



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2015/PIPMR/53/REV

Monthly Visibility Report

June 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

Comme ce fut le cas au cours des mois passés, ce sont une nouvelle fois les destructions infligées au patrimoine culturel, en l'occurrence à la Vieille Ville de Sana'a au Yémen, qui ont dominé l'actualité liée à l'UNESCO. Suite à la condamnation de ces destructions par la Directrice générale (12 juin), des médias majeurs ont sollicité l'UNESCO pour obtenir des entretiens notamment : El País (Espagne), RFI (France), Washington Post (Etats-Unis), Art Newspaper (Royaume-Uni), RTS (Suisse). L'UNESCO est identifiée par les médias comme un interlocuteur privilégié dans ce type de situation, ce qui s'est également vérifié au moment des destructions de mausolées à proximité de la ville de Palmyre (Syrie) puisque le service de presse a reçu de nombreuses demandes d'entretiens.

La Journée mondiale de l'océan, célébrée le 8 juin, a bénéficié d'une couverture plus importante que les autres années avec près de 130 articles recensés. Cela s'explique en grande partie par l'intérêt suscité plus largement par la Conférence des Nations Unies sur le changement climatique (COP21) organisée à Paris en novembre, qui accroît l'attention médiatique pour les sujets liés à l'environnement. De fait, la plupart des médias ont saisi le prétexte de la Journée pour rappeler les menaces qui pèsent sur l'océan sans mentionner l'UNESCO. L'organisation d'un événement spécifique au siège de l'UNESCO a cependant contribué à générer des articles, essentiellement dans la presse française (Sciences et Avenir, Libération, Le Monde, France Info, EFE, le Journal du CNRS).

La désignation de 20 nouvelles réserves de biosphère a suscité une large couverture (près de 200 articles recensés). Les médias, s'appuyant généralement sur le communiqué de l'UNESCO, ont parfois annoncé la nouvelle comme telle. Mais l'essentiel de la couverture se concentre dans les pays où une réserve a été désignée, notamment au Viet Nam, en Afrique du Sud, au Myanmar, en Argentine ou au Honduras. Il est d'ailleurs à noter que c'est dans les pays hispanophones, en particulier en Espagne, que cet événement a été le plus largement couvert.

Malgré un thème présentant une forte résonance avec l'actualité, la conférence intitulée Les Jeunes et l'Internet - Combattre la radicalisation et l'extrémisme a bénéficié d'une couverture très décevante par rapport à ce que l'on aurait pu attendre.

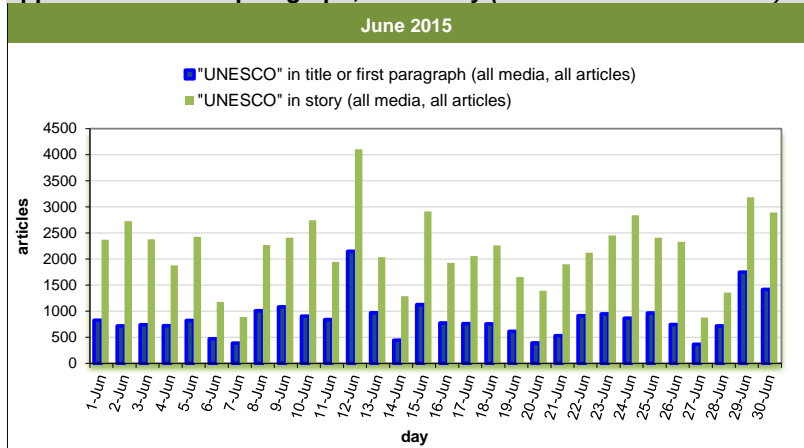
Les événements suivants font l'objet d'une analyse approfondie dans les pages Major Events :

- **Journée mondiale de l'océan (8 juin)**
- **27^e session du Conseil international du programme sur l'Homme et la biosphère (8-12 juin)**
- **Conférence « Les Jeunes et l'Internet – Combattre la radicalisation et l'extrémisme » (16-17 juin)**

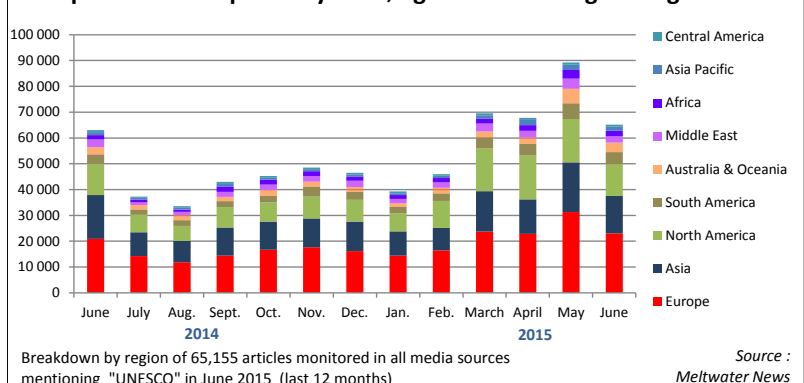
UNESCO Website and Social Media Channels

June web traffic shows a strong increase in visits (+25%) and in page views (+8%) compared to June 2014, but dropped by some 18% compared to last month's very high

Articles monitored daily in all media sources in which "UNESCO" appears in title/first paragraph, or in story (Source: Meltwater News)



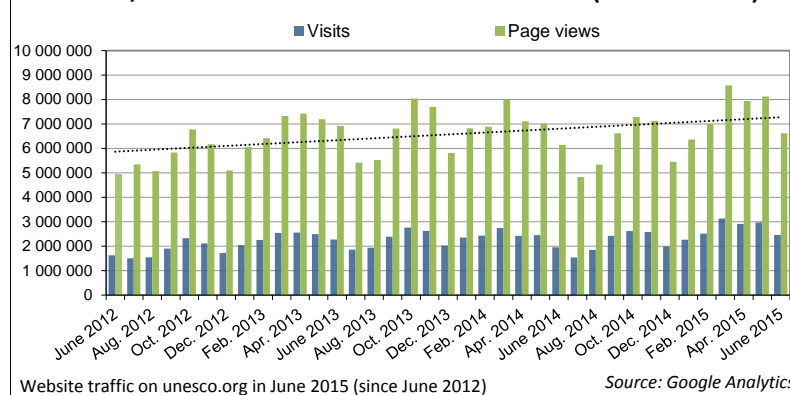
More than 65,000 articles mentioning UNESCO this month Despite a 27% drop vs May 2015, figures are among the highest ever



Breakdown by region of 65,155 articles monitored in all media sources mentioning "UNESCO" in June 2015 (last 12 months)

Source : Meltwater News

June 2015 traffic fell by 18% after the strong growth in the last months; it remains well above June 2014 results (+25% in visits)



Website traffic on unesco.org in June 2015 (since June 2012)

Source: Google Analytics

traffic. On our website for Member States, unesco.int, page views have more than doubled compared to June 2014, but have as well fallen by 11 % compared to the previous month's strong results.

The protection of cultural heritage was among the most prominently featured themes with focus on efforts to raise awareness around UNESCO's mandate and its initiatives for emergency safeguarding of cultural heritage in countries of conflict: the Director-General's statements regarding protection of cultural heritage in Sanaa, and in the ancient city of Marib, in Yemen, and the appeal for the international community to counter the new threat of violent extremism and cultural cleansing issued at the opening of the World Heritage Committee, in Bonn, Germany.

It is interesting to note that two social media-driven contests aimed at younger audiences were among the most visited content on our website: the photo contest within the framework of the #unite4heritage campaign, and the poster design contest "Sciences in Latin America and the Caribbean: 70th anniversary of UNESCO". In the same vein, the call for nominations for the UNESCO-UNAM / Jaime Torres Bodet Prize in social sciences, humanities and arts, ranked high.

The World Oceans Day 2015 was one of the highlights and communication priorities in June; its dedicated website was among the most visited, just ahead of the website for the international conference "[Youth and the Internet: Fighting Radicalization and Extremism](#)", and the web pages dedicated to the 27th Session of the MAB-ICC.

The World Education Forum continued to be featured on the website in early June, with the news items on the Incheon and Qingdao Declarations being among the most highly visited. Also, the EFA Global Monitoring Report, UNESCO and UNGEI call for urgent action to combat school-related gender-based violence was the second most visited news page.

In June 2015, UNESCO acquired a total of almost 3.4 million followers on key accounts across 6 languages, showing a 69% increase compared to June 2014. As in May 2015, the top Facebook messages are in Spanish and Portuguese. On Twitter, Arabic and French are growing fastest, at 8% and 12% respectively. This month, in addition to the already existing Instagram account in English, new accounts were created in Russian and Spanish, as social media increasingly shifts to mobile-based apps.

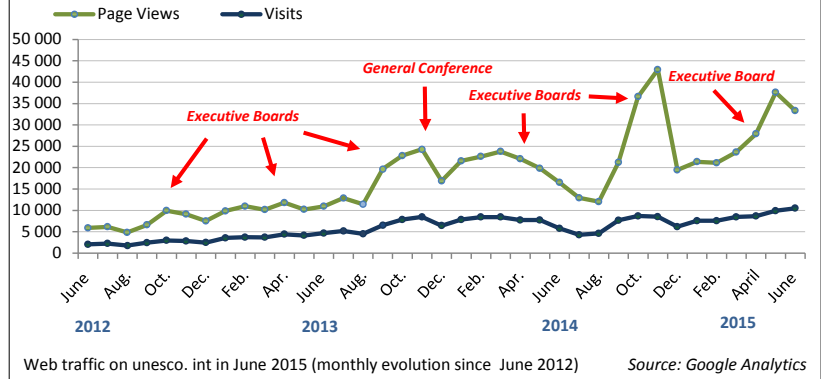
Publications

The June figures for online viewing have dropped compared to May, but still remain higher than in the month of June 2014. More than half are Education titles and 57% are in Spanish. The title launched at the WEF in Incheon, [Rethinking Education - Towards a global common good?](#) rated very high with more than 7,000 views in one month. The trend in page views in Google Books is similar, that is, with figures falling but with still better results than in the previous year. Best-selling titles at the Bookshop are World Heritage titles which is normal in the build up to the World Heritage Committee meeting. But on-line, ED titles did very well including the new title mentioned above.

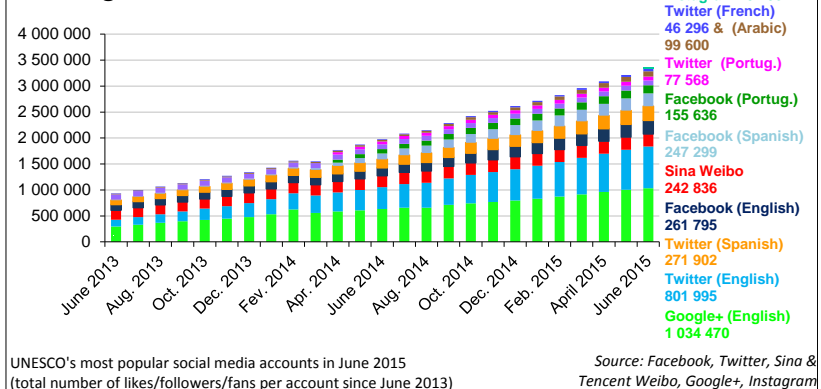
Focus on a Field Office

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

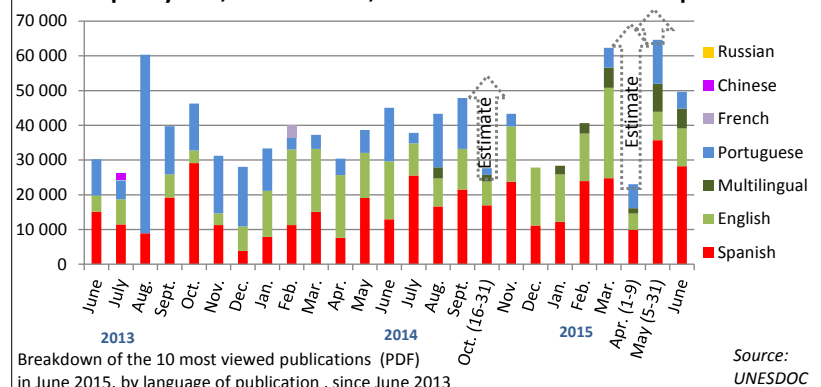
Page views dropped by 11% on unesco.int in June 2015, after the high traffic in May, but have more than doubled compared to June 2014



Almost 3.4 million Followers this month on our social media accounts, including now almost 100,000 on Twitter in Arabic



Top 10 publications views dropped sharply in June but remain higher than in the 2 past years, same month; 57% of the views were for Spanish titles



Major events:

I. World Oceans Day 2015: Ocean and Climate (8 June 2015)



© UNESCO/P. Chiang-Joo

In celebration of the United Nations World Oceans Day, which takes place every 8 June, the Intergovernmental Oceanographic Commission of UNESCO (IOC), together with the Ocean and Climate Platform, dedicated this special day to the diffusion of scientific knowledge to the public. The objective was to mobilize the international scientific community to work together and inform students, the public at large, the civil society, and Heads of States of the ocean's role in the climate system.

The event, held at UNESCO headquarters on 8 June 2015, was opened by the Director-General, Irina Bokova in the presence, notably, of the French Minister of Foreign Affairs, Laurent Fabius, the Under-Secretary-General for Legal Affairs and United Nations Legal Counsel and UN-Oceans Focal Point, Miguel de Serpa Soares, and the Director of the French National Museum of Natural History and representative of the Ocean and Climate Platform, Gilles Bœuf.

Through workshops, round tables, a youth forum and artistic exhibitions, the aim of this event was to raise awareness of the ocean's influence on climate regulation - local and global - and create a momentum for ocean-sensitive actions and strategies to mitigate climate change prior to the 2015 Paris Climate Conference (COP21). Recommendations were the results of the day's exercises and they were transmitted, along an 'Ocean Call for Climate' to the Heads of States present at the closing ceremony: HSH Prince Albert II of Monaco, Tommy Remengesau - the President of Palau, Freudel Stuart - Prime Minister of Barbados, Danny Faure - Vice president of Seychelles, and Karmenu Vella - European Commissioner for Environment, Maritime Affairs and Fisheries. By highlighting the ocean's crucial role for the survival of our planet, it became evident that we need an ambitious climate agreement that prioritises the ocean's health and considers it part of the solution to adapt and mitigate present and future global challenges.

Participants: 1,200. **Audience:** Students, civil society, scientists/researchers, Heads of States, Permanent Delegations

Communication materials and activities:

- [Press release](#) (8/06)
- [Media advisory](#) (26/05)
- [Message from the Director-General](#) for WOD 2015
- [Address by the Director-General](#) for WOD 2015
- Press conference
- Promotional media partnerships
- [Dedicated webpage](#)
- [Ocean and Climate Platform](#)
- On-line registration
- Brochure for World Oceans Day 2015 ([English](#), [French](#))
- [4 Thematic workshops](#)
- [4 Exhibitions](#)
- [UNESCO Campus « One Planet - One Ocean »](#)
- [Ocean's Call for Climate](#)

Webcast/Live streaming connections:

Website statistics (in June only): [Press release](#): 128 visits/479 page views. [Media advisory](#): 133 visits/725 page views. [Message from the Director-General](#): 930 views. [Address by the Director-General](#): 25 views. [Dedicated webpage](#): 1,879 visits/7,455 page views. [UNESCO Campus « One Planet - One Ocean »](#): 38 visits/262 page views. Brochure: in [English](#): 1,004 views; in [French](#): 968 views (3,455 total views in EN/FR since March 2015).

Press coverage: C'est dans la presse française –et monégasque- que l'événement a été le plus largement traité, ce qui s'explique par la tenue au siège de l'UNESCO d'une conférence scientifique et la présence de nombreuses personnalités. Une conférence de presse a été organisée à l'UNESCO en présence de la Directrice générale. Une trentaine de journalistes avaient demandé une accréditation pour l'événement parmi lesquels AFP, France 2, Géo, Le Monde, le NY Times, L'Express ou encore Le Parisien.

Social media: Messaging on World Ocean Day was strong – particularly on Facebook, where a series of attractive digital cards was prepared to communicate on key statistics on the state of today's oceans. Statistics such as the following resonate strongest with our audiences: "Oceans are 71% of the earth's surface & give 1/2 the oxygen we breathe. Yet only 1% are protected <http://ow.ly/O14Y7> #WorldOceansday" (121 RT)

II. 27th Session of the Man and Biosphere Programme International Coordinating Council (8-12 June 2015)



© UNESCO/P. Chiang-Joo

The twenty-seventh session of the governing body of the Man and the Biosphere Programme, the International Coordinating Council (ICC) was held at UNESCO Headquarters from 8 to 12 June 2015.

There was a total of 250 participants including representatives of the following Members of the ICC as elected by the UNESCO General Conference at its 36th and 37th sessions: Algeria, Egypt, Belarus, Burkina Faso, Cameroon, Chile, Cote d'Ivoire, Estonia, France, Germany, Ghana, Haiti, Honduras, Hungary, Iran (Islamic Republic of), Japan, Kazakhstan, Kenya, Kuwait, Luxembourg, Malaysia, Mexico, Republic of Korea, Saint Vincent and the Grenadines, South Africa, Spain, Sweden, Thailand, United Kingdom of Great Britain and Northern Ireland, Ukraine, United Republic of Tanzania, and Yemen.

Observers from the following Member States were present: Afghanistan, Argentina, Austria, Azerbaijan, Bolivia, Botswana, Brazil, Canada, China, Colombia, Democratic People's Republic of Korea, Denmark, Dominican Republic, El Salvador, Ethiopia, Indonesia, Italy, Madagascar, Mongolia, Myanmar, Nigeria, Norway, Paraguay, Poland, Portugal, Romania, Serbia, Slovakia, Sri Lanka, Switzerland, Turkey, United States of America, Vietnam.

For the first time in the history of the MAB Programme, two panel discussions were held during this MAB Council. The first was an intersectoral panel which aimed to explore concrete actions or projects within the post-2015 Agenda. The second brought together panelist from the private sector such as the Yves Rocher Foundation and Société des Mines de Fer de Guinee (SMFG).

Other highlights of this MAB Council included the designation of 20 new biosphere reserves, including 1 transboundary biosphere reserve, the presentation of the Michel Batisse Award to the winner and the endorsement and announcement of the six MAB Young Scientist Award winners.

Participants: 250. **Audience:** UNESCO Member States, Representatives from the International Social Sciences Council, UNEP-WCMC as well the private sector and NGO's were present.

Communication materials and activities:

- [Media advisory](#) (26/05)
- [Press release](#) (11/06)
- [News](#) (09/06)
- [MAB-ICC website](#)
- [Dedicated webpage](#)
- [MAB Facebook](#)
- [Photo gallery](#)
- [B-rolls of the new biosphere reserves](#)

Webcast/Live streaming connections:

Website statistics: [Media advisory](#): 271 visits/745 page views. [Press release](#): 80 visits/397 page views. [News](#): 1,815 visits/3,961 page views. [MAB-ICC website](#): 795 visits/5,295 page views. [Dedicated webpage](#): 422 visits/3,822 page views. [Photo gallery](#): 1,573 visits/6,261 page views.

Press coverage: Une douzaine de journalistes se sont accrédités pour l'événement : la radiotélévision publique espagnole (TVE), des médias vietnamiens (Nhan Dan), italiens (Telereggio) ou chinois (Agence Chine nouvelle). Plusieurs entretiens ont également été organisés avec l'agence de presse espagnole EFE sur les réserves en Espagne, au Honduras et en Argentine.

Social media: Interest for biosphere was medium-high. The most popular message on Twitter got only 122 RT with 66 favorites. To optimize performance on social media, attractive photos would have been required, showcasing ideally the human interest value of these sites.

III. Youth and the Internet: Fighting Radicalization and Extremism (16-17 June 2015)



The conference, organized in the framework of the Intergovernmental Information for All Programme (IFAP), at UNESCO Headquarters on 16-17 June 2015, allowed researchers, policy-makers, youth NGOs, experts and practitioners - from a wide range of institutional types and disciplines - to share their experience on policy interventions, projects and processes, aimed at reducing the use of the Internet as a tool for youth radicalization.



Over the two-day conference, panelists shared best practices, highlighted policy gaps and deficiencies, and debated strategies for improved cross-cultural and intersectoral collaboration. The conference ended with the Deputy Director-General, Mr. Getachew Engida, echoing UNESCO's commitment to help operationalize the knowledge produced at the conference through the crafting of projects that link policy, practice and research in the priority areas of Media Information Literacy (MIL), Information Ethics and Global Citizenship Education, IFAP and IPDC.

The overall aim of the conference was to furnish the international community with a sense of urgency concerning the reality and potential risk of continued online youth radicalization. In this regard, the conference was a great success. It was also, however, acknowledged that a greater social media presence could have further served to give visibility to the conference and could have allowed wider participation by youth.



The conference concluded its work by launching UNESCO's New Integrated Framework for Action: **Empowering Youth to Build Peace**. The initiative seeks to leverage and extend UNESCO's existing youth-focused interventions, sector programmes as well as global and intergovernmental networks to counter the conditions that foster youth radicalization and extremism.

Participants: Some 200 participants from 70 countries, including 62 panelists. **Audience:** Permanent Delegations, Government Representatives, Professors and Academia, Foundations, Associations, NGOs, Youth Related Initiatives, Specialised Networks, UN Partner Organisations, Representatives of the European Union and UNESCO Staff Members

Communication materials and activities:

- [Media advisory](#) (09/06)
- News ([20/05](#), [17/06](#))
- [Dedicated website](#)
- [Programme](#)
- [Brochure](#)
- Promotional materials from: [The Information for All Programme \(IFAP\)](#), [The International Programme for the Development of Communication \(IPDC\)](#), [#Unite4Heritage](#), [YouthMobile](#), The Council of Europe: ["Bookmarks: Combating Online Hate Speech through Human Rights Education"](#), [NET-MED Youth Project](#), The Africa Department, UNESCO

Webcast/Live streaming connections:

Website statistics: [Media advisory](#): 422 visits/1,487 page views. News: [20/05](#): 33 visits/84 page views; [17/06](#): 2 visits/18 page views. [Dedicated website](#): 1,716 visits/6,428 page views.

Press coverage: 14 journalists including AP, EFE, DPA and Al Iraqiya have requested an accreditation to attend the conference organised by UNESCO. Despite the presence of these journalists and the subject matter of the conference, the coverage was insignificant in the press.

Social media: Given the high political sensitivities surrounding this conference, and the complexity of expressing this controversial topic in 140 characters, our social media messaging was very cautious. The top performing message is an infographic posted on the Director-General's Twitter account @IrinaBokova, which illustrates the scale of youth online radicalization: <https://twitter.com/IrinaBokova/status/610857695030214656>. DPI/Social media will work closely with CI in the coming months to develop a meaningful outreach project on fighting online radicalization.

Focus on UNESCO Office in Phnom Penh

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.

Since the beginning of 2015 and in the context of major reforms initiated by the Cambodian Government, the Phnom Penh Office has been accompanying these significant efforts in launching innovative projects, in close cooperation with the line ministries; among these were the new Generation Leadership Course which empowers young leaders to lead the HIV/AIDS response in their respective community, the National Literacy Campaign 2015 widely promoted by national televisions and social media, and the drafting of a Law on Access to Information in Cambodia - with the support of the Swedish International Development Agency (Sida) - which promotes a consultative and participatory process involving closely the civil society. Furthermore, within the wave of massive restitutions of cultural objects to Cambodia, an additional masterpiece originating from the same group of the Koh Ker Temples has been voluntarily given back to the Cambodian authorities by the Cleveland Museum of Art, in May 2015.

Main Events



The National Literacy Campaign 2015

To enable Cambodia to attain the Education For All adult literacy goal, UNESCO is supporting the Ministry of Education, Youth and Sports to implement the National Literacy Campaign 2015. Launched by Samdech Prime Minister, and attended by some 1,500 national and international delegation, the National Literacy Campaign is designed and implemented under the Capacity Development for Education for All Programme to make 92,125 Cambodian adults, the majority of whom are women, literate in 2015.



Cambodian National Launch of the 2015 UNESCO EFA GMR 2015 (10 June)

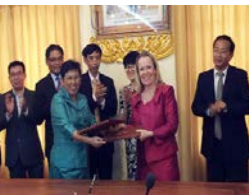
The event held at the National Institute of Education was presided by the Minister of Education, Youth and Sports. The visual presentation of each provincial EFA progress over 2000 – 2015 was highly appreciated by the more than 1,000 participants. As Cambodia aspires to become an upper middle income country by 2030, the GMR Launch provided a platform for the participants to reflect on the investment priorities such as teachers in the Post-2015 Education agenda.



International Coordinating Committee for the Safeguarding and Development of the Historic site of Angkor (ICC-Angkor)

Since the inscription of Angkor on the World Heritage List in 1992, the ICC-Angkor meets twice a year, and UNESCO ensures the Standing Secretariat.

On 1-3 June, ad-hoc experts visited the work sites of Bantey Srei Temple, Western Baray; Ta Prohm temple; Phnom Bakheng temple; Angkor Wat and Takeo temple. 4-5 June were devoted to a number of presentations by specialists, featuring themes on restoration, archaeological research, tourism and sustainable development.



Tuol Sleng Genocide Museum Preservation and Digitization Project

23 June 2015 marked the signing ceremony of the Tuol Sleng Genocide Museum Preservation and Digitization Project. Inscribed in the UNESCO Memory of the World International Register in 2009, the Tuol Sleng Genocide Museum Archive, contains photographs, biographical records of prisoners, prison guards and officials, and documents from the site's existence as the S-21 prison and interrogation center. The overall aim of the project, supported by Korea International Cooperation Agency (KOICA) and the Ministry of Culture and Fine Arts, is to digitize and conserve these archives and to support the Tuol Sleng Genocide Museum in developing an educational and peace-building site.

Media

All events organized by the Office are usually widely covered by the national media including the regional Anglophone press. All articles related to the Office's work are compiled in an annual press release report widely distributed.

Publications – Top 2 titles (total views)

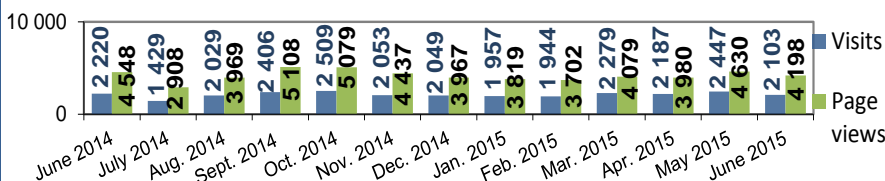


- [ICC- Angkor: 20 years of international cooperation for conservation and sustainable development](#) (2013, 1,666 views)



- [Sbek Thom](#) (2014, 837 views)

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



Phnom Penh Office web traffic from June 2014 to June 2015 Source: Google Analytics

Social Media

Facebook: 7,445 followers

Promotional video (clickable image)

Video for the NLC campaign 2015 with singer Demi Lovato posted on Facebook and broadcast on all national TV channels.



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

Both a communication and a knowledge management tool, UNESCO's websites, with over 2.7 million pages of content, are today a key component of its public information strategy. Maintained by Corporate Web Services in close collaboration with the Programme Sectors, the main site is updated continually in all 6 UN languages (with some subportals also in Portuguese, Vietnamese, et al). Web traffic shown here (page views, visits, visitors, country and language of visit, etc) has been measured since September 2011 with the free Google Analytics toolset via tags embedded in pages. More detailed statistics on specific programmes can be made available to the responsible officers upon request (contact v.pham@unesco.org).

June web traffic shows a strong increase in visits (+25%) and in page views (+8%) compared to June 2014, but dropped by some 18% compared to last month's very high traffic. On our website for Member States, unesco.int, page views have more than doubled compared to same month last year, but have as well fallen by 11 % compared to the previous month's strong results.

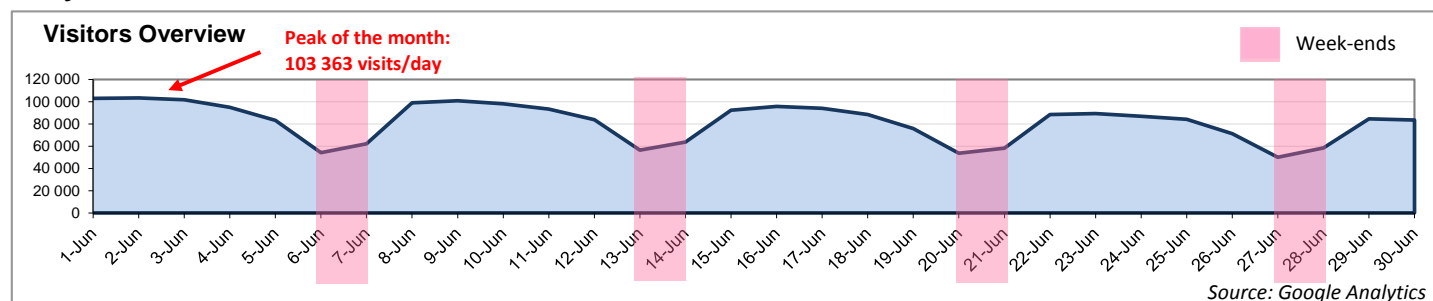
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1.1. June 2015 Traffic Daily Web Traffic Patterns



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
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%
March 2015	8 573 715	+7.31%	+22.55%	3 127 487	+14.25%	+24.47%	2 341 047	+10.34%	+21.47%
April 2015	7 932 478	+11.68%	-7.48%	2 911 466	+20.10%	-6.91%	2 200 189	+17.33%	-6.02%
May 2015	8 119 952	+15.70%	+2.36%	2 966 130	+21.16%	+1.88%	2 268 628	+19.73%	+3.11%
June 2015	6 620 455	+7.82%	-18.47%	2 452 499	+25.59%	-17.32%	1 861 868	+24.80%	-17.93%

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

Areas of interest	Visits ²	Variation vs Y-1**	Variation vs M-1**
UNESCO.ORG	2 452 499	+25.59%	-17.32%
Home & Central Services pages	156 061	-36.68%	-16.47%
Worldwide	22 544	+79.99%	-16.26%
Education for the 21st Century and ED Sector	175 516	+130.30%	-14.43%
One Planet. One Ocean & Science for a Sustainable Future and SC Sector	63 802	+67.83%	-9.06%
Learning to Live Together and SHS Sector	56 836	+117.58%	-23.73%
Protecting our Heritage and Fostering Creativity and CLT Sector	1 182 751	+5.25%	-20.48%
World Heritage	1 040 984	+1.43%	-20.87%
Intangible Heritage	74 802	+34.51%	-9.83%
Culture Sector (excl. Intangible Heritage)	66 965	+60.12%	-24.60%
Fostering Freedom of Expression & Building Knowledge Societies and CI Sector	57 568	+76.11%	-10.65%
Field offices (only those tracked)	209 512	+114.58%	-13.15%
UIL*	24 666	+18.68%	+14.93%
UNEVOC*	50 510	+32.46%	-9.63%

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

1.4. UNESCO Website Visitors

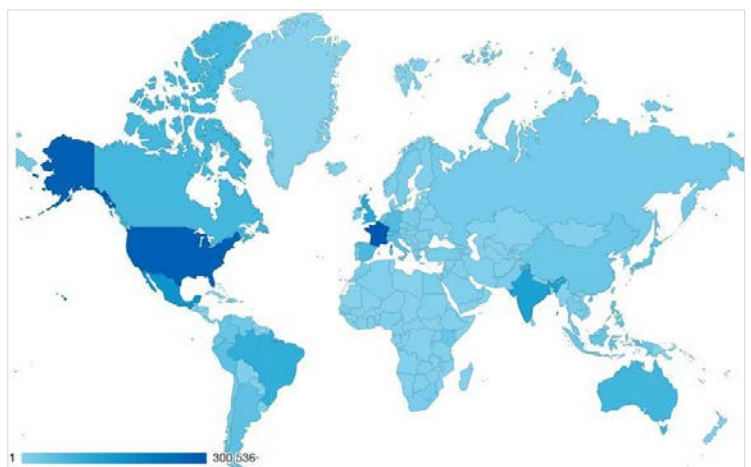
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
France	300 536	12.25%	-8.88%	3.19	00:04:23
United States	282 907	11.54%	-28.92%	2.69	00:02:20
Mexico	165 336	6.74%	-6.54%	2.25	00:02:36
India	133 158	5.43%	-5.22%	2.35	00:02:38
United Kingdom	105 671	4.31%	-23.14%	2.58	00:02:05
Brazil	94 669	3.86%	-15.53%	2.04	00:02:19
Australia	77 031	3.14%	-34.25%	2.93	00:03:45
Canada	73 155	2.98%	-26.21%	3.21	00:03:16
Spain	64 365	2.62%	-23.52%	3.00	00:02:49
Germany	54 152	2.21%	+4.47%	3.42	00:03:36

Top 10 visitors' language

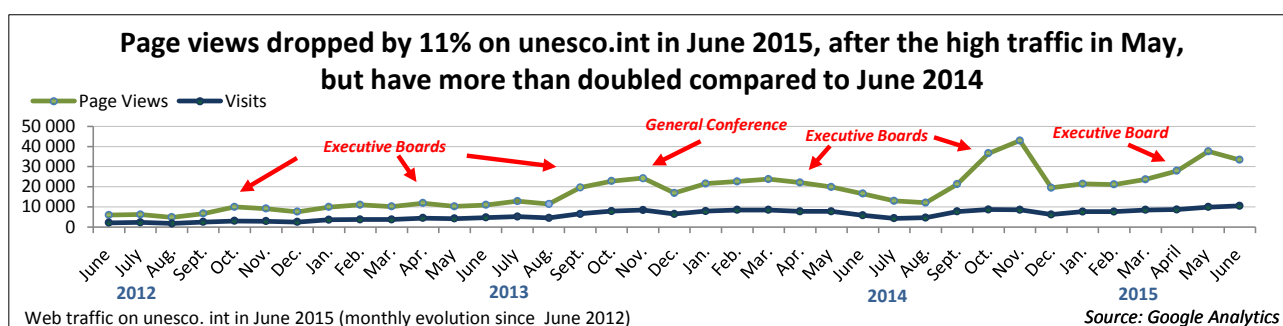
Language	Visits ²	% of Total visits	Variation vs M-1
English	1 183 881	48.27%	-18.65%
Spanish	458 090	18.68%	-12.31%
French	330 123	13.46%	-20.60%
Portuguese	105 495	4.30%	-14.70%
German	48 478	1.98%	-3.78%
Chinese	46 016	1.88%	-1.35%
Italian	38 610	1.57%	-16.23%
Japanese	35 450	1.45%	+0.79%
Russian	32 133	1.31%	-28.85%
Korean	22 097	0.90%	-14.02%

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	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
	March	23 622	-0.59%	+11.88%	8 444	+0.33%	+11.56%	2.75	+4.17%	00:04:18
	April	27 891	+26.44%	+18.07%	8 661	+11.97%	+2.57%	2.81	+2.18%	00:04:14
	May	37 600	+89.64%	+34.81%	9 897	28.12%	+14.27%	2.84	+1.07%	00:04:14
	June	33 315	+101.77%	-11.40%	10 490	+81.27%	+5.99%	2.88	+1.41%	00:04:28



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

	Month	Page views ¹	Variation vs M-1	Visits ²	Variation vs M-1
2014	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%
	March	90 689	+31.32%	28 290	+20.11%
	April	100 307	+10.61%	29 421	+4.00%
	May	74 042	-26.18%	19 597	-33.39%
	June	82 090	+10.87%	25 733	+31.31%

* New infrastructure implemented in early September 2014.

1.7. WEBCASTS - Live streaming connections

N/A for June.

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.

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	152 625	+3.41%	+2.49%
English (EN)	72 484	-10.91%	-5.12%
Spanish (ES)	51 038	+50.15%	+25.35%
French (FR)	17 524	+4.50%	-5.51%
Arabic (AR)	5 263	+4.97%	-7.33%
Russian (RU)	4 740	-12.47%	-19.66%
Chinese (ZH)	1 576	-68.74%	-6.19%

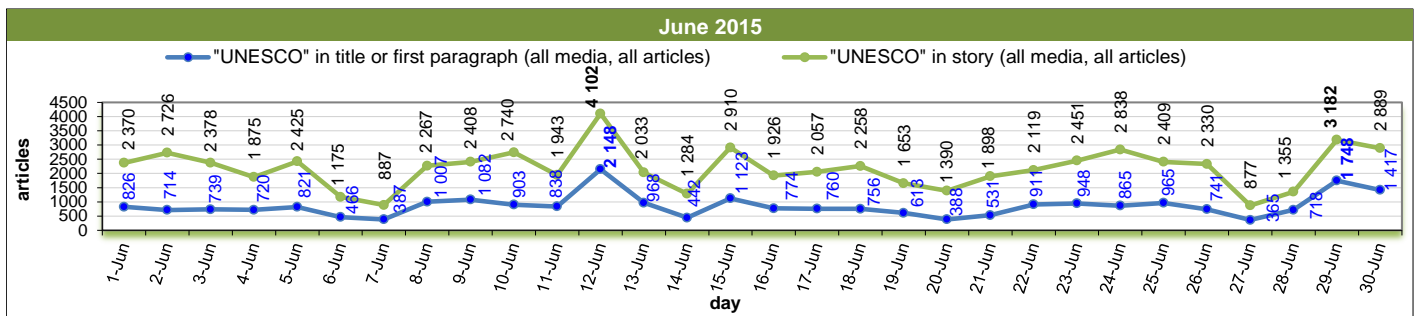
* Based on figures published in the Monthly Reports.

2.2. Press releases/Media advisories

1.	03/06	Director-General urges an investigation into the killing of Brazilian journalist Djalma Santos da Conceição
2.	05/06	World Heritage Committee to meet in Bonn 28 June to 8 July
3.	05/06	Online, Open and Flexible Higher Education for the Future We Want
4.	08/06	World Oceans Day 2015: Call to take the ocean's vital role into consideration in future climate negotiations
5.	09/06	Twenty new sites added to UNESCO's World Network of Biosphere Reserves
6.	09/06	Countries mark 10th anniversary of UNESCO Convention on Diversity of Cultural Expressions
7.	09/06	Youth Online At Risk: Fighting Radicalization & Extremism on the Internet
8.	11/06	UNESCO's Man and the Biosphere (MAB) Programme names laureates of Young Scientists and Michel Batisse awards
9.	12/06	The Director General of UNESCO condemns the destruction of historic buildings in the Old City of Sana'a, Yemen
10.	12/06	UNESCO celebrates 10th anniversary of the Convention on the Diversity of Cultural Expressions and decides on future priorities
11.	12/06	Director-General condemns murder of Indian journalist Jagendra Singh and calls for investigation
12.	19/06	Director-General urges respect for press freedom in Libya
13.	23/06	UNESCO and the Comité Colbert unite to promote cultural heritage and creativity
14.	29/06	\$2.3 billion required to send children to school in war-torn countries
15.	29/06	World Heritage Committee opens with an appeal to protect cultural heritage sites targeted for destruction
16.	29/06	Launch of Global Coalition "Unite for Heritage" in Bonn
17.	30/06	Colombia's Los Katios National Park removed from List of Heritage in Danger

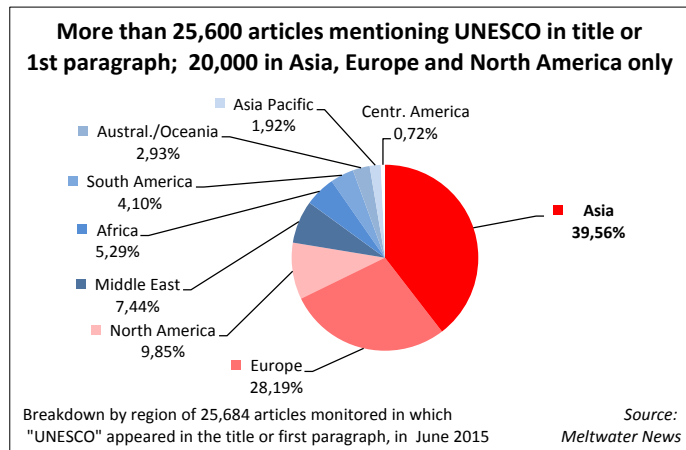
2.3. Statistics on articles referring to UNESCO

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)

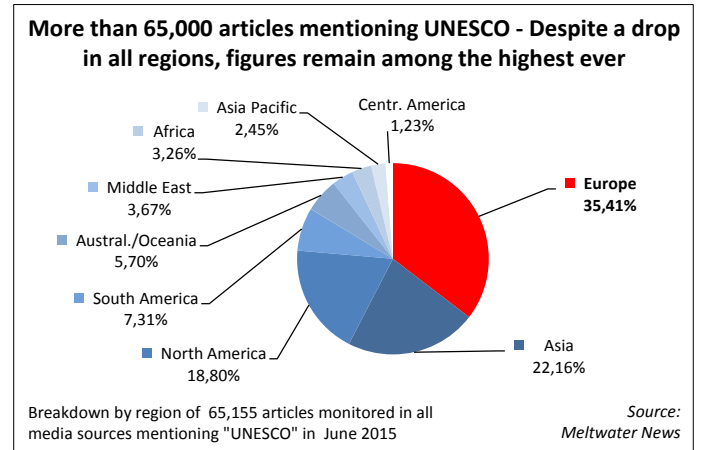


Regional breakdown of articles in all media sources in which “UNESCO” appeared:

▪ In the title or first paragraph of the story



▪ In the story



Comme ce fut le cas au cours des mois passés, ce sont une nouvelle fois les destructions infligées au patrimoine culturel, en l’occurrence à la Vieille Ville de Sana’a au Yémen, qui ont dominé l’actualité liée à l’UNESCO. Suite à la condamnation de ces destructions par la Directrice générale (12 juin), des médias majeurs ont sollicité l’UNESCO pour obtenir des entretiens notamment : El País (Espagne), RFI (France), Washington Post (Etats-Unis), Art Newspaper (Royaume-Uni), RTS (Suisse). L’UNESCO est identifiée par les médias comme un interlocuteur privilégié dans ce type de situation, ce qui s’est également vérifié au moment des destructions de mausolées à proximité de la ville de Palmyre (Syrie) puisque le service de presse a reçu de nombreuses demandes d’entretiens.

La Journée mondiale de l’océan, célébrée le 8 juin, a bénéficié d’une couverture plus importante que les autres années avec près de 130 articles recensés. Cela s’explique en grande partie par l’intérêt suscité plus largement par la Conférence des Nations Unies sur le changement climatique (COP21) organisée à Paris en novembre, qui accroît l’attention médiatique pour les sujets liés à l’environnement. De fait, la plupart des médias ont saisi le prétexte de la Journée pour rappeler les menaces qui pèsent sur l’océan sans mentionner l’UNESCO. L’organisation d’un événement spécifique au siège de l’UNESCO a cependant contribué à générer des articles, essentiellement dans la presse française (Sciences et Avenir, Libération, Le Monde, France Info, EFE, le Journal du CNRS).

La désignation de 20 nouvelles réserves de biosphère a suscité une large couverture (près de 200 articles recensés). Les médias, s’appuyant généralement sur le communiqué de l’UNESCO, ont parfois annoncé la nouvelle comme telle. Mais l’essentiel de la couverture se concentre dans les pays où une réserve a été désignée, notamment au Viet Nam, en Afrique du Sud, au Myanmar, en Argentine ou au Honduras. Il est d’ailleurs à noter que c’est dans les pays hispanophones, en particulier en Espagne, que cet événement a été le plus largement couvert.

Malgré un thème présentant une forte résonance avec l’actualité, la conférence intitulée Les Jeunes et l’Internet – Combattre la radicalisation et l’extrémisme a bénéficié d’une couverture très décevante par rapport à ce que l’on aurait pu attendre..

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

Date	Subject / Title	Language	Media
28/06	Welterbe gegen IS-Angriffe schützen (Protect World Heritage from ISIS attacks)	German	Frankfurter Rundschau on-line (Germany)

2.5. Interviews given (by subject and media, not exhaustive)

Subject	Interviewee	Language	Media (press TV Radio)
World Oceans Day	Julian Barbière	English	Radio W (Colombia)
		French	Le Parisien (France)
Culture Afghanistan	Paolo Fontani	English	The Sunday Times
Illicit trafficking of cultural property	Edouard Planche	Spanish	La Nación (Argentine)
Cultural heritage - Yemen	Nada Al Hassan	French	El País (Espagne)
Destruction of Nepal's world heritage sites and challenges for rebuilding and safeguarding heritages.	Christian Manhart	German	WELTN24, spektrum.de (Germany)
Destruction of Nepal's world heritage sites and challenges for rebuilding and safeguarding heritages.	Christian Manhart	English	Aljazeera (Qatar); Travel News Nepal, Travelnewsnepal.com (Nepal); South China Morning Post (PRC); National Geographic, Science Magazine (US); UN News Centre.
Destruction of cultural heritage in the Middle East	Irina Bokova	English	Deutsche Welle (Germany), Iraqui TV (Iraq)
Silk Road	Irina Bokova	English	CCTV (Chine)
Great Barrier Reef	Fanny Douvere	English	Le Monde (France); AP, ABC News (US); Radio Canada (Canada).
MAB Spain	Officer in charge of the reserve	Spanish	EFE (Spain)
MAB Honduras	Officer in charge of the reserve	Spanish	EFE (Spain)
World Heritage Committee (Bonn)	Irina Bokova	English	DPA (Germany)
	Lucía Iglesias	Spanish	EFE (Spain)
	Alessandro Balsamo	Spanish	EFE (Spain)
	Alessandro Balsamo	French	Le Parisien, AFP (France)

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

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

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

70 B-rolls were downloaded in June.

	Subject	Downloads	Media
1.	MAB	33	France 3
2.	Palmyra	10	Xinhua, Libyan News Agency, NTN Colombia
3.	Syria	6	
4.	Evaluation of damage to Mali's cultural heritage	5	
5.	UNESCO Headquarters	4	
6.	Culture	4	
7.	Archeological site of Nimrud	1	
8.	Archaeological site of Hatra	1	
9.	Tsunami	1	
10.	UNESCO priorities	1	
11.	Jazz Day 2015	1	
12.	FC Barcelona	1	
13.	Palestine	1	
14.	Charlie Hebdo Attack: UNESCO stands for Freedom of Expression	1	

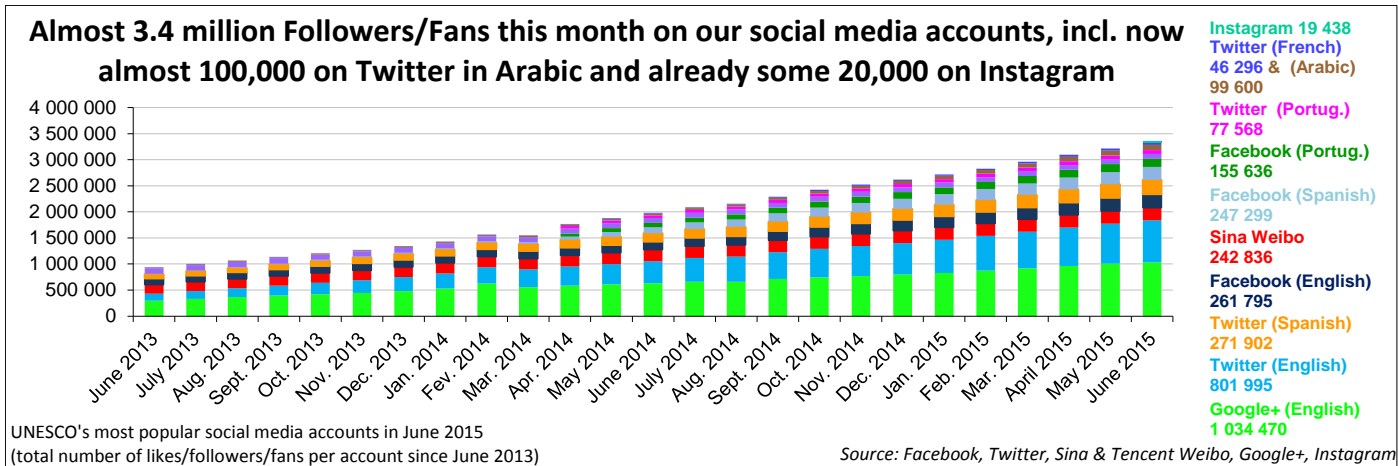
2.7. Number of Photographs ordered by the Media (by subject)

N/A for June

3. UNESCO Social Media Channels

In June 2015, UNESCO acquired a total of almost 3.4 million followers on key accounts across 6 languages, showing a 69 percent increase compared to June 2014. As in May 2015, the top Facebook messages are in Spanish and Portuguese. On Twitter, Arabic and French are growing fastest, at 8% and 12% respectively.

This month, in addition to the already existing Instagram account in English, new accounts were created in Russian and Spanish, as social media increasingly shifts to mobile-based apps.



3.1. Social networking sites

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

Variation June 2015 vs May 2015

Likes/Followers		June 2015	May 2015	Variation vs May
Total likes/followers (all languages)		1 741 523	1 686 179	+3.28%
Facebook	English	261 795	252 144	+3.83%
	Spanish	247 299	236 413	+4.60%
	Portuguese	155 636	151 125	+2.98%
	Arabic	21 156	20 608	+2.66%
	French	15 580	15 432	+0.96%
	Russian	3 014	2 356	+27.93%
Google+	English	1 034 470	1 005 572	+2.87%
VKontakte	Russian	2 573	2 529	+1.74%

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

Message	Posted	Likes/ Shares
El 12 de junio de 1942, Ana Frank recibió un diario como regalo por su decimotercer cumpleaños. Así empezó la historia del famoso relato de supervivencia en la clandestinidad de Ana y su familia. Ana continuó escribiendo hasta tres días antes de su captura el 4 de agosto de 1944. Sus anotaciones no sólo describen la vida en las habitaciones secretas en las que se escondía de los nazis su familia y otras cuatro personas, sino que también revelan como una niña tan joven interpretaba todo lo que ocurría a su alrededor y la evolución misma de su percepción de la vida en aquellas condiciones. El padre de Ana, Otto Frank, único miembro de la familia que sobrevivió a la guerra, no sabía de la existencia del diario hasta que una de las personas que les ayudó a esconderse se lo entregó en julio de 1945. Dos años más tarde, Otto logró publicar el diario. Lo tituló 'Het Achterhuis' (La casa de atrás). La primera traducción del diario en español fue en abril de 1955, bajo el título "Las habitaciones de atrás". Hoy en día el Diario de Ana Frank es uno de los diez libros más leídos en el mundo y está inscrito en el Registro de la #MemoriaDelMundo de la UNESCO. Para saber más.	12/06	L: 13 585 S: 10 268
¡Participa en el #concurso de #fotografía de 'Unite4Heritage'! ¿Quieres ganar una cámara de fotos Canon EOS DSLR y que publiquemos un texto tuyo en la revista del #PatrimonioMundial ? Toma una fotografía de tu #patrimonio cultural favorito: puede ser un lugar, un objeto o incluso una práctica cultural de patrimonio vivo, y súbela a Facebook o Instagram utilizando el hashtag #Unite4Heritage y explicando por qué es importante para ti. Puedes participar hasta el 18 de agosto. Más detalles y enlace a las bases del concurso en español. Original en inglés. En #Instagram , os esperamos aquí .	21/06	L: 3 077 S: 5 029
Los océanos son tan importantes como los bosques a la hora de regular el clima de la Tierra. Aún así, los debates internacionales sobre la lucha contra el cambio climático no les dedican suficiente atención. El planeta no puede ser sostenible si la salud de los océanos no es buena. A escasos meses	08/06	L: 3 010 S: 2 276

de la 21ª Conferencia de las Partes en la Convención Marco de las Naciones Unidas sobre el Cambio Climático (COP21) y de la definición de una nueva agenda mundial para el desarrollo sostenible, este mensaje cobra más importancia que nunca. Hay que unir fuerzas para concienciar y para promover la adopción de medidas a escala mundial sobre la importancia de los océanos en el sistema climático mundial. Nuestro futuro depende de ello. Hoy es 8 de junio, Día Mundial de los Océanos. Para saber más sobre esta jornada, visite nuestra página especial .		
Os animamos a todos a participar en el #concurso de #fotografía sobre #patrimonio cultural de #Unite4Heritage . El ganador o ganadora recibirá como premio una cámara de fotos Canon DSLR. Y no sólo eso, una selección de finalistas verá sus fotos publicadas en la revista del #PatrimonioMundial de la UNESCO y formarán parte también de una galería de fotos en línea de la campaña de la UNESCO para la defensa de la diversidad del patrimonio cultural 'Unite4Heritage'. Todos los detalles sobre el concurso y sobre cómo participar, en este artículo . Además, en el artículo hemos añadido también una traducción al español de las bases del concurso. Y no olvidéis visitar la página web de la campaña 'Unite4Heritage' .	26/06	L: 1 787 S: 3 185
Lo decimos bien alto: ¡NO al trabajo infantil – Sí a una #educación de calidad! Hoy es el Día Mundial contra el Trabajo Infantil. Un gran número de niños hacen trabajos domésticos, remunerados o no, en los hogares de terceras personas o para empresarios sin escrúpulos. Sus vidas transcurren ocultas a la mirada de la sociedad y lo habitual es que se encuentren aislados y alejados de sus familias. Para saber más sobre esta jornada .	12/06	L: 1 331 S: 1 157
Un 17 de junio de 1885 llegaba al puerto de Nueva York la Estatua de la Libertad. Este monumento de fama mundial fue un regalo del pueblo francés a los estadounidenses con motivo del centenario de su independencia. La colosal estatua de la Libertad iluminando el mundo con su antorcha fue realizada en París por el escultor Bartholdi, en colaboración con Gustavo Eiffel que se encargó de la estructura metálica. Hoy en día existen cientos de réplicas en todo el mundo. La estatua, símbolo de esperanza para vivir libremente y en paz, fue inscrita en la Lista del #PatrimonioMundial de la UNESCO en 1984. Para saber más. Vídeo (en inglés).	17/06	L: 1 194 S: 649
Un interesante artículo en 'El País' sobre la destrucción del #patrimonio en #Siria e #Iraq por parte de los grupos extremistas y sus consecuencias para el futuro de estos dos países. #Unite4Heritage	18/06	L: 1 178 S: 704
#OnThisDay in 1942, Anne Frank received a diary for her 13th birthday. Safeguarded as UNESCO #MemoryoftheWorld , the "Diary of Anne Frank" is today one of the world's most powerful voices about the fight for human dignity, and the rejection of all forms of racism http://ow.ly/Oe8iD * If you visit Amsterdam, be sure to see the Diary at the Anne Frank House	12/06	L: 1 008 S: 390
Buena noticia: el Comité del #PatrimonioMundial de la UNESCO ha observado mejoras en la conservación del Parque Nacional de los Katíos, en #Colombia , y ha decidido sacarlo de la Lista del #PatrimonioMundial en Peligro. Este parque se extiende por unas 72.000 hectáreas y está formado por cerros bajos, bosques y llanuras húmedas. Su diversidad biológica es excepcional y alberga varias especies animales en peligro de extinción, así como numerosas plantas endémicas. http://on.unesco.org/1JuCe8n ¡Bravo, Colombia!	30/06	L: 866 S: 376
Este fin de semana empieza en Bonn, #Alemania , la 39ª reunión del Comité del #Patrimonio Mundial de la UNESCO (28 de junio - 8 de julio). En esta ocasión el Comité estudiará las candidaturas de hasta 36 sitios y también examinará el estado de conservación de otros 95 sitios ya inscritos en la Lista del #Patrimonio Mundial y de otros 46 sitios que figuran en la Lista del Patrimonio en Peligro. Para más información . No se pierdan tampoco nuestra lista de reproducción en #YouTube con más de 140 vídeos de algunos de los sitios de la Lista del Patrimonio Mundial.	24/06	L: 861 S: 370

* 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 June 2015 vs May 2015

Followers/Fans		June 2015	May 2015	Variation vs May
Total (all languages)		1 635 948	1 573 915	+3.94%
Twitter	English	801 995	767 912	+4.44%
	Spanish	271 902	259 331	+4.85%
	Arabic	99 600	92 151	+8.08%
	Portuguese	77 568	74 535	+4.07%
	French	46 296	41 315	+12.06%
	Russian	3 224	3 160	+2.03%
Sina Weibo	Chinese	242 836	242 943	-0.04%
Tencent Weibo	Chinese	92 527	92 568	-0.04%

Top 10 Twitter Posts in June

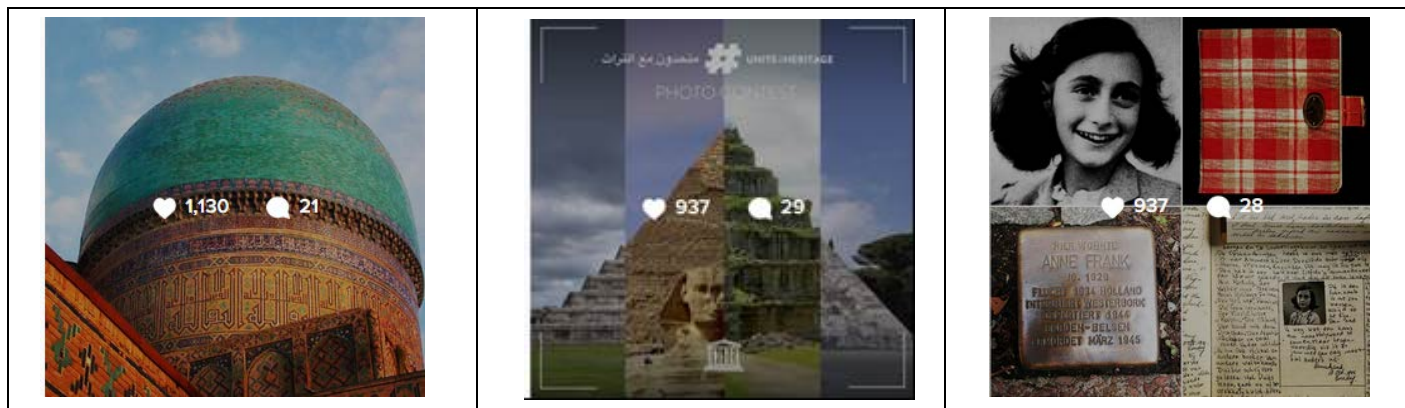
Message	Posted	Re-tweets
A veces la violencia de género empieza en el aula, combatámosla http://on.unesco.org/1Q6q0WW #Niunamenos	03/06	347
#OnThisDay in 1942, Anne Frank began her Diary, a symbol of the fight for human dignity http://ow.ly/Oec01 #MemoryoftheWorld	12/06	255
¡NO al trabajo infantil,Sí a una #educación de calidad! Día Mundial contra el Trabajo Infantil http://on.unesco.org/1dBBKPB	12/06	253
Attacks on #WorldHeritage are attacks against intercultural dialogue & peace http://instagram.com/p/4eH_p9HRNt/ #Unite4Heritage	28/06	220
#Yoga is an ethos of achieving oneness w/yourself, the world & nature we need today http://www.un.org/en/events/yogaday/ ... #YogaDay	21/06	219
Pq hacen q la vida sea posible en la Tierra,protejámoslos.Hoy es el #DíaMundialDeLosOcéanos http://on.unesco.org/1cGDx5d	08/06	217
The future of our one and only ocean is at stake. Together we can make a difference http://ow.ly/NIOQd	01/06	188
Every language embodies a unique vision of the world. It's a source of wealth belonging to all humanity	09/06	187
Reach for the skies! Spotlight on the Catalanian tradition of human towers @travistravis7	24/06	184
El 12 de junio de 1942,Ana Frank recibió un diario por su 13º cumpleaños.Hoy cumpliría 86 http://on.unesco.org/1C2Zcv5	12/06	175

3.3. Social Apps – Mobile only

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

	English	Variation vs M-1	Spanish	Variation vs M-1	Russian	Variation vs M-1	Total (all languages)
Publications	127	+9.48%	14	-	58	-	199
Subscribers	18 800	+22.08%	527	-	111	-	19 438

▪ Top 3 photos of the month (clickable images)



3.4 Video Traffic

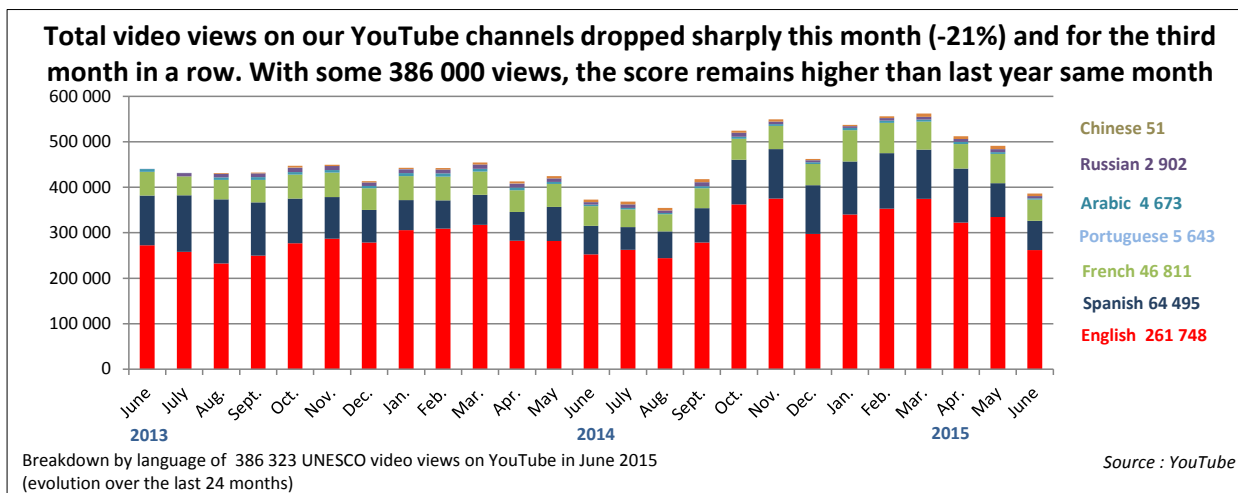
Video views are tracked on YouTube.

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

Variation June 2015 vs May 2015

Video views	June 2015	May 2015	Variation vs May
Total (all languages)	386 323	491 150	-21.34%
English	261 748	334 849	-21.83%
Spanish	64 495	74 322	-13.22%
French	46 811	64 441	-27.36%
Portuguese	5 643	6 936	-18.64%
Arabic	4 673	6 675	-29.99%
Russian	2 902	3 852	-24.66%
Chinese	51	75	-32.00%

Subscribers	June 2015	May 2015	Variation vs May
Total (all languages)	1 025	1 299	-21.09%
English	611	789	-22.56%
Spanish	221	231	-4.33%
French	123	167	-26.35%
Arabic	28	54	-48.15%
Portuguese	35	38	-7.89%
Russian	5	16	-68.75%
Chinese	2	4	-50.00%



▪ Top 10 videos on UNESCO TV English Channel

	Title	Subject	Views
1.	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	29 695
2.	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	15 668
3.	Shrimp fishing on horseback in Oostduinkerke	CLT/ITH	14 430
4.	Kabuki Theatre	CLT/ITH	7 436
5.	Baul Songs	CLT/ITH	6 814
6.	The watertight-bulkhead technology of Chinese junks	CLT/ITH	6 191
7.	Whistled language of the island of La Gomera (Canary Islands), the Silbo Gomero	CLT/ITH	5 861
8.	The Dragon Boat festival	CLT/ITH	5 422
9.	Georgian Polyphonic Singing	CLT/ITH	5 049
10.	Al-Bar'ah, music and dance of Oman Dhofari valleys	CLT/ITH	4 264

▪ Top 10 videos on UNESCO TV Spanish Channel

	Title	Subject	Views
1.	Aprender a Proteger la Biodiversidad	ED	8 134
2.	Las expresiones orales y gráficas de los wajapi	CLT/ITH	5 269
3.	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	5 215
4.	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	4 072
5.	Educación para la prevención de las catástrofes	ED	2 327
6.	La huaconada, danza ritual de Mito	CLT/ITH	2 103
7.	El teatro Kabuki	CLT/ITH	1 304
8.	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	1 120
9.	El canto polifónico georgiano	CLT/ITH	983
10.	El Silbo Gomero, lenguaje silbado de la isla de La Gomera (Islas Canarias)	CLT/ITH	904

▪Top 10 videos on UNESCO TV French Channel

	Title	Subject	Views
1.	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	3 029
2.	Bouba & Zaza - le dessin animé pour la jeunesse	ED	2 984
3.	La pêche aux crevettes à cheval à Oostduinkerke	CLT/ITH	2 659
4.	Le festival des cerises de Sefrou	CLT/ITH	1 658

5	Le Cantu in paghjella profane et liturgique de Corse de tradition orale	CLT/ITH	1 547
6	Le chant polyphonique géorgien	CLT/ITH	1 517
7	Bouba et Zaza protègent la terre	ED	1 482
8	Le Duduk et sa musique	CLT/ITH	1 353
9	Le Maloya	CLT/ITH	1 311
10	Le repas gastronomique des Français	CLT/ITH	1 300

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

	Title	Subject	Views
1.	Serra Capivara	CLT/WHC	1 980
2.	Boas práticas do Programa Mais Educação	ED	1 305
3.	Vídeo da UNESCO celebra 53 anos de Brasília	CLT/WHC	748
4.	Hangout Oceanos – UNESCO e Instituto_e	SC	270
5.	N/A	-	-
6.	CULTRIP, uma viagem pelas indústrias culturais	CLT	118
7.	UNESCO celebra Dia da Língua Portuguesa	ED	116
8.	Boas práticas do Programa Mais Educação	ED	75
9.	Desconstruindo barreiras	ED	60
10.	A cultura africana está na voz de cada brasileiro!	CLT/WHC	55

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

	Title	Subject	Views
1.	Lynes and Geoglyphs of Nasca and Pampas de Jumana	CLT/WHC	1 436
2.	Petra	CLT/WHC	284
3.	Manufacture of clay bricks in the hill of Jaber refugee camp-Jericho	CLT	261
4.	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	CLT/WHC	232
5.	Medina of Fez	CLT/WHC	110
6.	UNESCO Sig Project, MAKING PETRA SAFER FOR ALL!	CLT/WHC	109
7.	Tassili n'Ajjer	CLT/WHC	104
8.	Palace and Park of Versailles	CLT/WHC	101
9.	UNESCO History*	UNESCO	91
10.	Archaeological site of Nimrud before destruction*	CLT	75

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

	Title	Subject	Views
1.	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	168
2.	Taj Mahal	CLT/WHC	140
3.	Petra	CLT/WHC	114
4.	Alsou Abramova - Singer, UNESCO Artist for Peace	UNESCO	113
5.	Interview with Alsou Abramova, UNESCO Artist for Peace*	UNESCO	112
6.	Site of Palmyra	CLT/WHC	89
7.	UNESCO History*	CLT/WHC	84
8.	Yellowstone National Park	CLT/WHC	78
9.	Timgad	CLT/WHC	76
10.	Mountain Railways of India	CLT/WHC	73

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

	Title	Subject	Views
1.	UNESCO History*	UNESCO	12
2.	Video n°31 submitted for Video Challenge for Youth on cultural diversity	CLT	5
3.	Aowen Jin, Chinese artist and social commentator	CI	5
4.	Video n°28 submitted for Video Challenge for Youth on cultural diversity	CLT	5
5.	40th anniversary of the World Heritage Convention	CLT/WHC	4
6.	Interview of Zhang Jun - UNESCO Artist for Peace*	UNESCO	3
7.	Video 27	CLT	3
8.	Gao Shijun, Director of European HQ of China Radio International	CI	3
9.	Languages matter!	ED	2
10.	Cheng Yizhong, laureate of the 2005 UNESCO/Guillermo Cano World Press Freedom Prize	CI	2

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

Top	Title	Length	Posted	Channel	Views as at 13/07/2015
1.	World Heritage - 39th World Heritage Committee Opening Ceremony 2015-06-28	1'49'22"	29/06	English	549
2.	World Heritage - 39th World Heritage Committee 2015-06-29 9:30-12:30	2'53'48"	29/06	English	360
3.	Imagine That	4'01"	14/06	English	321
4.	Education is key for achieving the SDGs	11'43"	26/06	English	283
5.	Hangout Oceanos – UNESCO e Instituto_e	1'26'25"	01/06	Portuguese	277
6.	World Heritage - Launch of global unite for Heritage Coalition in Bonn 2015-06-29	1'18'43"	29/06	English	275
7.	World Heritage - 39th World Heritage Committee - Bonn Declaration 2015-06-29	16'07"	29/06	English	262
8.	Desde el Cono Sur, una invitación... / From the Southern Cone, an invitation...	1'54"	02/06	Spanish	194
9.	Bias and Bullying	4'07"	19/06	English	165
10.	Propuesta de Reserva del Hombre y la Biosfera Cacique Lempira Señor de las Montañas	3'16"	01/06	Spanish	155
11.	World Heritage - 39th World Heritage Committee 2015-06-30 15:00-18:30	3'23'26"	30/06	English	152
12.	EcuadorTV programa Pulso Político 19-mayo-2015: Género y medios de comunicación	1'00'51"	03/06	Spanish	150
13.	World Heritage - 39th World Heritage Committee 2015-06-30 9:30-13:00	3'21'49"	30/06	English	147
14.	World Heritage - 39th World Heritage Committee 2015-06-29 15:00-18:30	3'01'50"	30/06	English	146
15.	Tombouctou : les mausolées bientôt reconstruits *	5'02"	30/06	English	133
16.	Teacher Training and Support	3'06"	19/06	English	110
17.	Meeting of Chairpersons of Committees of Culture Conventions 2015-06-29	1'07'33"	30/06	English	87
18.	Results of the Reconstruction of the Mausoleums of the Saints of Timbuktu 2015-06-30	1'02'31"	30/06	English	84
19.	Mujeres periodistas / Mecanismos para la protección de derechos	2'28"	12/06	Spanish	79
20.	Foro "Libertad de Expresión en los Jóvenes desde las Universidades"	3'35"	01/06	Spanish	76
21.	Regulación de medios en el Uruguay: garantizar juntos la libertad de expresión	1'59"	24/06	Spanish	58
22.	Filme institucional do Fundo Internacional para a Diversidade Cultural (IFCD)	3'38"	22/06	Portuguese	28
23.	Promouvoir et transmettre les savoirs locaux autochtones au Nicaragua part 3	4'27"	03/06	English	6
24.	Promouvoir et transmettre les savoirs locaux autochtones au Nicaragua part 2	4'45"	03/06	English	5
25.	Promouvoir et transmettre les savoirs locaux autochtones au Nicaragua part 1	3'59"	03/06	English	3
26.	Promouvoir et transmettre les savoirs locaux autochtones au Nicaragua part 4	5'42"	03/06	English	2

* Produced by UNESCO Studio

4. UNESCO Photobank (N/A for June)

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

5. UNESCO Documents and Library

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

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

In June, **148 289** records were available online in PDF format (147 996 in May 2015), including documents, publications, communication material and other working documents.

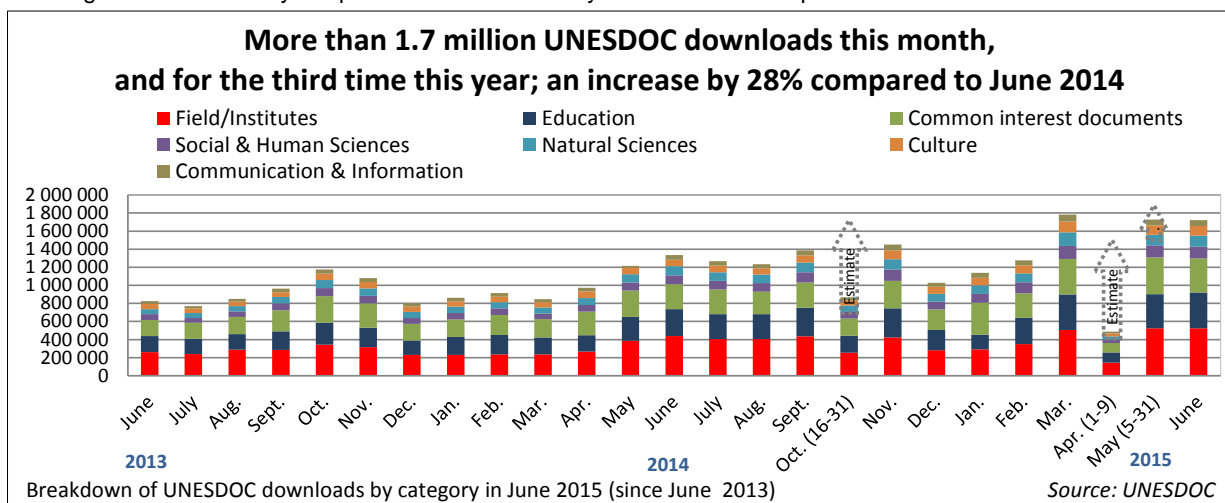
Note: PDF downloads measured by UNESDOC represent only hits and do not reflect necessarily successful downloads. Statistics may therefore show too high figures.

5.1.1 Statistics of consultation

Total number of downloads in June	1 720 809
------------------------------------------	------------------

Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1*	Average nb of downloads per PDF
Education	10 062	393 917	+4.00%	39
Natural Sciences	9 954	123 072	+5.78%	12
Social and Human Sciences	5 847	128 058	-3.60%	22
Culture	3 814	107 215	+4.47%	28
Communication and Information	2 781	63 924	-1.75%	23
Field & Institutes	100 09	525 398	+0.21%	52
Common interest documents	NA	379 225	-6.98%	NA

* May 2015 figures reflected only the period from 5 to 31 May due to a technical problem.



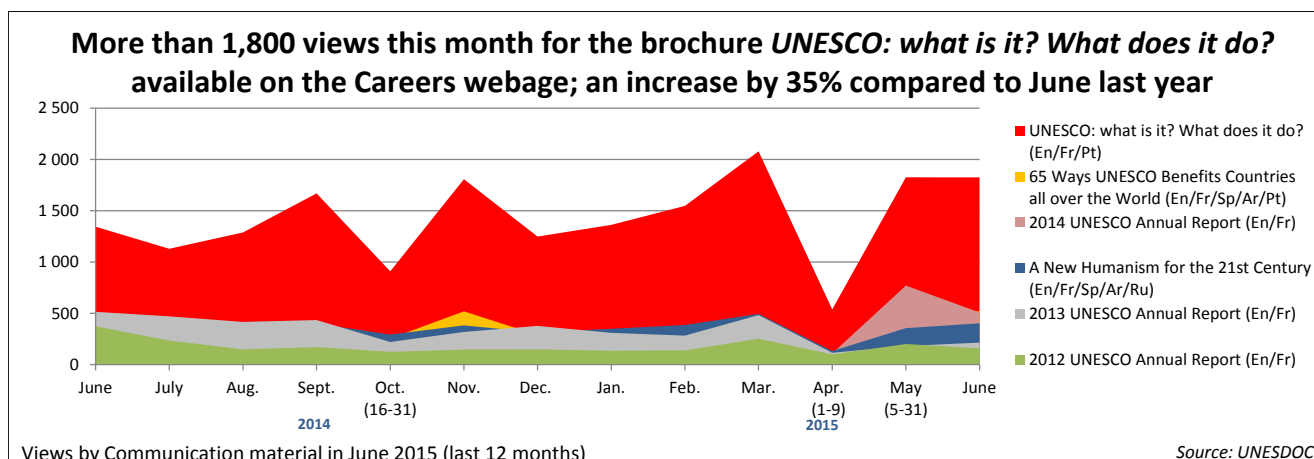
5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	147 491
2	Germany	49 534
3	Mexico	42 159
4	France	25 480
5	Brazil	23 172
6	Spain	14 011
7	Argentina	13 844
8	Peru	13 708
9	Nigeria	13 332
10	Colombia	11 921
11	United Kingdom of Great Britain and Northern Ireland	11 521

12	India	10 468
13	Venezuela (Bolivian Republic of)	10 137
14	Philippines	8 871
15	Canada	8 450

5.1.3 Printable Communication materials

Title	Total downloads in June							Total
	EN	FR	SP	RU	AR	ZH	POR	
UNESCO: what is it? What does it do?	1 233	290					303	1 826
65 Ways UNESCO Benefits Countries all over the World	197	80	138		4		103	522
2014 UNESCO Annual Report	420	89						509
A New Humanism for the 21st Century	99	47	168	84	5			403
2013 UNESCO Annual Report	185	30						215
2012 UNESCO Annual Report	134	26						160
TOTAL	2 268	562	306	84	9	0	108	3 635



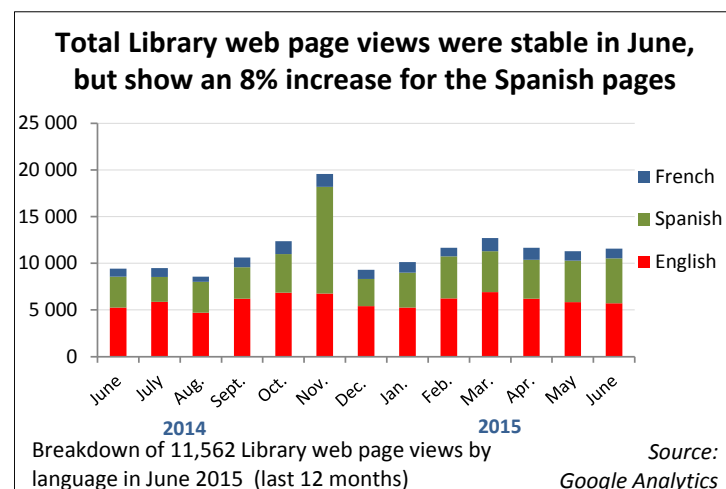
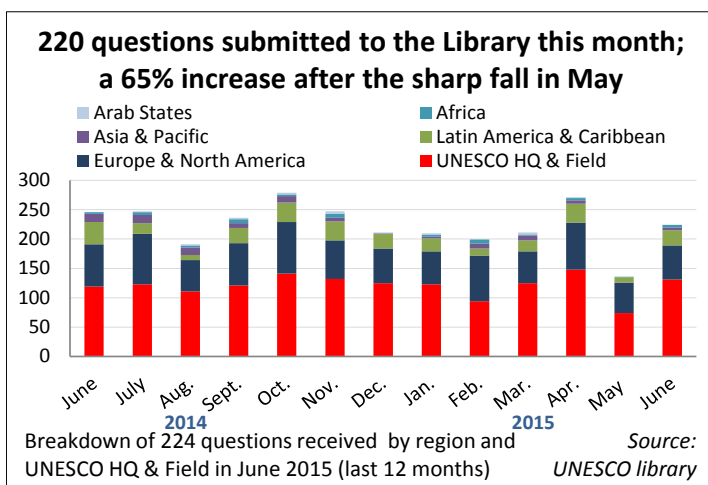
5.2. UNESCO Library - <http://www.unesco.org/library>

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/>

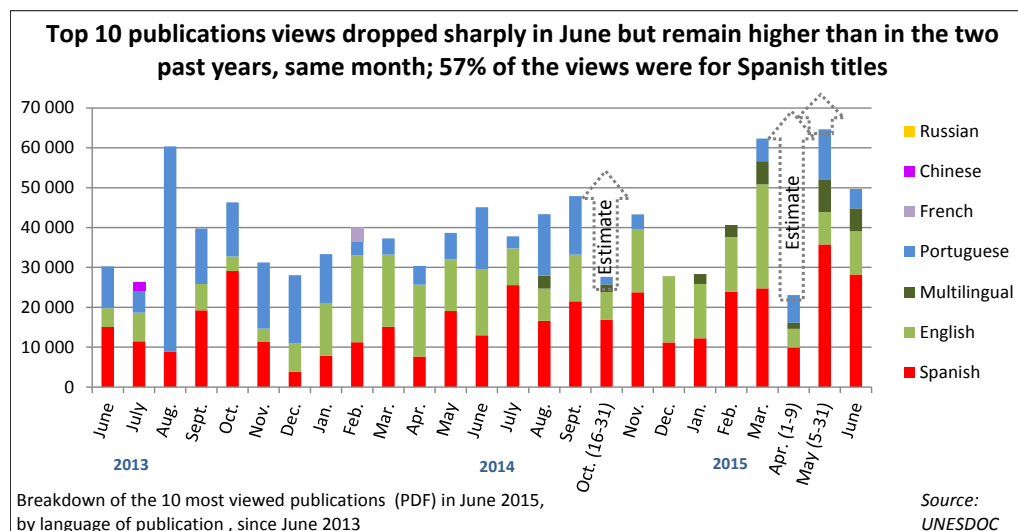
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical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

The June figures for online viewing have dropped compared to May, but still remain higher than in the month of June 2014. More than half are Education titles and 57% are in Spanish. The title launched at the WEF in Incheon, [Rethinking Education - Towards a global common good?](#) rated very high with more than 7,000 views in one month. The trend in page views in Google Books is similar, that is, with figures falling but with still better results than in the previous year. Best-selling titles at the Bookshop are World Heritage titles which is normal in the build up to the World Heritage Committee meeting. But on-line, ED titles did very well including the new title mentioned above.

6.1. Top 10 most consulted PDFs* (UNESDOC)

Title	Sector	Language	Views*	Published
1. 15 buenas prácticas docentes: experiencias pedagógicas premiadas en el I Concurso Nacional de Buenas Prácticas Docentes	ED	Spanish	8 266	Lima, Ministerio de Educación, 2014
2. Rethinking education - Towards a global common good?	ED	English	7 273	Paris, UNESCO, 2015
3. Declaración Universal de Derechos Humanos	SHS	Plurilingual	5 688	Santiago de Chile, OREALC, 2008
4. Convivencia democrática, inclusión y cultura de paz: lecciones desde la práctica educativa innovadora en América Latina	ED	Spanish	5 048	Santiago, 2008
5. Declaração Universal dos Direitos Humanos	SHS	Portuguese	4 880	Brasilia, UNESCO Brasilia, 1998
6. Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	4 099	UNESCO, 1999
7. El Desarrollo del niño en la primera infancia: dos documentos sobre la política y la programación del UNICEF (Early childhood development: two papers on UNICEF policy and programming)	all	Spanish	3 783	UNICEF, 1986
8. Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	all	Spanish	3 673	Paris, 2005
9. Education for All 2000-2015: achievements and challenges: EFA global monitoring report, 2015	ED	English	3 600	Paris, UNESCO, 2015
10. 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	3 356	Santiago, 1997

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

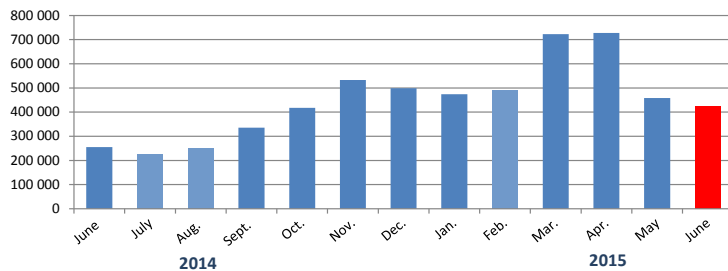


6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **548 UNESCO publications** (mainly recent titles) are available on the service, which allows readers to search for and browse these books online.

Month	Publications on Google Books	Book visits	Pages viewed	Book visits with buy clicks
June 2015	548	39 026	422 631	209
June 2014	433	24 048	255 125	172

Publications page views on Google Books show this month a 65% growth compared to June 2014, despite a drop for the second month in a row



Publications page views in June 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
	17	CLT/WHC
	10	CLT/WHC
	7	ERI/DPI
	7	ED
	6	ED

Bookshop sales of non-UNESCO publications, top 5

Publication	Copies sold	Publisher
	4	Editions Ouest-France
	3	Panasonic
	2	Editions GELBART
	1	Editions Prisme
	1	Editions du Patrimoine Centre des Monuments Nationaux

6.4. Online and international sales

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

Publication	Copies sold	Sector
	41	ED
	24	ED
	24	SHS
	11	CLT/WHC
	9	CLT/WHC

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

Bookshop sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Rapport mondial de suivi sur l'éducation pour tous 2015 Éducation pour tous 2000-2015 : Progrès et enjeux	0	ED
Revue Patrimoine Mondial N° 75 : Liens Culture-Nature	0	CLT/WHC
Agree to Differ	0	SHS
Water for a Sustainable World The United Nations World Water Development Report 2015 (Set of 2 volumes)	0	SC
Building Digital Safety for Journalism A survey of selected issues	0	CI

Online and international sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Tendances mondiales en matière de liberté d' expression et de développement des médias	0	CI
Najaf, the Gate of Wisdom	0	CLT
Creative Economy Report - 2013 Special Edition	0	CLT
Higher Education in Asia: Expanding Out, Expanding Up	0	ED
¿Por qué una Bioética Global?	0	SHS

* Figures do not include sales of publications by co-publishers, partners or, in the case of the IIEP, by the Institute itself.

6.6. Licensing and co-publishing agreements and amendments

Contract No.	Title	Publisher	Language	Date signed
J.2015-005	Najaf: History and Development of a Sacred City	UNESCO/ Al Warrak Publishing Ltd	Arabic	23/06/2015
J.2015-007	App Distribution Agreement for: 1.The World's Heritage 2.Memory of the World	UNESCO/HarperCollins	English	12/06/2015
J.2015-010	Using New Technologies and Blended Learning Models for Technical and Vocational Education and Training	UNESCO / UNEVOC / Commonwealth of Learning	English/French	1/06/2015
J.2015-011	UNESCO Science Report 2015: the Current Status of Science, Technology and Innovation around the World	UNESCO/China Science and Technology Press	Chinese	10/06/2015
C.2015-003	Odes mystiques	Editions du Seuil	Français	10/06/2015

6.7. Permissions granted to use or translate UNESCO content

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
Editions CEC Inc. (Canada)	Déclaration sur les responsabilités des générations présentes envers les générations futures adoptée par la Conférence générale de l'UNESCO lors de sa vingt-neuvième session, 12 novembre 1997, © UNESCO 1997	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 ^e 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 portant sur l'avenir de l'humanité. L'ouvrage est composé d'un cahier pour les élèves et d'un guide corrigé pour les enseignants. Tirage total de 40 000 exemplaires prévu pour parution en juin 2015 selon la répartition suivante : 39 000 copies du cahier et 500 copies du guide ainsi que 1 000 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	12/06/2015

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	8	3	5	
CLT	17	11	6	
ED	18	6	9	3
ERI	16	16		
SC	22	14	8	
SHS	8	4	4	
GBS	2	2		
ODG	1	1		
Total	92	57	32	3

7.2. Events organized by Field Offices/ Institutes

Beirut	1
Dakar	3
Jakarta	1
Kathmandu	5
Maputo	5
Montevideo	1
Nairobi	2
San Jose	4
Venice	10
IBE	1
IIEP	1
UNEVOC	1
Total	35

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

Type of Events taking place	at HQS	away from HQS
Category 1 - International Conference		-
Category 2 - Intergovernmental meeting	5	1
Category 3 - Non-governmental conference	-	-
Category 4 - International Congress	-	1
Category 5 - Advisory Committee	-	-
Category 6 - Expert Committee	8	-
Category 7 - Seminars and Workshops	3	23
Category 8 - Symposium	2	1
Internal meeting	1	-
Exhibition	5	3
Event under patronage	-	-
Concert	5	2
Show	-	-
Consultative Meeting	-	2
Meeting by Member States or Institutions	1	3
Interagency meeting	1	-
Film Projection	3	2
Special Event	7	5
Working group/Expert Meeting	-	3
Information meeting for Permanent Delegations	2	-
Executive Board	2	-
Prize-giving Ceremony	-	1
Total	45	47

8. UNESCO Headquarters

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

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

8.1. Conferences and Meetings

8.1.1 Programme Meetings

Date	Title*	Organizer	Place	Public
01-02/06	12e session du Conseil intergouvernemental du Programme pour la Gestion des transformations sociales (MOST)	SHS/EGC/GEC	Salle XI	100
01-02/06	52e session du Bureau du Programme hydrologique international (PHI)	SC/HYD	Diverses salles	50
01-03/06	Mécanisme de suivi et d'évaluation pour les activités de renforcement des capacités de la Convention pour la sauvegarde du patrimoine culturel immatériel	CLT/CRE/ITH	Salle XIV	30
01-05/06	Réunion INDISEAS Modelling	SC/IOC/OSS	Salles XIII, XVI	50
05-07/05	Simulation d'une conférence internationale avec des élèves de Saint-Denis	BSP/CFS/BLT	Salle IX	90
03-04/06	Intégrer les perspectives économiques et environnementales dans les politiques sociales	SHS/EGC/GEC	Salle VIII	35
08/06	Réunion avec Dr Hiroshi Amano, Lauréat du Prix Nobel de physique 2014	GBS/DIR	Salle X	30
08-12/06	27e session du Conseil international de coordination du programme sur l'Homme et la Biosphère (CIC-MAB)	SC/EES/BNC	Salle XII	200
09-10/06	Atelier sur la prévision de compétences dans la région méditerranéenne	SHS/SIY/YOU	Salle XVI	50
09-11/06	Forum mondial politique de haut niveau sur l'enseignement supérieur en ligne, ouvert et flexible pour l'avenir que nous voulons	ED/PLS/HED	Diverses salles	200
09-12/06	5e session ordinaire de la Conférence des Parties à la Convention de 2005	CLT/WHC	Salles I, II	1000
10/06	Groupe de travail informel sur la gouvernance	GBS/DIR	Salle VI	40
11-12/06	Atelier régional de coordination NET- MED jeunesse	SHS/SIY/YOU	Salle XVI	30
12-13/06	Le défi BRCA sur le cancer du sein	SC/PCB/IBS	Div. salles	120
15/06	Réunion annuelle des Ambassadeurs de bonne volonté	ERI	Salle X + Hall Salle X	100
15/06	Réunion d'information sur le Forum mondial sur l'éducation 2015	ED/ADG	Salle XII	150
15-16/06	Réunion experts bioéthique	SHS/EGC/BIO	Salle VIII bis	30
15-19/06	Convention 2013: Evaluation Body	CLT/WHC	Salle XIV	30
15-26/06	28e session du conseil exécutif de la COI	SC/IOC/ADG	Div. salles	300
16/06	Réunion d'équipe GSS	SC/HYD/GSS	Salle XV	20
16/06	Réunion du COPIL de la Plateforme Océan et Climat	SC/IOC/ADG	Salle VII	30
16-17/06	L'Internet en tant qu'outil pour le développement de la jeunesse et contre toutes les formes d'extrémisme et de radicalisation	CI/INF	Salle XI	450
18/06	Conférence de presse M. Alphadi	AFR	Salle XII	200
18-19/06	Patrimoine en situation de conflit au Moyen-Orient	CLT/HER/WHC/ARB	Salle VIII	30
19/06	IHP Meeting with participants in Water Resource Management - Visitor Program (United States)	SC/HYD/HSS	Salle IX	30
22-24/06	Universal Fitness Inclusion Training Project Team	SHS/EGC/ADS	Salle XVI	10

24/06	EXB Bureau	GBS/SCX	Salle X bis	20
24/06	Réunion Concours "Ma ville se prépare"	SC/EES/EGR	Salle IX + Mall	90
24-25/06	Réunion REL Politique et Formation des Enseignants	CI/KSD/ICT	Salle XIV	30
24-26/06	Atelier SATORI	SHS/EGC/BIO	Salle XI	50
28-30/06	Working Group global Water project	SC/HYD	Salle XVI	30
29-30/06	« Le rôle des femmes dans la lutte contre la pauvreté » - 4 ^e Forum international des ONG partenaires officiels de l'UNESCO	ERI/NCS/NGO	Salle XII	300
29-30/06	Réunion internationale d'experts sur la création d'un Centre d'excellence sur l'inclusion des personnes handicapées au moyen des TIC	CI/KSD/UAP	Salle VI	25
30/06	WHYMAP Consortium Meeting	SC/HYD/GSS	Salle XIV	20
Total participation				3 970

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

8.1.2 Information meetings for Permanent Delegations

Date	Title	Organizer	Place	Public
02/06	Réunion d'information sur le Suivi de la situation en République autonome de Crimée (Ukraine)	ODG/DIR	Salle IV	120
23/06	Réunion d'information de la Directrice générale avec le Conseil exécutif	GBS/DIR	Salle X	150
Total participation				270

8.1.3 Delegations Meetings

Date	Title	Organizer	Place	Public
03/06	Conférence "Eduquer : aujourd'hui et demain"	Mission perm. d'observation du Saint-Siège	Salle II	300
03/06	Table ronde "Le rôle des femmes dans l'économie"	Déleg. perm. de la France	Salle IX	90
03-04/06	Round Table on the role of UNESCO in the modern world	Déleg. perm. de la Fédération de Russie	Salle IX	90
05/06	Réunion « Egalité des genres »	Déleg. perm. du Sultanat d'Oman	Salle XV	35
05/06	Table ronde "L'action humanitaire internationale : mission de paix et d'amitié"	Déleg. perm. de la Fédération de Russie	Salle XIII	70
19/06	Inauguration du Prix Versailles / Cérémonie de remise de prix	Com. nat française	Salle XI	250
25/06	Informal consultation meeting before the 39th session of the WHC	Déleg. perm. de la Rép. des Philippines	Salle XVI	40
29/06	Seminar on "Sufficiency Economy Philosophy : Culture and Value towards Sustainable Development"	Déleg. perm. du Royaume de Thaïlande	Salle III, Foyer Salle I	60
30/06	Visite de travail des membres de la Conférence nationale des Gouverneurs (CONAGO)	Déleg. perm. du Mexique	Salle III	40
Total participation				975

8.1.4 Electoral Groups Meetings (Plenaries)

Date	Title	Organizer	Place	Public
16/06	Réunion plénière du GRULAC	GRULAC	Salle XIII	30
17/06	Réunion plénière du Groupe 77	Groupe 77	Salle XIII	80
18/06	Réunion plénière du Groupe ASPAC	Déleg. perm. de la Malaisie	Salle XVI	35
19/06	Réunion plénière du Groupe Africain	Déleg. perm. du Cameroun	Salle XIII	50
Total participation				195

8.1.5 External rentals

Date	Title	Organizer	Place	Public
01-03/06	Réunions ICOM	ICOM	Diverses salles	400
03/06	Lancement européen du "Rapport arabe sur le savoir 2014"	UNDP Regional Bureau for Arab States	Salle XI	100

09/06	Development Partners Workshop on Intergrated Corridor Development in the EAC	The World Bank	Salle IV	100
11/06	Colloque "Le parcours de vie des personnes polyhandicapées"	Groupe Polyhandicap France	Salle IV	250
11-12/06	GFEI Global Partners and Training Meeting	UNEP/DTIE	Salle XIII	75
15/06	Conference: Détermination de la nationalité et élimination de l'apatridie	UNHCR	Salle XI + Mall	100
20/06	Remise des Diplômes	EPITA	Salles I, III, V + Hall Ségur	1 200
Total participation				2 225

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

8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
01-05/06	L'art contemporain du Qatar à Paris	Délég. perm. du Qatar	Salles Miro	200 (inauguration)
01/06-30/08	« Oceano Graphic », exposition UNESCO, Ponant et Géo – photographies de Nathalie Michel	IOC/EXS	Grilles et autres espaces	500 (inauguration)
11-16/06	« Art Camp - Des couleurs pour la planète »	Délég. perm. d'Andorre	Salle des Actes	100 (inauguration)
15-19/06	Safe Harbor Turkey - Restoring Hope	Délég. perm. de la Turquie	Hall Ségur	200 (inauguration)
16-26/06	« Chypre, paysage d'Agros : diète méditerranéenne », de Denis Fuhrmann	Délég. perm. de Chypre	Salle Pas Perdus	100 (inauguration)
29/06-03/07	« L'art pour la Paix » 2015	Délég. perm. de Côte d'Ivoire	Hall Ségur	250 (inauguration)

8.2.2 Shows, Screenings and Conferences

Date	Title	Organizer	Place	Public*
01/06	« Enchantons l'océan », concert du Chœur philharmonique international	IOC/EXS	Salle I	1 200
02/06	Soirée culturelle soudanaise (pièce de théâtre et concert)	Délég. perm. du Soudan	Salle I	1 000
03/06	Concert « Jeunesse pour la paix »	Délég. perm. d'Arménie	Salle I	800
05/06	Journée mondiale de l'océan : tables rondes, ateliers et un Campus UNESCO	IOC/EXS	Div. salles	1 000
12/06	Spectacle de l'école de danse Gustine Saussey	STU	Salle I	1 000
15-17/06	Les Nuits en Or – Le Panorama 2015 (5 ^e édition)	ERI/DPI/SPE	Salle I	2 100 (6 séances)
19/06	Journée internationale du yoga	Délég. perm. de l'Inde	Salle I	1 070
24/06	Bal costumé - Musiques et danses des XVIII ^e et XIX ^e siècles, à l'occasion du 250 ^e anniversaire de la naissance de l'auteur de la polonaise « Adieux à la patrie », Michał Kleofas Ogiński (1765-1833)	Délég. perm. du Bélarus	Hall Ségur	200
26/06	Concert caritatif « Ukraine, des talents pour l'avenir »	Délég. perm. de l'Ukraine	Salle I	500
30/06	Concert de l'amitié franco-malaisienne – Récital de Muzaffar Abdullah	Délég. perm. de la Malaisie	Salle I	750

* 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 **12 events** were promoted in the June monthly *Calendar of cultural events* printed out in 3,000 copies (in French), and its electronic version sent out to **27,344 subscribers**.
- o **12 events** were organized, co-organized and/or promoted in June by DPI/PRP (Public Relations and Partnerships Section).

8.3. UNESCO Visits

In June, a total of **27 visits of Headquarters** for **675 visitors**, **1 presentation focusing on Education** for **13 visitors** and **1 UNESCO Campus on World Oceans Day focusing on Ocean and Climate** for **152 visitors** were organized. Most visitors came within the framework of a group visit. The major part of the visits/presentations was conducted in French, for a European and North American public.

1. Requests

Number of emails received	n/a
Number of requests received	n/a
Accepted requests	33
Declined requests	n/a

2. Languages

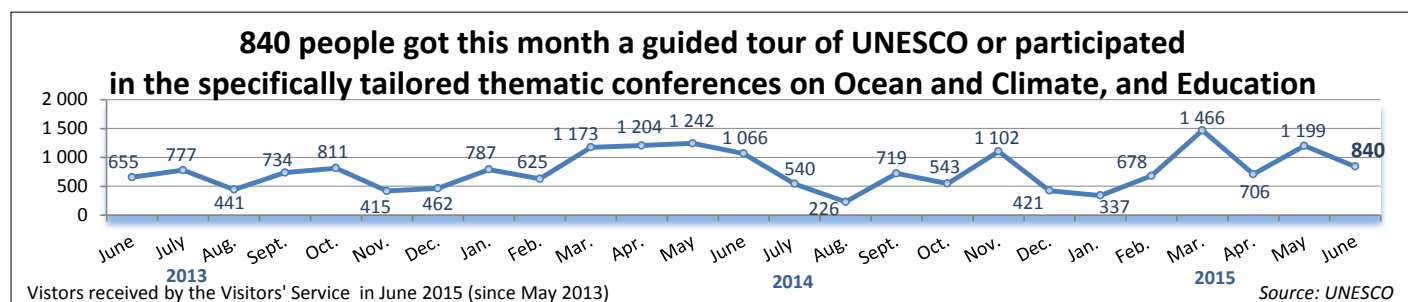
Visits/Present. in French	22	76%
Visits/Present. In English	6	21%
Other	1	3%

3. Type of visits

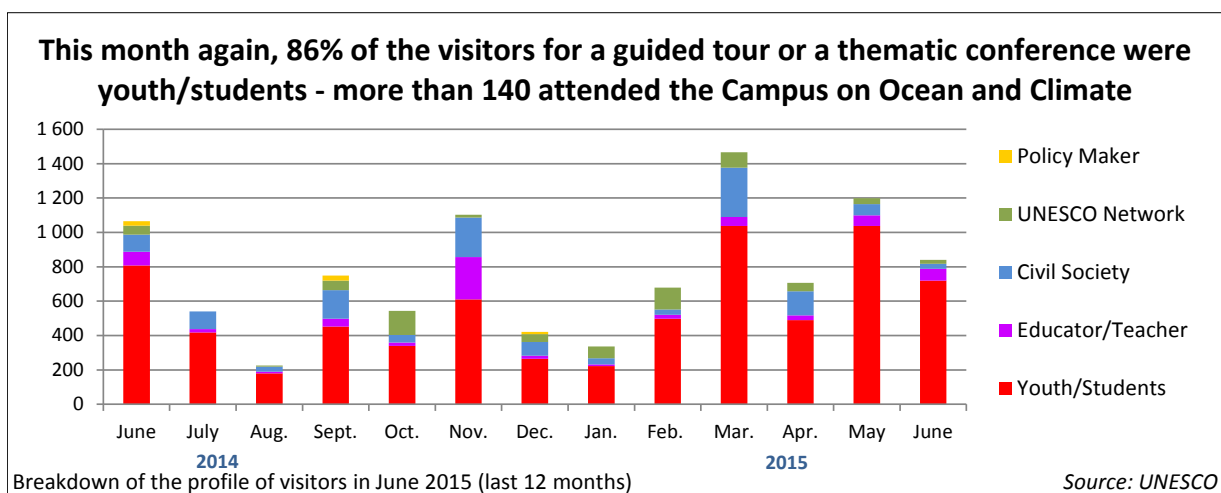
Group Visits	24	83%
Spontaneous Visits	2	7%
Individual Visits	1	3%
Thematic Conference only	2	7%

4. Origin

Europe and North America	773	92%
Asia and Pacific	46	5%
Africa	21	3%
Arab States	0	0%
Latin America and the Caribbean	0	0%



5. Profile of visitors



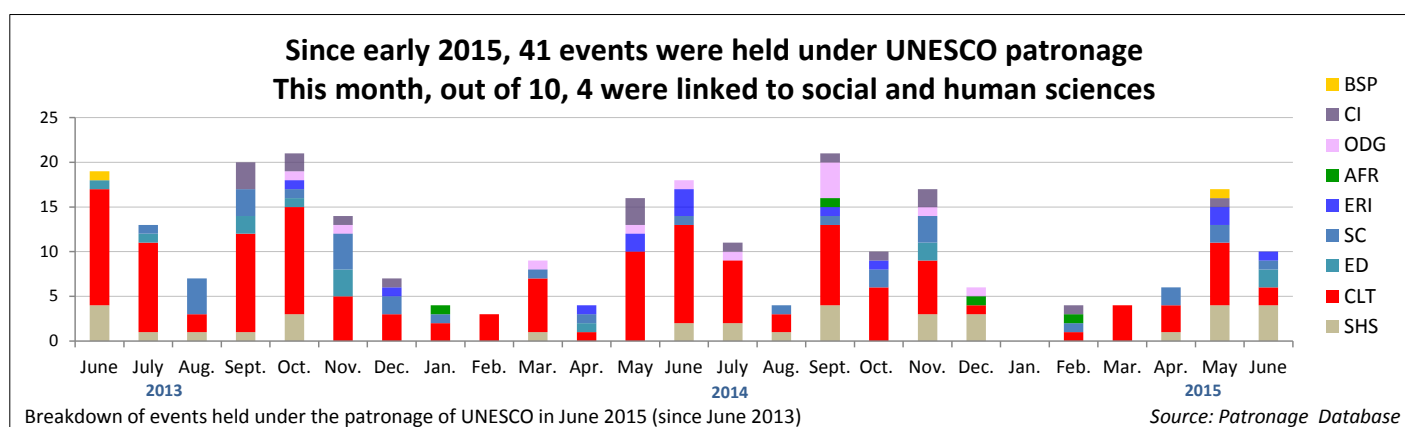
9. UNESCO logo exposure

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.

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

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/06	Japan	The Mitsubishi Asian Children's Enikki Festa 2015-2016	Young people	ED
03/06	Armenia	Concert "La jeunesse pour la paix" dédié au 70e anniversaire de l'UNESCO, organisé par le Ministère de la culture de la République d'Arménie, au Siège de l'UNESCO (Salle I)	Permanent Delegation network	ERI
04/06	Russian Federation	Table ronde sur "Le rôle de l'UNESCO dans le monde moderne", au Siège de l'UNESCO	Permanent Delegation network	SHS
05/06	Russian Federation	International Humanitarian Action "Mission of Peace and Friendship"	Permanent Delegation network	SHS
05/06	Austria	Online campaign « Sustainable Best Practice Week » organised by the Energy Global Foundation with support also from UNEP and UNIDO	Public at large	SC
06/06	Switzerland	YMCA World Challenge 2015 « Kicking Goals for Youth Empowerment »	Young people	SHS
12/06	Bosnia & Herzegovina	The Kid's Festival in Sarajevo	Pupils & children	SHS
14/06	The Netherlands	Underwater Archaeology Training in Hoi An and the Cham Islands, Vietnam	Underwater specialists	CLT
26/06	Montenegro	The Kotor Art Festival	Public at large	CLT
30/06	France	La Biennale internationale de l'éducation, de la formation et des pratiques professionnelles au Conservatoire National des Arts et Métiers Paris	Civil society organisations and specialists	ED



10. UNESCO Media and Communication Partnerships

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

10.1. Institutional partnerships

10.1.1 TBS (Japan)

Area of collaboration: World Heritage (Cultural Heritage)

Partnership began: 1996

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

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

Countries and regions of broadcast: Japan

Logo use: For every broadcast/rebroadcast 5 seconds exposure

Sponsorship: CANON, SUBARU, DAIWA-HOUSE, MITUSBISHI-TOKYO-UFJBANK

Date	Subject	Format	Audience share
07/06	Everglades National Park (USA)	30 min	6.4%
14/06	Historic Areas of Istanbul (Turkey)	30 min	6.4%
21/06	Lagoons of New Caledonia: Reef Diversity and Associated Ecosystems (France)	30 min	3.1%
28/06	Residences of the Royal House of Savoy (Italy)	30 min	4.5%

Average audience share in June: **5.9 percent** (for the first broadcast). Estimate number of viewers in Japan: **5,336,000** (for the first broadcast). The total number of audience accessed to the programme in June was estimated at **21,344,000**.

10.1.2 Xinhua News Agency (People's Republic of China)

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

Partnership began: October 2010

Products: **News and interviews**

Output: **Xinhua website** (<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	43
French	15
Spanish	10
Arabic	5
Russian	4
In June, a total of 77 reports were released on UNESCO through Xinhuanet	

10.2 Ad hoc promotional partnerships for UNESCO events and campaigns in June

Event	Media	Support
World Oceans Day	France Culture (France)	Announcement on their website
	Libération (France)	Message on Facebook
	International New York Times (USA)	¼ page advert, 1 June 2015 issue
	Suez Environnement (France)	News on Suez environnement e mag
	Ponant (France)	Reportage on GEO.fr

10.3 Communication partnerships

Mission to Bangui, Central African Republic for two operational projects financed by the UNESCO/Juventus FC partnership	35 articles monitored in the media, including Spazio Juve , Tutto Juve , LG Deportiva , Canale Juve , JN 24 , Tutto Sport , Corriere dello Sport , La Repubblica.it (Italy), Jeune Afrique, L'Equipe (France), L'Essor , Mali Jet (Mali). Relayed by 3 media agencies: APANEWS, All Africa Global Media and ANSA.	Online articles
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