/ITH	2 048
8.	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	1 989
9.	Historia de la UNESCO	UNESCO	1 290
10.	Mensaje por el Día Mundial de la Radio: Directora General de la UNESCO Irina Bokova	CI	1 282

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

	Title	Subject	Views
1.	La pêche aux crevettes à cheval à Oostduinkerke	CLT/ITH	10 946
2.	Eduquer à la biodiversité	ED	3 717
3.	Le repas gastronomique des Français	CLT/ITH	3 639
4.	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	3 179
5.	Bouba & Zaza - le dessin animé pour la jeunesse	ED	3 084
6.	Le langage sifflé de l'île de la Gomera (îles Canaries), le Silbo Gomero	CLT/ITH	2 450
7.	Le carnaval de Binche	CLT/ITH	1 926
8.	Le chant polyphonique géorgien	CLT/ITH	1 787
9.	Le savoir-faire de la dentelle au point d'Alençon	CLT/ITH	1 663
10.	Bouba et Zaza protègent la terre	ED	1 544

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

	Title	Subject	Views
1.	Lynes and Geoglyphs of Nasca and Pampas de Jumana	CLT/WHC	951
2.	Manufacture of clay bricks in the hill of Jaber refugee camp-Jericho	CLT/WHC	574
3.	Petra	CLT/WHC	315
4.	Medina of Fez	CLT/WHC	234
5.	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	CLT/WHC	197
6.	UNESCO History	UNESCO	178
7.	Palace and Park of Versailles	CLT/WHC	130
8.	Taj Mahal	CLT/WHC	118
9.	Tassili n'Ajjer	CLT/WHC	107
10.	Rwenzori Mountains National Park	CLT/WHC	97

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

	Title	Subject	Views
1.	Video n°18 submitted for Video Challenge for Youth on cultural diversity	CLT	399
2.	World Radio Day: Liza Boyarskaya	CI	362
3.	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	243
4.	Alsou Abramova - Singer, UNESCO Artist for Peace	UNESCO	212
5.	Taj Mahal	CLT/WHC	207
6.	Yellowstone National Park	CLT/WHC	188
7.	UNESCO History	UNESCO	131
8.	Interview with Alsou Abramova, UNESCO Artist for Peace	UNESCO	120
9.	Petra	CLT/WHC	112
10.	Rwenzori Mountains National Park	CLT/WHC	101

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

	Title	Subject	Views
1.	Serra Capivara	CLT/WHC	1 396
2.	Boas práticas do Programa Mais Educação	ED	986
3.	Vídeo da UNESCO celebra 53 anos de Brasília	UNESCO	735
4.	Dia Internacional em Memória das Vítimas do Holocausto 2015	ED	83
5.	Dia Nacional de Visibilidade Trans: 29 de janeiro.mp4	ED	82
6.	UNESCO celebra Dia da Língua Portuguesa	ED	75
7.	Serra da Capivara National Park	CLT/WHC	74
8.	Mudança climática	ED	53
9.	UNESCO: os oceanos pedem socorro!	SC	38
10.	Boas práticas no combate ao bullying homofóbico nas escolas	ED	37

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

	Title	Subject	Views
1.	Aowen Jin, Chinese artist and social commentator	CI	14
2.	UNESCO History	UNESCO	11
3.	Gao Shijun, Director of European HQ of China Radio International	CI	11
4.	Interview of Zhang Jun - UNESCO Artist for Peace	UNESCO	9
5.	40th anniversary of the World Heritage Convention	CLT/WHC	8
6.	Cheng Yizhong, laureate of the 2005 UNESCO/Guillermo Cano World Press Freedom Prize	CI	6
7.	Huang Nubo supports UNESCO	CLT	4
8.	Global Partnership for Oceans	SC	3
9.	Património 9	CLT/WHC	3
10.	Video n°31 submitted for Video Challenge for Youth on cultural diversity	CLT	2

▪ **Videos posted this month on YouTube (by number of views)**

Top	Title	Length	Posted	Channel	Views as at 11/03/2015
1.	World Radio Day Message: Yasser Garrana	1'46"	05/02	English	827
2.	Hablamos de radio con... Xavi Martínez - 13 de febrero, Día Mundial de la Radio	2'54"	12/02	Spanish	594
3.	Mensaje por el Día Mundial de la Radio: Ban Ki-moon, Secretario General de las Naciones Unidas	0'41"	13/02	Spanish	532

4.	World Radio Day Message: UN Secretary-General Ban Ki-moon	0'41"	13/02	English	493
5.	World Radio Day: Liza Boyarskaya in Russian	3'40"	02/02	Russian	444
6.	UNESCO medal to President Kagame and Carlos Slim Helú	2'21"	27/02	English	418
7.	"Teaching in the 21st century – why teaching matters and how it can matter more" by Chris Husbands	19'10"	10/02	English	398
8.	Mobile Learning Week 2015	2'18"	24/02	English	358
9.	Press Conference on destruction of Heritage in Mosul	2'10"	27/02	English	337
10.	Hablamos de radio con... Iñaki Gabilondo - 13 de febrero, Día Mundial de la Radio	1'26"	12/02	Spanish	314
11.	World Radio Day Message: Youn Sun Nah	1'45"	11/02	English	305
12.	Hablamos de radio con...Martha Debayle - 13 de febrero, Día Mundial de la Radio	1'35"	12/02	Spanish	287
13.	Journée mondiale de la radio: Les Egarés - Un coup de jeune sur la radio	5'16"	04/02	French	272
14.	Hablamos de radio con... Dario Arizmendi - 13 de febrero, Día Mundial de la Radio	0'56"	12/02	Spanish	237
15.	UNESCO Creative Cities Network 2014 Annual Meeting, Chengdu, China	13'50"	09/02	English	203
16.	Día mundial de la Radio 2015 - En Carmelo, Uruguay los jóvenes tienen un lugar	2'52"	12/02	Spanish	201
17.	Mensaje por el Día Mundial de la Radio: Ernest Sagaga	3'04"	04/02	Spanish	169
18.	Conférence de presse sur la destruction du Patrimoine de Mossoul	1'53"	27/02	French	164
19.	Hablamos de radio con... Eduardo Fuentes - 13 de febrero, Día Mundial de la Radio	1'00"	12/02	Spanish	129
20.	Message from Director-General of UNESCO on the occasion of 3rd UNESCO-Hamdani Prize Award Ceremony	9'39"	10/02	English	128
21.	Día Internacional de la Lengua Materna 2015 - UNESCO Lima	2'51"	26/02	Spanish	127
22.	World Radio Day Message: Jhony Maalouf	0'47"	11/02	English	124
23.	Hablamos de radio con... Pablo Aguilera - 13 de febrero Día Mundial de la Radio	1'48"	12/02	Spanish	123
24.	World Radio Day Message: Ana Santos	4'14"	04/02	English	121
25.	Conclusions of the workshop on "How ICT can support teacher training" by Asha Kanwar	5'41"	10/02	English	117
26.	Hablamos de radio con... Sergio Pirincho Cárcamo (Chile) - 13 de febrero, Día Mundial de la Radio	1'40"	12/02	Spanish	117
27.	World Radio Day Message: Vaughan Radio	0'40"	09/02	English	115
28.	Día Mundial de la Radio - Vicente Moros	0'30"	12/02	Spanish	107
29.	« Enseigner aujourd'hui : un regard sur le développement professionnel et conditions d'exercice »	33'37"	11/02	French	105
30.	Message pour la Journée mondiale de la radio : Ban Ki-moon, Secrétaire général des Nations Unies	0'41"	13/02	French	105
31.	Mensaje por el Día Mundial de la Radio: Edison Lanza	1'38"	04/02	Spanish	105
32.	3rd Award Ceremony of the UNESCO-Hamdani Prize at UNESCO Headquarters	1'46"	10/02	English	104
33.	Día Mundial de la Radio 2015 - Tato Ramírez	0'18"	12/02	Spanish	99
34.	Message pour la Journée mondiale de la radio: Youn Sun Nah	1'45"	11/02	French	93
35.	World Radio Day Message: Emmanuel Hoog	3'26"	04/02	English	89
36.	World Radio Day Message: Liliane Andraos	1'50"	04/02	English	87
37.	Hablamos de radio con... Fernando Bravo - 13 de febrero, Día Mundial de la Radio	0'53"	12/02	Spanish	87
38.	#RetoDeLasLenguas: Magaly Robalino Campos, Representante de la UNESCO en Perú, aceptó el reto	0'37"	23/02	Spanish	87
39.	Día Mundial de la Radio - Gustavo Gómez desde Colombia	0'24"	12/02	Spanish	83
40.	Hablamos de radio con... Jean Philippe Creton (Chile) - 13 de febrero, Día Mundial de la Radio	1'26"	12/02	Spanish	83

41.	Mensaje por el Día Mundial de la Radio: Peter Horrocks	2'01"	04/02	Spanish	82
42.	World Radio Day Message: Liliane Andraos in Arabic	1'50"	04/02	Arabic	82
43.	Victoria Ocampo y la UNESCO	7'35"	03/02	Spanish	81
44.	World Radio Day Message: Juliana Rotich	2'36"	04/02	English	79
45.	Conclusions de l'atelier « Innovations pédagogiques dans l'enseignement » par M. Philippe Meirieu	12'29"	11/02	French	79
46.	World Radio Day Message: Ernest Sagaga	3'04"	04/02	English	75
47.	Conclusions de l'atelier « Développement professionnel continu des enseignants » par M. Luc Ria	9'08"	11/02	French	75
48.	Hablamos de radio con... El Rumpy (Chile) - 13 de febrero, Día Mundial de la Radio	0'53"	12/02	Spanish	75
49.	Día Internacional de la Lengua Materna 2015 - UNESCO Lima	1'23"	26/02	Spanish	67
50.	World Radio Day 2015: Pascale Sakr in Arabic	0'45"	04/02	Arabic	65
51.	World Radio Day Message: Ban Ki-moon	1'09"	11/02	English	63
52.	Message pour la Journée mondiale de la radio: Jhony Maalouf	0'47"	11/02	French	62
53.	Hablamos de radio con... Renata Ruiz (Chile) 13 de febrero, Día Mundial de la Radio	0'58"	12/02	Spanish	60
54.	World Radio Day 2015: Ali Mahdi Nouri in Arabic	1'49"	04/02	Arabic	59
55.	World Radio Day Message: Talal Abdullah Shunnaq	2'20"	04/02	English	58
56.	World Radio Day 2015: Talal Abdullah Shunnaq in Arabic	2'20"	04/02	Arabic	58
57.	Message pour la Journée mondiale de la radio: Ana Santos	4'14"	04/02	French	56
58.	World Radio Day Message: Ali Mahdi Nouri	1'49"	04/02	English	54
59.	World Radio Day Message: Edison Lanza	1'38"	04/02	English	49
60.	World Radio Day 2015: Ahmed Hindawi in Arabic	0'50"	12/02	Arabic	45
61.	Conclusions de l'atelier « Conditions de vie et de travail des enseignants » par Nada Moghaizel-Nasr	6'03"	11/02	French	42
62.	Message pour la Journée mondiale de la radio: Emmanuel Hoog	3'26"	04/02	French	41
63.	Message pour la Journée mondiale de la radio: Ali Mahdi Nouri	1'47"	04/02	French	36
64.	World Radio Day 2015: Yasser Garrana in Arabic	1'46"	06/02	Arabic	35
65.	Message pour la Journée mondiale de la radio: Ernest Sagaga	3'04"	06/02	French	30
66.	World Radio Day: Yerzhan Suleimenov in Russian	1'40"	12/02	Russian	30
67.	Journée mondiale de la radio: Raushan Dzhumaniyazova, in Russian	2'24"	12/02	Russian	30
68.	Message pour la Journée mondiale de la radio: Juliana Rotich	2'33"	04/02	French	29
69.	World Radio Day: Emmanuel Hoog in French	3'25"	05/02	Russian	28
70.	Message pour la Journée mondiale de la radio: Peter Horrocks	2'01"	04/02	French	27
71.	Secrétaire général: Ban Ki-moon	1'09"	10/02	French	23
72.	World Radio Day: Jean-François Raskin in French	3'53"	02/02	Russian	21
73.	Mensaje por el Día Mundial de la Radio: Ban Ki-moon	1'09"	11/02	Spanish	16
74.	World Radio Day 2015: Johnny Maalouf in Arabic	0'47"	12/02	Arabic	16
75.	World Radio Day Message: UN Secretary-General Ban Ki-moon in English	1'09"	10/02	Russian	13
76.	World Radio Day Message: UN Secretary-General Ban Ki-moon in English	0'41"	16/02	Arabic	13
77.	Video UNESCO 2	3'54"	09/02	Spanish	4
78.	XAVI MARTINEZ	2'54"	12/02	Spanish	1

4. UNESCO Photobank - (N/A for February)

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

5. UNESCO Documents and Library

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

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

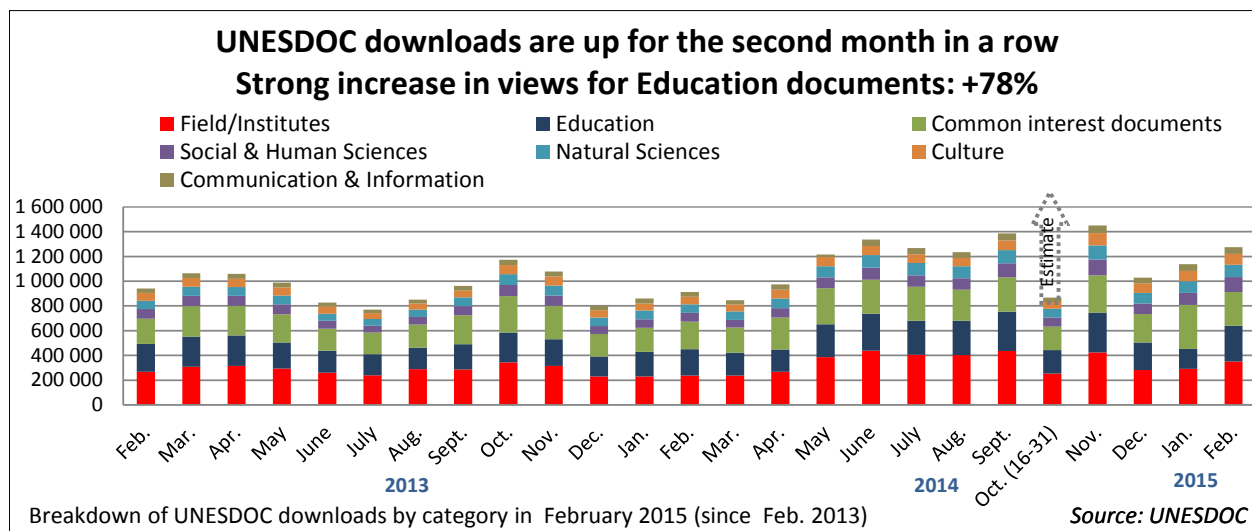
In February, **146,913** records were available online in PDF format (146,689 in January 2015), including documents, publications, communication material and other working documents.

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 February	1 276 120
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	9 936	289 333	+78.76%	29
Natural Sciences	9 925	97 392	+3.52%	10
Social and Human Sciences	5 813	121 610	+24.00%	21
Culture	3 776	88 387	+6.81%	23
Communication and Information	2 740	55 991	+2.35%	20
Field & Institutes	9 890	350 492	+20.43%	35
Common interest documents	NA	272 915	-23.13%	NA



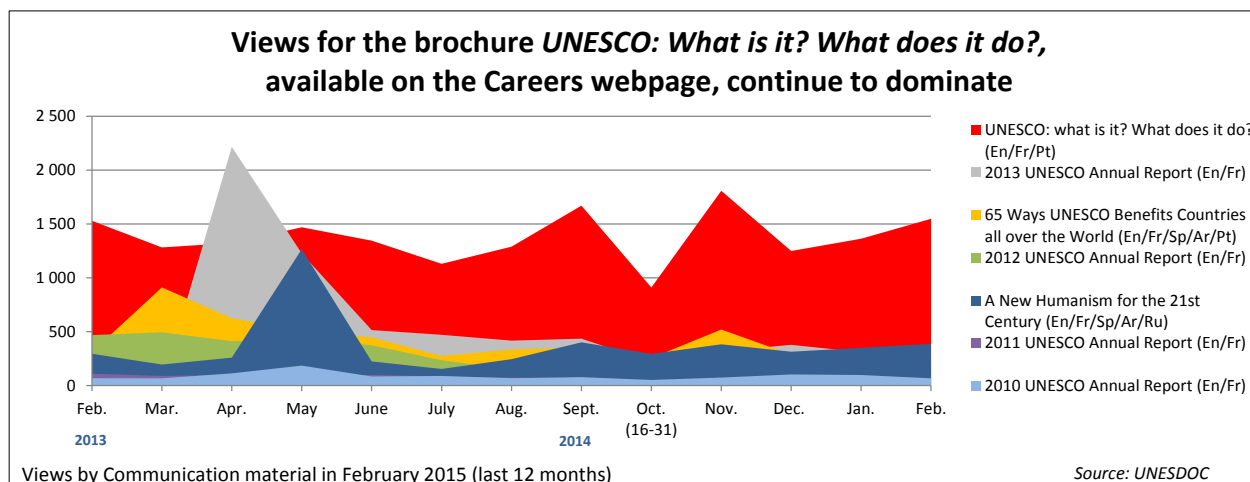
5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	176 841
2	Germany	66 526
3	Mexico	65 154
4	France	57 377
5	United Kingdom of Great Britain and Northern Ireland	27 248
6	Brazil	26 544
7	Spain	25 634
8	Philippines	22 281
9	India	21 128
10	Colombia	21 053
11	China	19 096

12	Nigeria	18 325
13	Canada	16 333
14	Venezuela (Bolivarian Republic of)	13 227
15	Japan	10 313

5.1.3 Printable Communication materials

Title	Total downloads in February							
	EN	FR	SP	RU	AR	ZH	POR	Total
UNESCO: what is it? What does it do?	1 116	293					139	1 548
A New Humanism for the 21st Century	93	112	149	28	5			387
65 Ways UNESCO Benefits Countries all over the World	120	115	105		13		21	374
2013 UNESCO Annual Report	231	52						283
2012 UNESCO Annual Report	115	24						139
2010 UNESCO Annual Report	59	8						67
2011 UNESCO Annual Report	46	8						54
TOTAL	1 780	612	254	28	18	0	160	2 852

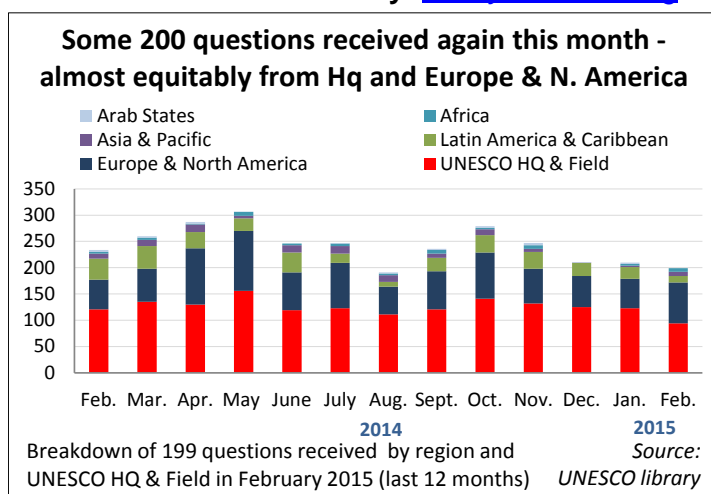


5.2. UNESCO Library - <http://www.unesco.org/library>

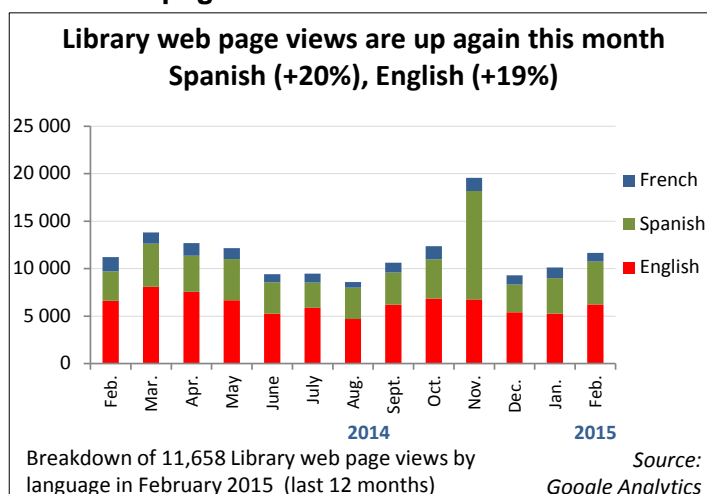
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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

5.2.1 Questions received by: library@unesco.org



5.2.2 Web page views:



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

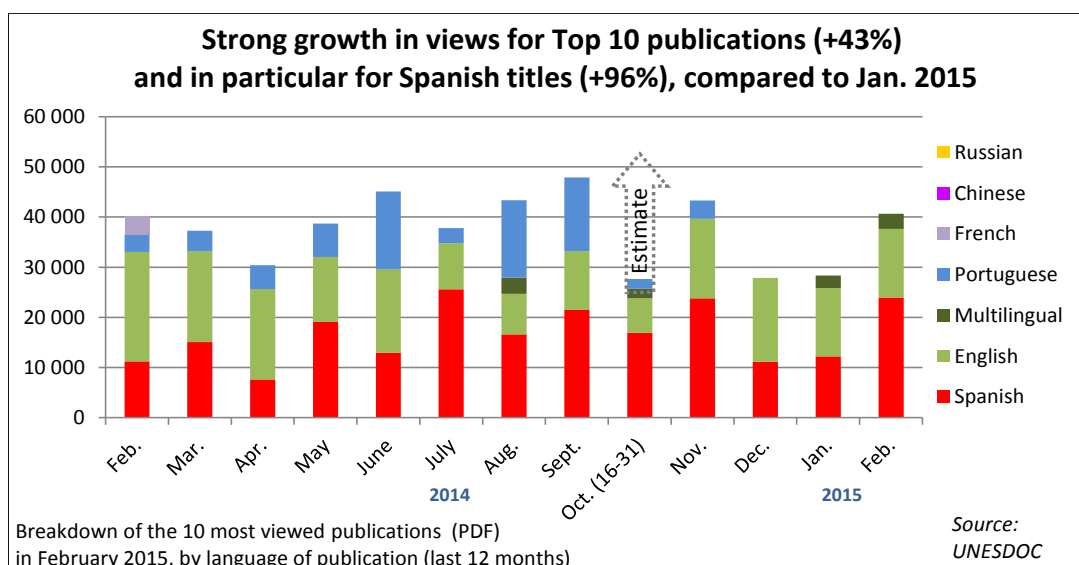
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical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

Online viewing has increased by 43% compared to January 2015 and is comparable to viewing in February 2014. The newly released SHS publication [Quality Physical Education \(QPE\): guidelines for policy makers](#) has fared very well in both Spanish and in English, both figuring in the Top 4 most consulted. The two main flagship reports of UNESCO, the [EFA Global Monitoring Report 2013-2014](#) and the [World Water Development Report 2014](#), are also present in the Top 10. Page views on Google Books have also increased compared to January 2015 (+3%), and more particularly when compared to February 2014 (+101%). Best-selling titles at the Bookshop were on culture and education themes, as were on-line sales.

6.1. Top 10 most consulted PDFs* (UNESDOC)

Title	Sector	Language	Views*	Published
1. Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	all	Spanish	6 762	Paris, 2005
2. Educación física de calidad (EFC): guía para los responsables políticos (Quality Physical Education (QPE): guidelines for policy makers)	SHS	Spanish	5 714	Paris, UNESCO, 2015
3. Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	5 041	UNESCO, 1999
4. Quality Physical Education (QPE): guidelines for policy makers	SHS	English	4 094	Paris, UNESCO, 2015
5. Mass media: the image, role and social conditions of women; a collection and analysis of research materials	CI	English	3 610	Paris, 1979
6. 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	3 452	Santiago, 1997
7. Declaración Universal de Derechos Humanos	SHS	Multilingual	3 014	Santiago de Chile, OREALC, 2008
8. Teaching and learning: achieving quality for all; EFA global monitoring report, 2013-2014	ED	English	2 996	Paris, UNESCO, 2014
9. The United Nations World Water Development Report 2014	SC	English	2 990	Paris, UNESCO, 2014
10. Manual de gestión para directores de instituciones educativas	ED	Spanish	2 982	Lima, UNESCO Office Lima, 2011

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

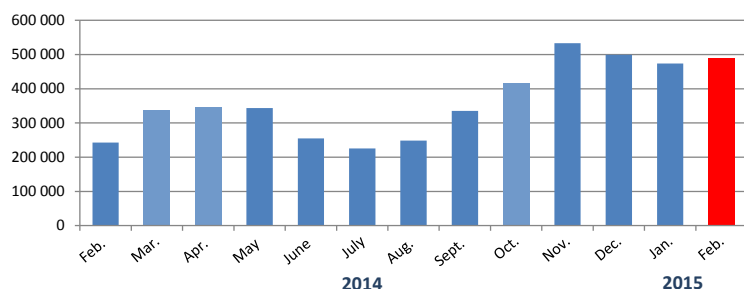


6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **511 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
February 2015	511	45 068	489 740	272
February 2014	397	23 188	242 932	239

Almost 500,000 publications page views on Google Books this month
An increase by more than 100% compared to February 2014



Publications page views in February 2015 (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 top 5 (clickable covers)

Publication	Copies sold	Sector
	8	ERI/DPI
	6	ED
	6	ERI/DPI
	6	ERI/DPI
	5	CLT/WHC

Bookshop sales of non-UNESCO publications, top 5

Publication	Copies sold	Publisher
	7	Panasonic
	4	Editions Gelbart
	3	Prisme Editions
	2	Editions Ouest-France
	2	Our Place Publishing

6.4. Online and international sales

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

Publication	Copies sold	Sector
	26	ED
	23	CLT
	19	CLT
	17	CLT
	12	CLT

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

Bookshop sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Global Bioethics: What for? 20th anniversary of UNESCO's Bioethics Programme	0	SHS
World Heritage Review N° 74: Fostering resilience	0	CLT/WHC
Fixing the Broken Promise of Education for All Findings from the Global Initiative on Out-of-School Children	0	ED
Éducation et VIH - Évolution et perspectives	0	ED
Socio-psychologie de l'éducation des adultes en Afrique	0	ED

Online and international sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Charting the course of education and HIV	0	ED
The Sacred Garden of Lumbini: Perceptions of Buddha's birthplace	0	CLT
Inclusion from the Start: Guidelines on Inclusive early childhood care and education for Roma children	0	ED
Creative Economy Report 2013	0	CLT
Achieving transparency in pro-poor education incentives	0	ED

* 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

Contract No.	Title	Publisher	Language	Date signed
J.2015-001	Il diritto di essere un uomo (Le droit d'être un homme)	UNESCO/Mim Edizioni srl (Mimesis)	Italian	11/02/2015
J.2015-003	Curriculum Development and Review for Democratic Citizenship and Human Rights Education	UNESCO/Council of Europe/Office for Democratic Institutions and Human Rights of the Organization for Security and Cooperation in Europe/General Secretariat of the Organization of American States	English (+each organization will be responsible for one language version. UNESCO will be responsible for the French version)	25/02/2015
Amendment n°2 to co-publishing agreement n°J.2013-009	World Heritage Review	UNESCO/PFD Publications Ltd	English/French/Spanish	27/02/2015

6.7. Permissions granted to use or translate UNESCO content

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
Wiley (Australia)	Figure: "What are the benefits of an ILFE?", from Embracing diversity: toolkit for creating inclusive, learning-friendly environments, UNESCO Booklet 1: Becoming an Inclusive, Learning-Friendly Environment (ILFE), page 11, © UNESCO 2008.	Inclusion in the publication provisionally entitled "Teaching making a difference", 3rd edition, to be published by John Wiley & Sons Australia Ltd. in August 2015, for a print run of 250,000 copies and in password-protected electronic format, for an approximate number of 250,000 units. The price for both versions will be AUD 129,95/Unit.	Non-exclusive world rights are granted for print and digital versions, in all languages, and for all derivative works. Mention of the source and due acknowledgement of UNESCO. Fee: 300 AUD	04/02/2015

Springer International Publishing AG	<p>- Figure: "Key drivers and causal links affecting water stress and sustainability and human well-being", from Global Water Futures 2050 – Five Stylized Scenarios, by Gilberto C. Gallopín, figure 2, page 8, © UNESCO 2012;</p> <p>- Figure: "The three pillars of IWRM: an enabling environment, an institutional framework and management instruments", from Integrated Water Resources Management in Action, by Jan Hassing, Niels Ipsen, Torkil Jønch Clausen, Henrik Larsen, Palle Lindgaard-Jørgensen, figure 1, p. 4, © UNESCO 2009;</p> <p>- Figure: "The institutional capacity for carrying out various IWRM-inspired functions", from Integrated Water Resources Management in Action, by Jan Hassing, Niels Ipsen, Torkil Jønch Clausen, Henrik Larsen, Palle Lindgaard-Jørgensen, figure 1, p. 4, © UNESCO 2009;</p> <p>- Figure: "IWRM spiral and process", from IWRM Guidelines at River Basin Level – Part 1: Principles, figure 3, p. 9, © UNESCO 2009.</p>	Inclusion in the publication entitled "Sustainability of Integrated Water Resources Management (IWRM): Water Governance, Climate and Echohydrology", to be published by Springer in August 2015, for an estimated print run of 2,000 copies (print-on-demand). The tentative price will be EUR 129,95 per unit.	Non-exclusive world rights are granted for this edition for print and digital versions (e-book and PDF), in all languages. Mention of the source and due acknowledgement of UNESCO. Free of charge (permission requested by former UNESCO Director)	12/02/2015
Foreign Language Teaching and Research Publishing Co., Ltd (China)	- "Sustainable Development Education for sustainable development", Screenshot from the UNESCO website, including reproduction of the UNESCO logo, © UNESCO 2011, as well as UNESCO logo.	Inclusion in a publication provisionally entitled "Extended Writing and Research Skills", to be published by Foreign Language Teaching and Research Publishing Co., Ltd in print form in August 2015, for a print run of 5,000 copies to be sold at a price of 35 RMB (thirty-five Yuan Renminbi).	Non-exclusive world rights are granted for the print version, in English, for this edition only. Use of the logo has been authorized by email on 2 February 2015 as long as it will be included in the contents of the publication for the purpose of illustrating what UNESCO is and does. Mention of the source and due acknowledgement of UNESCO. Free of charge	13/02/2015

Editions CEC Inc. (Canada)	Déclaration de principes sur la tolérance adoptée par la Conférence générale de l'UNESCO à sa vingt-huitième session, le 16 novembre 1995, © UNESCO 1995	Inclusion dans une publication en langue française dans le cadre d'une collection de 17 fascicules intitulée <i>Voir autrement</i> destinée à l'enseignement de l'Éthique et de la culture religieuse pour le 2 ^{ème} cycle du secondaire. Chaque fascicule aborde un thème différent : la tolérance, la justice, l'ambivalence de l'être humain, etc. L'extrait sera inclus dans le fascicule relatif à la tolérance composé d'un cahier pour les élèves et d'un guide corrigé pour les enseignants. Tirage total de 40000 exemplaires prévu pour parution en avril-juin 2015 selon la répartition suivante : 39000 copies du cahier et 500 copies du guide ainsi que 1000 droits d'utilisation pour le cahier et 500 droits pour le guide en version numérique (contenu protégé et encrypté disponible sur clé USB, PC, tablette tactile et accès web). Le cahier sera vendu au prix unitaire de 3.95 CAD et le guide corrigé au prix unitaire de 24.95 CAD.	Droit de reproduction non-exclusif uniquement pour cette édition en langue française et uniquement pour les formats décrits. Mention de la source et du copyright. A titre gracieux	20/02/2015
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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
CI	12	6	6	
CLT	8	3	5	
ED	17	9	6	2
ERI	3	3		
SC	9	9		
SHS	5	3	2	
GBS	1	1		
ODG	1	1		
BSP	1	1		
Total	57	36	19	2

7.2. Events organized by Field Offices/ Institutes

Abuja	1
Almaty	1
Baghdad	3
Beijing	1
Juba	1
Kathmandu	5
Kingston	1
Nairobi	1
Rabat	1
San Jose	2
Venice	2
UIL	1
IIEP	1
Total	21

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	-	-
Category 3 - Non-governmental conference	-	-
Category 4 - International Congress	-	1
Category 5 - Advisory Committee	4	-
Category 6 - Expert Committee	1	-
Category 7 - Seminars and Workshops	2	17
Category 8 - Symposium	4	2
Press Conference	-	-
Exhibition	1	1
Headquarters Committee	-	-
Event under Patronage	-	1
Concert	2	-
Internal Meeting	-	-
Consultative Meeting	3	4
Meeting by Member States or Institutions	3	1
Interagency meeting	-	-
Film Projection	-	-
Special Event	4	1
Working group/Expert Meeting	-	1
Information meeting for Permanent Delegations	2	1
Executive Board	1	-
Prize-giving Ceremony	-	-
Total	27	30

8. UNESCO Headquarters

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

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

8.1. Conferences and Meetings

8.1.1 Programme Meetings

Date	Title*	Organizer	Place	Public
02-03/02	Les politiques et les pratiques en matière de suivi et d'évaluation des systèmes éducatifs	ED/THE/TEP	Salle VII	15
02-05/02	21e session du Comité international consultatif pour les réserves de biosphère	SC/EES/BNC	Salle XIII	35
04-05/02	Forum Netexplo 2015	CI/KSD/ICT	Salle des Actes + V	1 000
05-06/02	EFA Steering Committee meeting	ED/EFA	Salle VI	50
06/02	OPEN UNESCO CAMPUS	ERI/DPI/PRP	Salle XI	10
09-10/02	Assises du Vivant 2015	SHS/EGC/GEC	Div. salles	200
09-10/02	Réunion IHP-UNESCO de lancement du groupe de travail : La sécurité de l'eau, les impacts climatiques et les mesures d'adaptation	SC/HYD	Salle XIV	50
09-12/02	Cours de formation pour les professeurs d'éthique	SHS/EGC/BIO	Salles XV, XVI	25
10/02	Réunion de la Plateforme Océan et Climat 2015 - COPIL	IOC/EXS	Salle III	20
16-18/02	Groupe de travail intersessions pour l'élaboration d'un plan stratégique de la COI en matière de développement des capacités	IOC/EXS	Salle XI	50
19-20/02	Regional Ministerial Conference on Education post-2015 for European and North American States	ED/EFA	Salle IV, VI, VIII, XII	300
20/02	Célébration de la Journée de la langue maternelle	ED/TLC/GCE	Salle IX	90
20/02	Réunion avec les femmes des Nations Unies pour le programme conjoint de l'éducation des filles	ED/TLC/LTR	Salle V	12
23/02	1st meeting of the Int'l. Steering Committee of the High-level Int'l Conference on the Implementation of the International Decade for Action "Water for Life", 2005-2015	SC//HYD	Salle XIV	30
23-27/02	Semaine de l'apprentissage mobile	ED/THP/TEP	Div. salles	1 000
24-27/02	43e session du Programme international des géosciences (IGCP)	SC/EES/ESB	Salle XIV	50
26-27/02	Réunion consultative sur les évaluations nationales	ED/TLC/LTR	Salles VI, IX	50
25/02	L'avenir de vivre ensemble face à la montée de l'extrémisme violent : perspectives d'Europe et du monde arabe	SHS/TSD	Salle II	350
26-27/02	Réunion de la Commission sur le haut débit pour le développement numérique	CI/INF	Salle X	60
Total participation				3 397

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

8.1.2 Information meetings for Permanent Delegations

Date	Title	Organizer	Place	Public
04/02	Réunion des Délégations permanentes des petits Etats insulaires en développement (PEID) pour examiner le plan d'action de l'UNESCO sur les PEID	SC/PCB/SII	Salle XIV	11
10/02	Lancement du partenariat entre l'UNESCO, l'OCP S.A et Kush Communication Ltd pour la production d'une série de six films basés sur l'Histoire générale de l'Afrique	CLT/CPD/DIA	Salle IV	150
12/02	Réunion d'information du Conseil exécutif avec la DG	GBS/SCX	Salles X, XI	100

16/02	La Convention globale sur la reconnaissance des diplômes universitaires	ED/PLS/HED	Salle IV	100
19/02	Réunion d'information Délégués permanents sur l'UNESCO dans la région du Pacifique	BSP	Salle XI	50
24/02	Programme conjoint UNESCO/ONU Femmes/FNUAP sur l'éducation des filles	ODG/GE	Salle X	100
27/02	Réunion de la Commission sur le haut débit pour le développement numérique "	CI/INF	Salle XI	250
Total participation				761

8.1.3 Electoral Groups Meetings

Date	Title	Organizer	Place	Public
11/02	Réunion plénière du GRULAC	GRULAC	Salle XIV	30
13/02	Réunion plénière du Groupe arabe	Déleg. perm. du Qatar	Salle XVI	16
26/02	Réunion plénière de l'ASPAC	Déleg. perm. de la Malaisie	Salle XIII	30
Total participation				76

8.1.4 External rentals

Date	Title	Organizer	Place	Public
05-06/02	Forum Mondial des apprentissages tout au long de la vie	Commission nationale française	Salles I (+ Foyer), IV	600
10/02	Congrès "Vision - Innovation"	Institut de la vision	Salles II, V, Pas Perdus	450
10-11/02	Conférence sur " Jeunesse et développement en Afrique"	Union internationale des associations et organismes (UATI)	Salle XIII	80
12/02	16e Colloque du Syndicat des énergies renouvelables	Syndicat des énergies renouvelables	Diverses salles	900
19/02	Conférence de presse de Salif Traoré	Magic System	Salle IX	50
24-26/02	Réunion préparatoire 7e Forum mondial de l'eau	Déleg. perm. de la Rép. de Corée	Salle XII	100
26-27/02	World Bank - Global Partnership for Education	ED/PLS/EDP	Salle VII	40
27/02	World Bank - Global Partnership for Education	World Bank	Salle VII	40
Total participation				2 260

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

8.2.1 Exhibitions

No new exhibition in February.

8.2.2 Shows, Screenings and Conferences

Date	Title	Organizer	Place	Public*
04-05/02	Forum Netexplo - Le meilleur d'une année d'observation de l'innovation numérique mondiale	CI/FEM/MAS	Salle des Actes, I et V	1 000
07/02	Concert caritatif	Déleg. perm. d'El Salvador	Salle I	900
09/02	Les Assises du Vivant 2015 – 3 ^e édition « Biodiversité et changement climatique en interaction : créer et vivre d'autres possibles »	SHS	Diverses salles	200
20/02	Soirée musicale autour de deux poètes : Rabindranath Tagore et Kazi Nazrul Islam	Déleg. perm. du Bangladesh	Salle I	500
23-27/02	Semaine de l'apprentissage mobile - « La technologie, source d'autonomisation des filles et des femmes »	ED	Diverses salles	1 000
25/02	Table ronde « L'avenir du vivre ensemble face à la montée de l'extrémisme violent : perspectives d'Europe et du monde arabe - Ensemble contre l'intolérance »	UNESCO et Projet Aladin	Salle II	460 Salle bondée

8.2.3 Special Events

Date	Title	Organizer	Place	Public*
13/02/2015	Célébration de la Journée mondiale de la radio – 4 ^e édition « Jeunesse et radio »	CI/FEM/MAS	Divers espaces	400

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

- o **6 events** were promoted in the February monthly *Calendar of cultural events* printed out in 3,000 copies (in French), and its electronic version sent out to **26,858 subscribers**.
- o **7 events** were organized, co-organized and/or promoted in February by DPI/PRP (Public Relations and Partnerships Section).

8.3. UNESCO Visits

A total of **28 visits for 678 visitors** and **1 presentation focusing on Education for 24 visitors** were organized in February 2015. All visitors came within the framework of a group visit. The major part of the organized visits was conducted in English for European and North American public.

1. Requests

Number of emails received	n/a
Number of requests received	n/a
Accepted requests	28
Declined requests	n/a

2. Languages

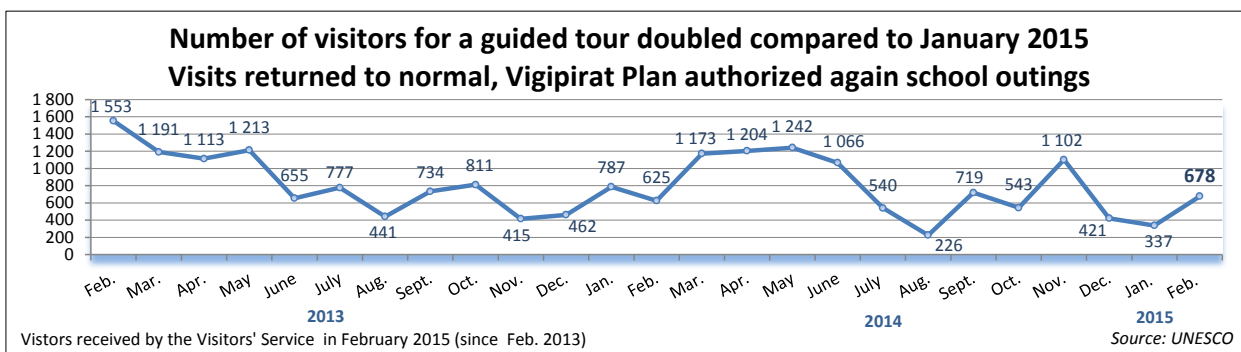
Visits/Present. In English	17	61%
Visits/Present. in French	10	36%
Other	1	4%

3. Type of visits

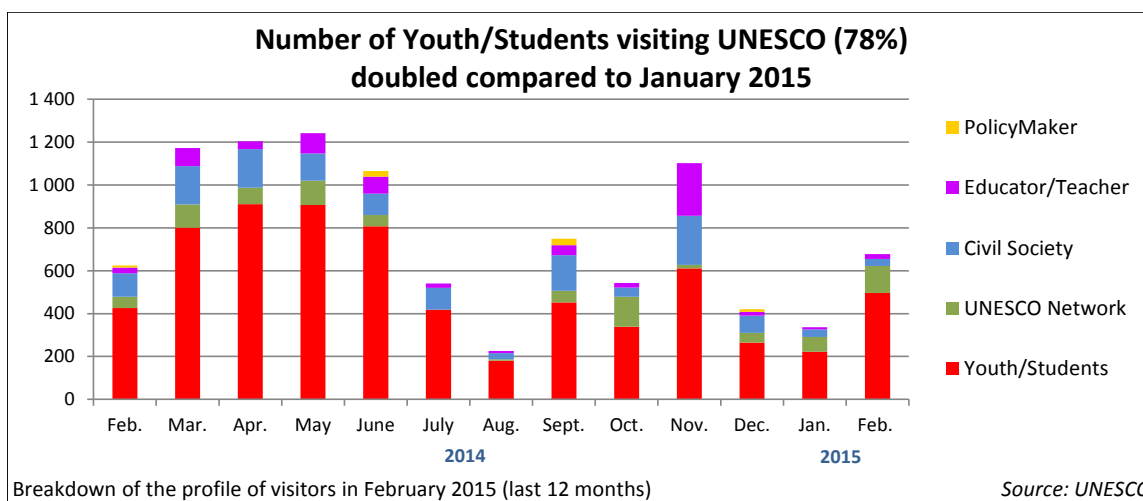
Group Visits	28	100%
Spontaneous Visits	0	0%
Individual Visits	0	0%
Incl. Thematic Conference	1	4%

4. Origin

Europe and North America	600	88%
Asia and Pacific	78	12%
Latin America and the Caribbean	0	0%
Africa	0	0%
Arab States	0	0%



5. Profile of visitors



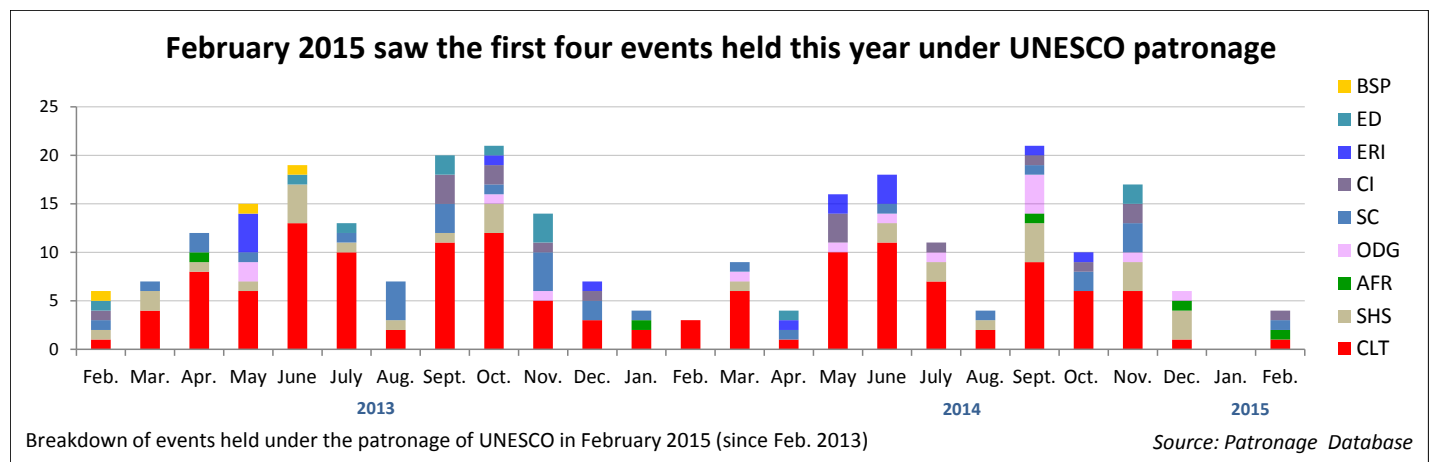
9. UNESCO logo exposure

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.

- **4 events** which have been granted UNESCO's patronage took place in February 2015:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/02	Côte d'Ivoire	Exposition internationale d'art contemporain africain intitulée "Art pour la paix"	General public	AFR
01/02	Spain	"Mobile for Change" app competition	Youth and students	CI
12/02	Hungary	Masked end-of-winter carnival	General public	CLT
19/02	Canada	16e édition du festival Montréal en lumière	General public	SC



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). Memoranda of Understanding have been 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

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

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

Logo use: **For every broadcast/rebroadcast 6 seconds exposure** (except Special programmes).

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

Regular programmes in February (NHK General)

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

Area of broadcast: **Japan and Worldwide**

Estimate number of households as viewers in Japan (Video Research Inc): **17,791,000** in main Kanto region. Estimate number of viewers by programme in Japan (Video Research Inc): **889,550 households** in main Kanto region. Total number of 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

No Special programme (Satellite Channel) in February.

10.2. TBS (Japan)

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

Partnership began: 1996

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

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

Countries and regions of broadcast: **Japan**

Logo use: **For every broadcast/rebroadcast 5 seconds exposure**

Sponsorship: **SONY**

<i>Date</i>	<i>Subject</i>	<i>Format</i>	<i>Audience Share</i>
08/02	Manú National Park (Peru)	30 min.	5.7%
15/02	Historic City of Toledo(Spain)	30 min.	6.0%
22/02	Angkor(Cambodia)	30 min.	6.2%

Average audience share in February: **6.0 percent** (for the first broadcast). Estimate number of viewers in Japan: **5,427,000** (for the first broadcast). The total number of audience accessed to the programme in February was estimated at **16,281,000**.

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
English	25
French	10
Spanish	10
Arabic	5
Russian	1
In February, a total of 51 reports were released on UNESCO through Xinhuanet	