



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2015/PIPMR/57

Monthly Visibility Report

November 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 Event

November was already shaping up to be a busy month. The General Conference, from 3 to 18 November, would be the major event for UNESCO, which also included a planned architectural projection on the buildings at headquarters, part of its 70th anniversary celebration. One of the features of the biennial meeting of the Organization's governing body was an augmented Leaders' Forum, where an unprecedented number of Heads of State and Government were expected to participate and express a vision for the Organization's future.

On Friday, 13 November, Paris was the scene of a coordinated terrorist attack that shocked the world. Within hours, UNESCO adapted to a new reality for its General Conference, but also for the role that it needed to play in the aftermath of the tragic events. The results of UNESCO's measured interventions are visible in the peak that appears in the graph (to the right) following the attacks. The visit of the Director-General to the Bataclan concert venue in Paris to pay homage to the victims was widely covered. The second peak in November was related to the address of French President François Hollande who came to UNESCO and spoke at the Leaders' Forum on 17 November, which went forward as planned, despite the attacks and in which leaders expressed solidarity with the French people.

UNESCO adapted the 70th anniversary to be less of a celebration and more of a reflection. In a message to the world, the launch of the architectural Mosaic of Change projection was advanced by two days in order to project the word "Peace" in UNESCO's six languages onto several facades. Images of the projection were picked up in media across the world and the event was particularly covered by web-based technology media.

While the attacks shaped the latter half of the General Conference, the launch of the UNESCO Science Report on 10 November got limited press coverage, possibly because the media from around the world focused on the run up to the COP21 and then on the attacks.

The following major event is highlighted on pages 4-7:

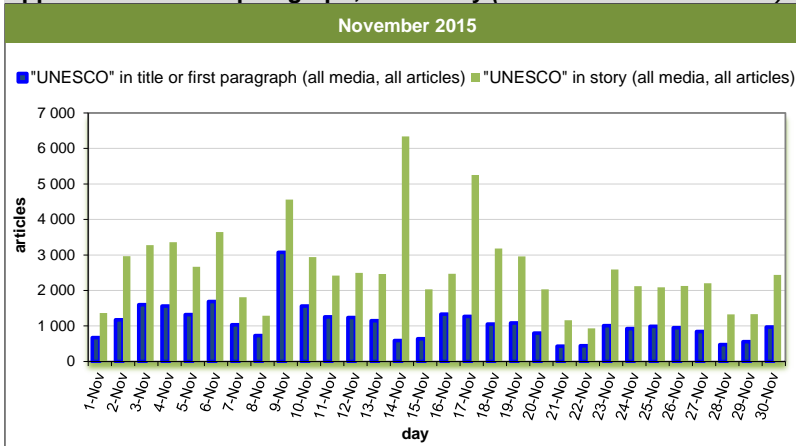
General Conference – 38th Session (03-18/11)

UNESCO Website and Social Media Channels

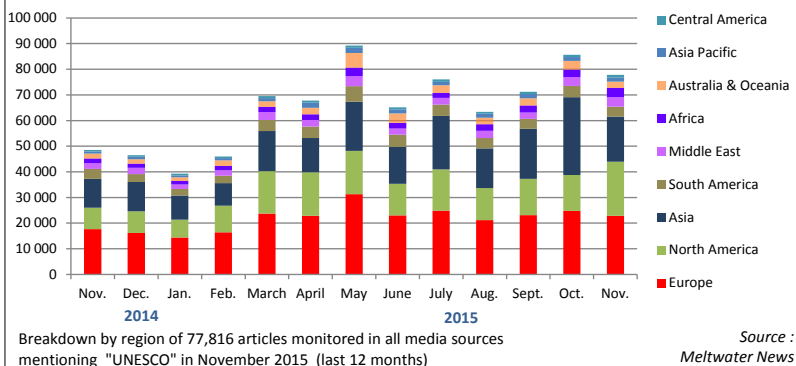
November web traffic is up for the third month in a row, while traffic usually starts to decrease at this time of year. The high number of visits to the General-Conference website (+35% compared to visits to the 37th Session website in Nov. 2013) compensated the normally expected loss in visitors.

After last month's high figures, the increase is modest, but the high November page views are the third best this year and show a 12% growth compared to November 2014, while visits increased by 14%. A peak in traffic was registered during the General Conference on 9 November (see graph to the right), when the vote for the admission of the Republic of Kosovo to UNESCO took place.

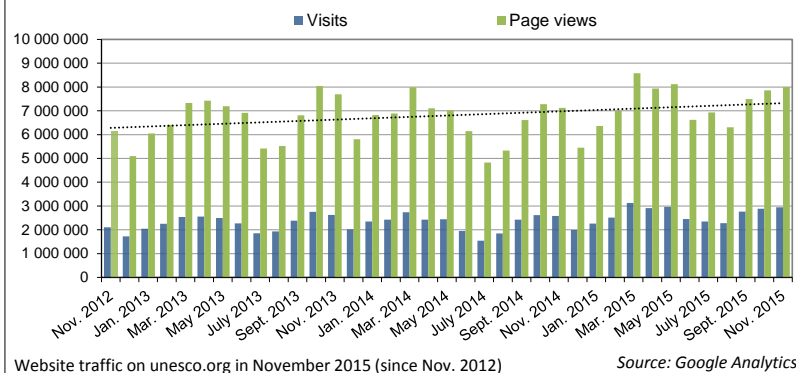
Articles monitored daily in all media sources in which "UNESCO" appears in title/first paragraph, or in story (Source: Meltwater News)



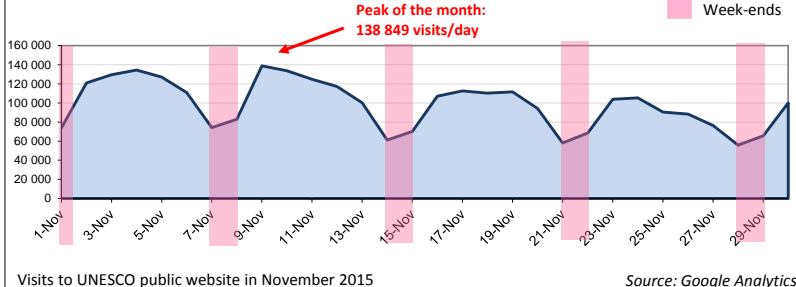
Despite a 25% drop in articles mentioning 'UNESCO' this month, figures remain high with the strong growth in North America



November 2015 website traffic is up for the third month in a row. Almost 8 million page views reached with the steady increase



Website Visitors Overview



As expected, traffic on unesco.int, with the holding of the General Conference saw a whopping growth. Visits increased for the third month in a row by a non-negligible 45% compared to the previous month, reaching an all-time record, and by 86% versus November last year.

November was a busy month for UNESCO's social media to cover the numerous events held at Headquarters. It also sustained a positive growth on our social media channels in all languages with significant accomplishments on various platforms; in particular on the Twitter account in Russian which registered a strong growth for the fourth month in a row (+326% since July 2015). In addition, Instagram rewarded our continuous efforts on our English account by giving us this month an official 'verified badge'.

Social media communications during the 38th Session of the General Conference brought together an engaging and influential social media content. In our effort to give our events more visibility, a social media pack on upcoming events, DPI "Heads Up", was distributed among our partners. Important events such as the Leaders' Forum and the Celebration of the 70th anniversary were strongly highlighted with #LeadersForum and #UNESCO70 hashtags. The #LeadersForum hashtag generated alone 393,976 impressions with the total engagement of 3,961 users. The celebration of the 70th anniversary was given a high point of interest from the audience, due to a successful communication strategy with our partners in unveiling the Mosaic of Change event at UNESCO HQ. A CNN video called "UNESCO lights up for Peace" was shared and retweeted on our social media platforms.

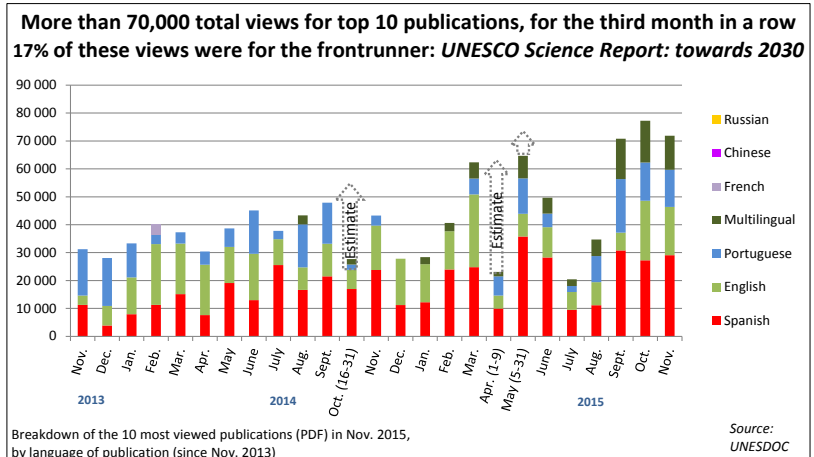
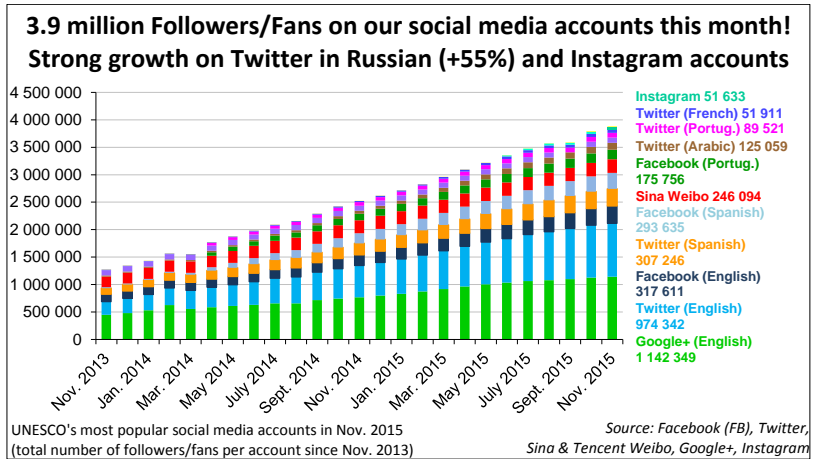
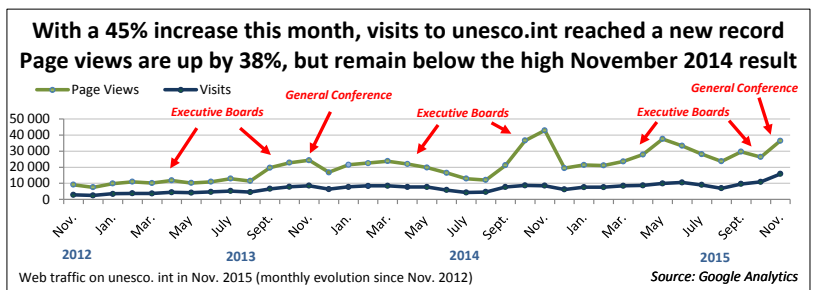
Messages on International awareness days observed before and after the General Conference, International Day to End Impunity for Crimes against Journalists (2 Nov.) and World Philosophy Day (19 Nov.), have been the most popular this month. On Facebook, the top 3 posts were on World Philosophy Day (in Spanish), while the most retweeted message was linked to the International Day to End Impunity for Crimes against Journalists (in English).

Publications

The November 2015 figures for the Top 10 online viewing have dropped slightly (-6%) compared to October 2015 but remain considerably higher than those of November 2014 (+66%). Spanish titles are still the majority of downloads (40%) but the title that is in top position is the English version of the [UNESCO Science Report: towards 2030](#) with more than 12,000 downloads since its launch on 10 November 2015. Publications page views on Google Books in November have also declined slightly (-4%) but remain very much higher than the same month last year (+60%). Sales in the book shop were dominated by the 70th anniversary publication *70 Quotes for Peace* (co-published with Gallimard) and the four booklets in the series on Women in African History. International sales are dominated by the newly launched *UNESCO Science Report*.

Focus on a Field Office

This topic aiming to highlight the outreach efforts in the field focuses this month on our Regional Office for Eastern Africa in Nairobi.



Major event:

I. General Conference – 38th Session (3-18 November 2015)

The 38th Session of the General Conference took place at UNESCO Headquarters from 3 to 18 November 2015.

Marking UNESCO's 70th anniversary, the Leaders' Forum held on 16 and 17 November saw a resounding reaffirmation of solidarity with France after the terrorist attacks on 13 November and the importance of UNESCO's mandate. In this regard, the General Conference adopted a Strategy for Reinforcing UNESCO's Action for the Protection of Culture and the Promotion of Cultural Pluralism in the Event of Armed Conflict, to integrate protecting cultural heritage and diversity into humanitarian interventions in conflict and emergency situations.

The core role of education in the 2030 Agenda for Sustainable Development is the focus of the Education 2030 Framework for Action, endorsed during the General Conference by more than 180 States.

In addition, [the UNESCO-Japan Prize on Education for Sustainable Development](#) was awarded for the first time during this session.

Access to knowledge and information was reinforced by the General Conference in a Resolution on Internet universality. The General Conference also issued a Recommendation on the Preservation and Access to Documentary Heritage, including Digital Heritage, and proclaimed 28 September as the International Day for the Universal Access to Information.

Ahead of COP21, the General Conference tasked UNESCO to prepare a Declaration on Ethical Principles for Climate Change: Adaptation and Mitigation. Concern for sustainable development also inspired Member States to create the UNESCO Global Geoparks label, underlining the importance of outstanding geological sites and landscapes. Ethical principles guided Member States to revise the 1978 International Charter for Physical Education, Physical Activity and Sport, so as to reinforce the protection of sport from doping, violence, manipulation and corruption.

Unveiled during the General Conference, the Mosaic of Change Media Wall, a new universal storytelling platform, installed from 3 Nov. to 11 Dec. 2015, presented an artistic visual language that spurs intercultural dialogue and understanding to inspire peace and foster change. This creative technology platform featured ultra high resolution multimedia content curated within the framework of UNESCO's 7 Themes.

You will find below details on four major events held during the General Conference.

Participants: More than 3,000 participants. **Audience:** 195 Member States and 10 Associate Members. Heads of State and Government, Representatives from 103 NGO's, journalists.

Communication materials and activities:

- Press releases [04/11](#), [06/11](#) (1), [06/11](#) (2), [06/11](#) (3), [09/11](#) (1), [09/11](#) (2), [09/11](#) (3), [17/11](#), [18/11](#), [19/11](#)
- Media advisories: [29/10](#), [16/11](#)
- [News on the General Conference](#)
- [38th Session of the General Conference website](#)
- Live audio transmission of debates (intranet only)
- [Side events](#)
- E-Journal
- [Photo gallery](#)
- [Videos](#)
- Media Wall Mosaic of Change
- Photo booth/Social media activation

Webcast/Live streaming connections: 974 total connections (see details p.12)

Website statistics: [38th Session of the General Conference website](#): 42,326 visits/201,946 page views (vs 31,260 visits/202,931 page views for the 37th Session). Press releases: [04/11](#): 2,018 visits/4,044 page views, [06/11](#) (1): 220 visits/686 page views, [06/11](#) (2): 291 visits/879 page views, [06/11](#) (3): 806 visits/2,050 page views, [09/11](#) (1): 225 visits/494 page views, [09/11](#) (2): 2,820 visits/4,449 page views, [09/11](#) (3): 149 visits/537 page views, [17/11](#): 881 visits/1,941 page views, [18/11](#): 1,128 visits/1,976 page views, [19/11](#): 461 visits/1,172 page views. Media advisories: [29/10](#): 149 visits/1,015 page views, [16/11](#): 1,013 visits/2,799 page views.

Photo booth (26 Oct.-16 Dec.): 12,488 photos taken (4 per session). 6,195 webpage views. 778 social media shares of photos from the website.

Press coverage: The Media Section accredited 460 journalists for the General Conference (330 on-line accreditations + 130 journalists accompanying visiting Heads of State and Governments), for which a Press Room was created (photo to the right). All major agencies, written press and TV were represented.

A total of 3,795 articles were monitored with reference to the General Conference, mostly about side-events.



© UNESCO/N. Houguenade

o Launch of the *UNESCO Science Report, Towards 2030* (10 November)



© UNESCO/P. Chiang-Joo

The [UNESCO Science Report: towards 2030](#) was launched on 10 November at 6:30 pm in Room IX. The event proved so popular that the overflow had to be directed to Room VIII, where a screen had been installed. Five of the report's 60 authors had been invited to Paris to present their findings, including the lead author of the executive summary, Professor Luc Soete, who presented a global overview using illustrative slides. The event was presided by the Director-General and Assistant Director-General for Natural Sciences and was attended by permanent delegates to UNESCO and delegates to the General Conference, including several ministers and ambassadors, and other invited guests. Participants could also discover some of the report's findings at an exhibition outside Room IX. After the 90-minute ceremony, delegates were handed a copy of the 800-page monitoring report, USB key and executive summary in various languages, as they made their way to a cocktail in the Delegates' Bar next to Room IX organized to celebrate World Science Day for Peace and Development.

The report is the most comprehensive ever published in the series, with profiles of 140 countries. It focuses on trends and developments in science, technology and innovation policy and governance between 2010 and 2015, combining research and higher education data provided by the UNESCO Institute for Statistics with expert analysis. The report provides baseline information that should prove important for monitoring implementation of the new Sustainable Development Goals. Regional launches of the report are taking place around the world, including in Delhi (November 2015), Almaty, Montevideo and Cairo (December 2015). For details, contact the Editor-in-Chief, Susan Schneegans.

Participants: Some 300 participants. **Audience:** Permanent delegates to UNESCO and delegates to the General Conference, including several ministers and ambassadors, guests, journalists, UNESCO Staff.

Communication materials and activities:

- [Press release](#) (09/11)
- [UNESCO Science Report, Towards 2030](#)
- UBS Key and [Executive Summary in various languages](#)
- Regional overviews
- [Dedicated webpage](#) (EN/FR)
- [Facts and Figures, Media Corner/Press Kit](#)
- Panel discussion on the main findings of the Report.
- Live Webcast
- Exhibition of kakemonos highlighting key findings of the Report
- Special offer to order the Report until 31 Dec. 2015

Webcast/Live streaming connections: 13 simultaneous connections.

Website statistics: [Press release](#): 2,820 visits/4,449 page views. [Dedicated webpage](#): 4,708 visits/6,656 page views. [UNESCO Science Report, Towards 2030](#): 12,296 views. [Executive Summary](#): 7,002 total views (English: 948, French: 511, Spanish: 3,320, Russian: 464, Chinese: 371, Portuguese: 1,122, German: 266)

Press coverage: UNESCO Science Report garnered some 402 references in 36 countries (led by China, Mexico, US, Germany, and Spain), a small number, but most articles on the subject were substantial in content.

Social media: The most successful posts included well developed infographics with powerful messages on science statistics in all six official languages. On Twitter, messages gathered a total of 726,000 impressions/views.

○ **Unite4Heritage Campaign (incl. presentation on 12 November)**



© UNESCO/T. Francis & P. Chiang-Joo

The #Unite4Heritage campaign was highly visible throughout the General Conference, beginning with the installation of large visuals between the elevators and on the doors around the building. The images explore the link between young people and the shared cultural heritage of humanity. An information stand was also present next to this area, where delegations and other attendees could drop by to discuss the campaign and learn how they could participate. Activities culminated on 12 November 2015 with the #Unite4Heritage General Conference side-event in Room II, featuring a panel discussion involving 'heritage champions' at the forefront of safeguarding cultural heritage in times of conflict, along with a presentation of the campaign past and present and the actions UNESCO is taking in the field. During this time, the new #Unite4Heritage website was also launched, with an integrated CMS which will greatly assist in keeping the website up-to-date and filled with fresh social media content.

Participants: 450 participants. **Audience:** Member states, Culture Commission, NGO's, journalists, UNESCO staff

Communication materials and activities:

- [News](#) (12/11)
- [New website](#)
- Distribution of Postcards kit
- Flyers on how to participate (EN/FR/AR) + campaign update (EN/FR)

- Campaign stand
- Large campaign visuals
- Kakemonos
- [Address by the Director-General on the occasion of the side-event](#)
- [Side -event announcement](#)
- Video: [#Unite4Heritage: The Story So Far](#)

Webcast/Live streaming connections: 6 simultaneous connections.

Website statistics (November): [News](#) (12/11): 243 visits/700 page views. [New website](#): 3,412 visits (+14% vs Oct.)/ 6,126 page views (+4%). Video: [#Unite4Heritage: The Story So Far](#): 617 total views (English + Arabic, as at 16 Dec.)

Press coverage: #Unite4Heritage, subject of a major side event during the General Conference, was mentioned in only 45 articles during the month of November including 11 in Egypt, 6 in Mexico, 4 in Colombia, and 3 in Peru and Kuwait.

Social media: The event linked to the Unite4Heritage campaign generated engaging social media activities with well written narratives and strong visuals. Messages gathered 319,256 impressions/views with the total engagement of 3,703.

○ **Leader’s Forum (16-17 November)**



© UNESCO/N. Houguenade

On 16 November 2015, UNESCO celebrated the 70th anniversary of the adoption of its Constitution. To highlight this event, the Organization convened the Leaders’ Forum of the General Conference from 16 to 17 November 2015, to coincide with this landmark celebration.

This high-level event introduced by the General Conference President [Stanley Mutumba Simataa](#) and the Director-General, Irina Bokova, was marked by the unprecedented number of [Heads of State and Government](#)* (8) coming to UNESCO Headquarters to share their vision for UNESCO and its place in the multilateral arena today and in the future, as it celebrates 70 years of action and as the international community moves to implement the new global sustainable development agenda.

Marking the Organization’s 70th anniversary, the Leaders’ Forum also served as a platform for a resounding reaffirmation of solidarity with France after the terrorist attacks on 13 November. The Forum’s high-level participants reaffirmed the importance of UNESCO’s mandate in the fight against violent extremism and in taking forward the 2030 Agenda for Sustainable Development. The discussions of the Leaders’ Forum are part of the official Proceedings of the Conference.

* The following Heads of State and Government took the floor: 16 Nov.: H.E. Mr. Rosen Plevneliev, President of Bulgaria; H.E. Mr. Paul Biya, President of Cameroon; H.E. Mr. Gjorge Ivanov, President of the former Yugoslav Republic of Macedonia; H.E. Mr. Agila Saleh Essa Gwaider, Acting Head of State of Libya; H.E. Ms. Dalia Grybauskaitė, President of Lithuania. 17 Nov.: H.E. Ms. Marie-Louise Coleiro Preca, President of Malta; H.E. Mr. Ilham Aliyev, President of Azerbaijan; H.E. Mr. François Hollande, President of France.

Participants: 900 participants. **Audience:** Member States and Associate Members. Heads of State and Government, Representatives from 103 NGO’s, journalists.

Communication materials and activities:

- Media advisory: [16/11](#)
- News: [16/11](#), [17/11](#) (1), [17/11](#) (2), [17/11](#) (3)
- On-line registration for journalists
- [Photo gallery](#)
- Video

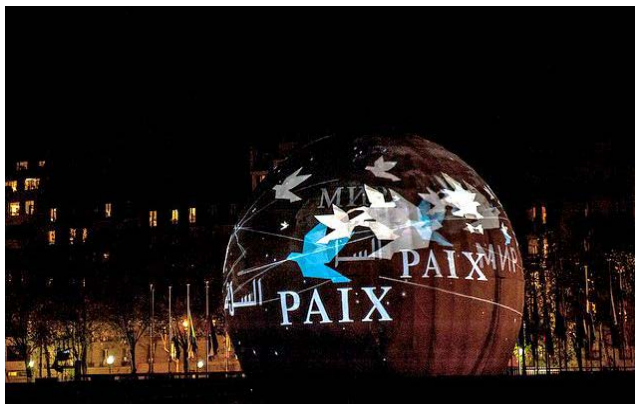
Webcast/Live streaming connections: 16/11: 157; 17/11: 100. (18/11: 59)

Website statistics: [Media advisory](#): 1,013 visits/2,799 page views; News: [16/11](#) (2): 763 visits/1,730 page views; [17/11](#) (1): 83 visits/308 page views; [17/11](#) (2): 186 visits/449 page views; [17/11](#) (3): 881 visits/1,940 page views.

Press coverage: References to the Leaders’ Forum were found in some 56 articles, but reports on the intervention of individual leaders did not necessarily mention the Leaders’ Forum by name. In fact, many of the articles referenced as General Conference articles actually focused on the interventions of individual leaders.

Social media: Messages with the #LeadersForum hashtag generated 393,976 impressions on our Twitter account, with the total engagement of 3,961 users.

○ UNESCO's 70th Anniversary Celebration (16 November)



© UNESCO/P. Chiang-Joo

On the occasion of the 70th anniversary of the adoption of UNESCO's Constitution and in the margins of the Leaders' Forum, a special event entitled "UNESCO: 70 years in the service of peace" was organized at UNESCO Headquarters on 16 November 2015. During this special event, the World Orchestra for Peace (UNESCO Artists for Peace) with its 23 string players representing 19 nationalities, including eight concertmasters from 17 of the world's leading orchestras performed a concert of classical music. Moreover, three of France's leading Orchestras, *l'Orchestre de Paris*, *l'Orchestre National de France* and *l'Orchestre de l'Opéra de Paris* were represented by concertmasters who directed the orchestra in parts of the performance. The World Orchestra for Peace played works by Samuel Barber and Tschaikowsky, in dedicating their performance to the families and to the memory of those killed in the terrorist attacks of Friday, 13 November 2015.

This concert was followed by the launch of a unique 'Mosaic of Change' live architectural projection on the exterior facades of UNESCO building and the Symbolic Globe by Erik Reitzel. Originally focused on main events, activities, and achievements, which marked the history of the Organization over past seven decades, it was decided to put, in the framework of this projection, a special mention on Peace, which remains at the heart of Organization's mandate and had a special significance following the tragic events of 13 November last.

Participants: Some 1,000 participants at the concert and 1,300 at the architectural projection. **Audience:** Head of States and Governments, Ministers of Members States, members of Permanent Delegations and National Commissions, Honorary and Goodwill Ambassadors, representatives of NGOs, private partners of the Organization, other guests, journalists, and UNESCO staff.

Communication materials and activities:

- Media advisory: [16/11](#)
- Performance by the [World Orchestra for Peace](#)
- Architectural projection
- Live webcast
- [70th anniversary website](#)
- Video: [Mosaic of Change – Celebrating UNESCO's 70th Anniversary](#)

Webcast/Live streaming connections: Concert: 65 simultaneous connections.

Website statistics: [Media advisory](#): 1,013 visits/2,799 page views. Video: [Mosaic of Change – Celebrating UNESCO's 70th Anniversary](#): 2,384 views. [70th anniversary website](#): 5,287 visits/8,741 pages views.

Press coverage: The 70th anniversary of UNESCO was found in 730 articles published in 69 countries, with US at the top of the list, followed by China, Mexico, India and Spain. Much of the US coverage was secured by the many technology websites that reported on the Mosaic of Change architectural projection.

Social media: The celebration of the 70th anniversary was given a high point of interest from the audience, due to a successful communication strategy with our partners in unveiling the Mosaic of Change event at UNESCO HQ. The [message](#) about the architectural projection posted on the Spanish Facebook got some 2,184 likes and was the fourth most 'liked' message in November. A CNN video called "[UNESCO lights up for Peace](#)" was shared and retweeted on our social media platforms, and gathered 29,929 impressions with the total engagement of 328 users.

Focus on UNESCO Office in Nairobi

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

UNESCO Regional Office for Eastern Africa in Nairobi was created in 1965 for the purpose of serving as a regional hub for STI in Sub-Saharan Africa. Following the UNESCO Africa Field Reform of 2011, the regional office is now responsible for 13 Member States in Eastern Africa and the adjacent Indian Ocean Islands. The countries that we cover are Comoros, Djibouti, Ethiopia, Eritrea, Kenya, Madagascar, Mauritius, Rwanda, Seychelles, Tanzania, Somalia, South Sudan and Uganda. The regional office also hosts and coordinates the following African components: UNESCO Institute of Statistics (UIS), Intergovernmental Oceanographic Commission (IOC), and Intergovernmental Council of the International Hydrological Programme (IHP) to influence sustainable development of a member state's legal, policy and implementation frameworks.

The [Office's regional website](#), revamped from Sept to Nov 2015, provides access to variety of dynamic contents in education sciences, culture and communication. Also with the adoption of a new social media strategy, the Office is fully taking advantage of its digital media platforms in aggregating contents with partners across the region. One example of this is the production of [local audio contents](#) for global audience, both in English and Kiswahili for the UN Radio. One of the objectives is to enhance the user experience where possible and to strengthen the community of practice with colleagues across the world. Suggestions are welcome.

Recent online articles <http://www.unesco.org/new/en/nairobi/about-this-office/all-news/>

- 26/11 [Pope Francis embracing responsibilities of humanity to safeguard environment and sustainable livelihood](#)
- 21/11 [Regional Seminar on the Development of Open Educational Resources \(OER\) Policies for target African countries](#)
- 13/11 [Inception workshop held for community radio stations under UNESCO/SIDA project in Uganda](#)
- 13/11 [Promoting inclusive online publishing and web accessibility in Kenya](#)
- 11/11 [Press Release: Climate Change the Conversation](#)
- 10/11 [ICT competencies for teaching staff at the University of Djibouti](#)
- 09/11 [Inspiring Girls in STEM - Scientific Camps of Excellence for 200 Secondary School Girls](#)

Photo of the month



Inspiring girls in STEM: Scientific Camp of Excellence at Kisumu Secondary Highschool for Girls.

Publication: Kenya UNESCO Clubs (Oct. 2015)

<http://www.unesco.org/new/en/nairobi/publications/>







13-14 October 2015, Nairobi - UNESCO and Kenya National Commission for UNESCO have revitalized the Kenya Federation of UNESCO Clubs and Association (KEFUCA) during the sensitization workshop on 13-14 October 2015 at Kenya School of Monetary Studies (KSMS). [Read more.](#)

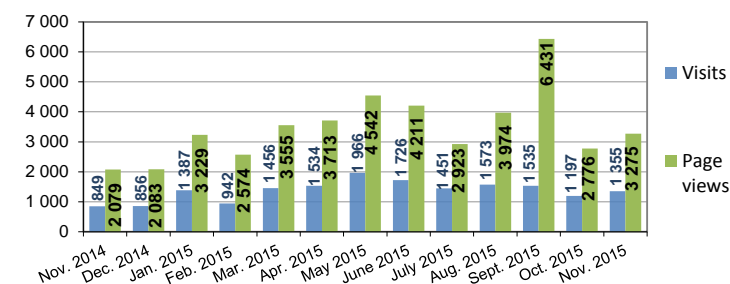
Social Media

[Facebook](#), [Google+](#) and [YouTube](#) platforms are used to enhance information sharing and communication between UNESCO and partners including the MoEST and Natcoms in the region. The Office also monitors and follows the HQ social media platforms to incorporate UNESCO's theme into African context and expand UNESCO's influence among local people. The Office's Facebook posts covered major events from HQ and from local offices. [Flickr](#) platform is used among UNESCO FOs in Africa as one of the KM/KS initiatives. All of the social media platforms for the Office have been activated with the adoption of global social media strategy released in June 2015

Social Media Overview (as at 3 Dec. 2015)

-  <https://www.facebook.com/unescoeastfrica>
141 Likes
-  <https://plus.google.com/+UNESCORegionalOfficeforEasternAfrica>
25 followers – 228,847 views
-  https://www.youtube.com/channel/UChcugghX1GHDjOhCLvezNCA/playlists?view_as=public
-  www.flickr.com/photos/unescoafrica/
22 followers - 283 photos

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



Nairobi Office web traffic from Nov. 2014 to Nov. 2015 Source: Google Analytics

Latest uploaded videos (local contents):

Title	Theme	Views
Climate change the conversation	CLT	88
Haujali by Sarabi	CLT	394
Somali Voices	CI	253
Together for Peace and Sustainable Development: UNESCO and Kenya at 50	Combined action	430
Somalia: Providing quality of education for all	ED	461

Most viewed videos

Rock-Hewn Churches, Lalibela	CLT	20 989
Barkcloth Making in Uganda	CLT	15 921
Traditions and practices of the Kayas in the sacred forests of the Mijikenda	CLT	14 937

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

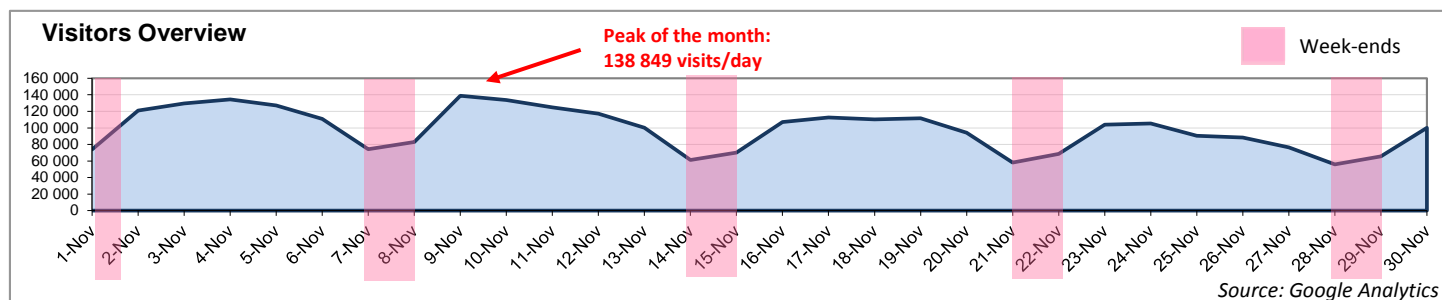
Both a communication and a knowledge management tool, UNESCO's websites, with over 2.7 million pages of content, are today a key component of its public information strategy. Maintained by Corporate Web Services in close collaboration with the Programme Sectors, the main site is updated continually in 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 y.pham@unesco.org).

November web traffic is up for the third month in a row, while traffic usually starts to decrease at this time of year. The high number of visits to the General-Conference website (+35% compared to visits to the 37th Session website in Nov. 2013) compensated the normally expected loss in visitors. After last month's high figures, the increase is modest, but the high November page views are the third best this year and show a 12% growth compared to November 2014, while visits increased by 14%. A peak in traffic was registered during the General Conference on 9 November, when the vote for the admission of the Republic of Kosovo to UNESCO took place.

As expected, traffic on unesco.int, with the holding of the General Conference saw a whopping growth. Visits increased for the third month in a row by a non-negligible 45% compared to the previous month, reaching an all-time record, and by 86% versus November last year; page views increased this month by 38%, but remain below the very high figures reached in November last year.

1.1. November 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
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%
July 2015	6 934 090	+43.66%	+4.74%	2 352 191	+52.71%	-4.09%	1 780 331	+51.00%	-4.38%
Aug. 2015	6 309 104	+18.31%	-9.01%	2 278 596	+23.18%	-3.13%	1 753 278	+20.74%	-1.52%
Sept. 2015	7 492 120	+13.29%	+18.75%	2 764 495	+13.96%	+21.32%	2 117 251	+11.14%	+20.76%
Oct. 2015	7 858 205	+7.94%	+4.89%	2 889 362	+10.48%	+4.52%	2 065 747	+3.01%	-2.43%
Nov. 2015	7 997 933	+12.37%	+1.78%	2 948 747	+14.28%	+2.06%	1 990 419	+0.85%	-3.65%

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

Areas of interest	Visits ²	Variation vs Y-1**	Variation vs M-1**
UNESCO.ORG	2 948 747	+14.28%	+2.06%
Home & Central Services pages	191 147	-7.02%	-0.37%
Worldwide	18 848	+12.09%	-36.37%
Education for the 21st Century and ED Sector	186 406	-12.00%	+13.14%
One Planet. One Ocean & Science for a Sustainable Future and SC Sector	70 237	+8.56%	+30.26%
Learning to Live Together and SHS Sector	71 006	+6.44%	+23.29%
Protecting our Heritage and Fostering Creativity and CLT Sector	1 312 672	+6.45%	-6.25%
World Heritage	1 135 633	+9.75%	-8.04%
Intangible Heritage	98 516	-7.32%	+3.10%
Culture Sector (excl. Intangible Heritage)	78 523	-14.71%	+12.62%
Fostering Freedom of Expression & Building Knowledge Societies and CI Sector	64 810	+3.53%	+6.73%
Field offices (only those tracked)	193 403	+6.71%	+4.12%
BIE	39 627	+86.81%	+30.94%
UIL*	32 901	+49.58%	+4.79%
UNEVOC*	51 674	+6.40%	-9.69%

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

1.4. UNESCO Website Visitors

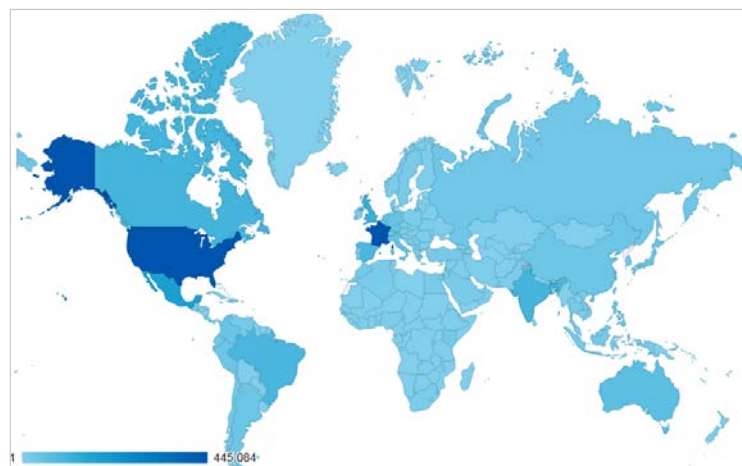
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
France	445 084	15.09%	+22.05%	3.02	00:04:05
United States	444 377	15.07%	-2.71%	2.86	00:02:26
Mexico	185 355	6.29%	-4.47%	2.39	00:02:45
United Kingdom	117 317	3.98%	+1.95%	2.60	00:02:16
Canada	105 386	3.57%	-9.24%	3.47	00:03:45
India	101 812	3.45%	-8.93%	2.19	00:02:17
Brazil	95 223	3.23%	+1.96%	2.00	00:01:55
Spain	93 312	3.16%	+8.93%	3.21	00:03:11
Australia	64 497	2.19%	-26.77%	2.67	00:03:11
Italy	53 320	1.77%	-0.72%	3.36	00:03:14

Top 10 visitors' language

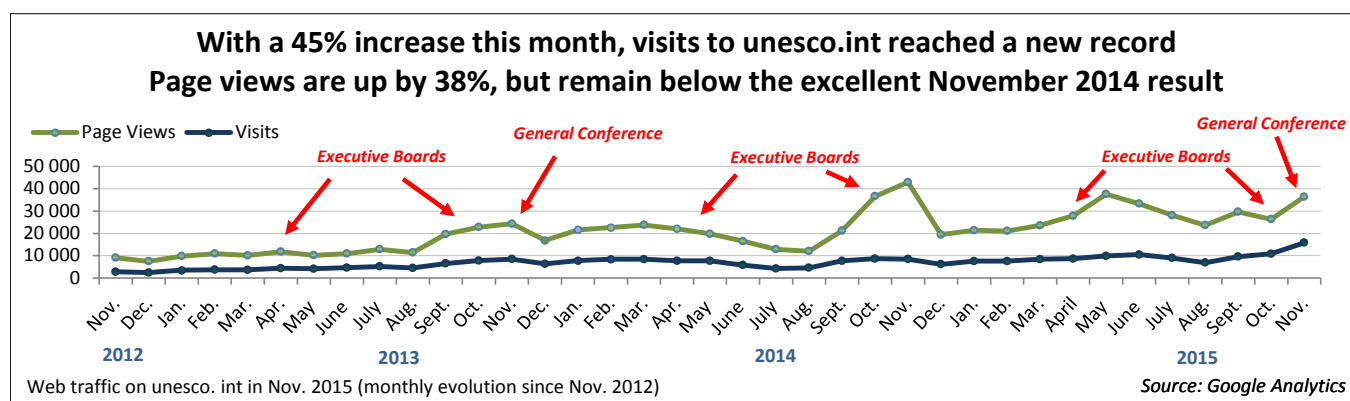
Language	Visits ²	% of Total visits	Variation vs M-1
English	1 395 210	47.32%	-0.83%
Spanish	488 764	16.58%	+0.38%
French	464 647	15.76%	+9.55%
Portuguese	106 298	3.60%	+4.19%
Chinese	64 751	2.20%	+14.00%
Russian	54 564	1.85%	+15.18%
German	51 745	1.75%	+13.40%
Italian	47 930	1.63%	+6.39%
Japanese	36 835	1.25%	-14.23%
Arabic	31 830	1.08%	+18.01%

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	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
	July	28 089	+117.41%	-15.69%	9 003	+110.79%	-14.18%	2.63	-9.00%	00:03:55
	August	23 637	+96.35%	-15.85%	6 879	+49.61%	-23.59%	2.60	-1.14%	00:04:14
	September	29 613	+39.52%	+25.28%	9 593	+24.84%	+39.45%	2.84	+9.23%	00:04:35
	October	26 372	-27.97%	-10.94%	10 909	+25.93%	+13.72%	3.14	+10.56%	00:03:40
	November	36 410	-15.19%	+38.06%	15 821	+86.15%	+45.03%	3.17	+1.17%	00:03:54



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	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%
	July	72 345	-11.87%	23 697	-7.91%
	August	52 460	-27.49%	17 367	-26.71%
	September	85 227	+62.46%	26 700	+53.74%
	October	100 952	+18.45%	32 953	+23.42%
	November	93 146	-7.73%	31 004	-5.91%

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							Total
		Floor	EN	FR	ES	AR	RU	ZH	
International Day to End Impunity for Crimes against Journalists	2/11	Int.: 5 Ext.: 2	Int.: 7 Ext.: 4	Int.: 2 Ext.: 3	-	-	-	-	23
General Conference (Plen.)	3/11 am	14	21	18	3	3	5	2	66
General Conference (Plen.)	3/11 pm	14	21	13	2	1	4	1	56
General Conference (Plen.)	04/11 am	9	11	13	4	7	4	0	48
General Conference (Plen.)	04/11 pm	8	10	9	3	6	4	1	41
General Conference (Plen.)	05/11 am	18	8	5	1	2	7	1	42
General Conference (Plen.)	05/11 pm	18	13	5	4	2	6	1	49
General Conference (Plen.)	06/11 pm	13	19	12	2	3	12	1	62
General Conference (Plen.)	06/11 pm	8	17	3	1	1	2	0	32
General Conference (Plen.)	07/11 am	6	6	6	1	1	2	1	23
General Conference (Plen.)	09/11 am	14	45	7	3	2	5	1	77
General Conference (Plen.)	09/11 pm	4	4	1	1	1	1	0	12
GC - Launch of the SC Report	10/11 pm	5	4	4	-	-	-	-	13
General Conference (Plen.)	11/11 pm	7	6	6	3	2	2	0	26
GC #Unite4Heritage	12/11 pm	2	1	3	-	0	-	-	6
General Conference (Plen.)	13/11	6	4	0	2	2	2	1	17
GC - Leaders' Forum	16/11 am	27	28	19	4	5	4	0	87
GC - Leaders' Forum	16/11 pm	20	24	18	2	4	2	0	70
GC - Concert	16/11 pm	27	19	12	2	2	3	0	65
GC - Architectural Projection	16/11 pm	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
GC - Leaders' Forum	17/11 am	22	26	15	3	3	4	1	74
GC - Leaders' Forum	17/11 pm	15	-	-	4	2	4	1	26
GC - Leaders' Forum	18/11 am	20	19	12	2	3	3	0	59
World Philosophy Day	19/11	Int.: 8 Ext.: 3	Int.: 5 Ext.: 1	Int.: 8 Ext.: 2	-	-	-	-	27

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	189 109	+33.50%	+17.62%
English (EN)	105 160	+53.81%	+17.54%
Spanish (ES)	39 508	+11.02%	+2.29%
French (FR)	24 971	+44.02%	+26.88%
Arabic (AR)	8 431	+4.37%	+74.34%
Russian (RU)	7 418	-29.75%	+35.59%
Chinese (ZH)	3 621	+110.40%	+34.26%

* Based on figures published in the Monthly Reports.

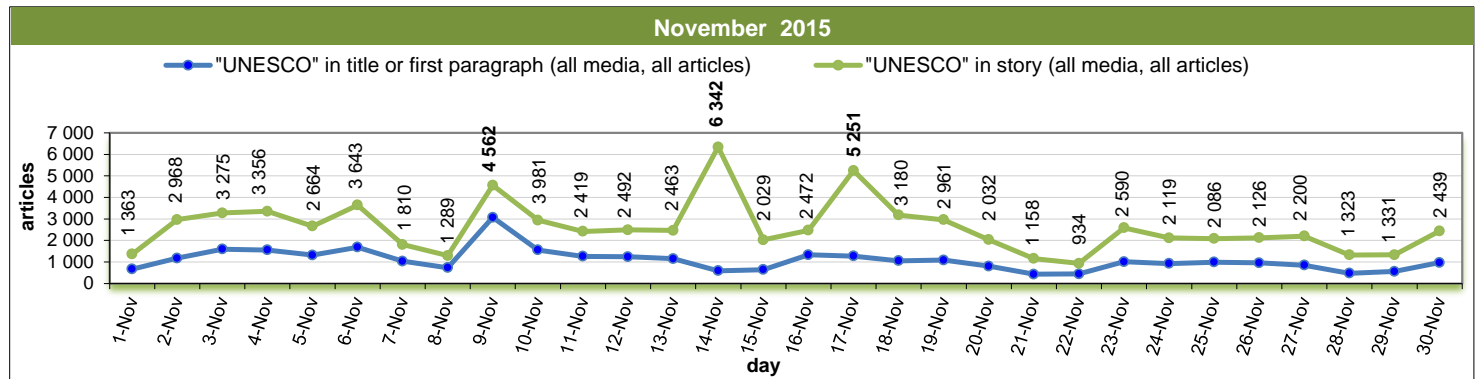
2.2. Press releases/Media advisories

1.	02/11	Director-General condemns killing of Indian TV journalist Hemant Kumar Yadav
2.	02/11	UNESCO pays tribute to late Israeli Prime Minister Yitzhak Rabin
3.	03/11	Argentinian scientist Diego Andrés Golombek to receive the 2015 UNESCO Kalinga Prize for the Popularization of Science
4.	03/11	Team from University of Buenos Aires, Argentina, to receive 2015 UNESCO Sultan Qaboos Prize for Environmental Preservation
5.	04/11	The global education community adopts and launches Education 2030 Framework for Action
6.	05/11	Professor of Biotechnology and Bioethicist Zabta Khan Shinwari of Pakistan is awarded 2015 UNESCO Avicenna Prize
7.	05/11	Director-General awards first UNESCO-Japan Prize on Education for Sustainable Development
8.	06/11	At UNESCO, Kazakhstan's President Nazarbayev calls for intercultural dialogue to counter extremism
9.	06/11	Russian Foreign Minister sees UNESCO on the frontlines in turbulent times
10.	06/11	UNESCO and United States promote education to prevent violent extremism
11.	09/11	Director-General condemns the murder of Syrian citizen journalists Ibrahim Abdel Qader and Fares Hammadi
12.	09/11	Director-General calls for investigation into the killing of publisher Faisal Arefin Dipan
13.	09/11	Monitoring global water with a gender perspective
14.	09/11	Research at the forefront of the global race for sustainable development, says UNESCO report
15.	09/11	"We must act as a global family," says the President of Cabo Verde at UNESCO
16.	11/11	Director-General urges investigation into the killing of Philippines journalist José Bernardo
17.	16/11	World Leaders to mark UNESCO's 70th Anniversary standing for human rights and against violent extremism
18.	17/11	Director-General condemns killing of journalist Zaman Mehsud in Pakistan
19.	17/11	French President François Hollande invokes the unity of all cultures at UNESCO's Leaders' Forum
20.	18/11	International Charter of Physical Education revised to ensure more inclusive access to physical activity
21.	18/11	"Plurality of languages and places of philosophy" debate to celebrate World Philosophy Day 2015 at UNESCO
22.	19/11	Member States reaffirm importance of UNESCO at 70th anniversary session of General Conference
23.	20/11	Director-General condemns killing of Brazilian community radio journalist Israel Gonçalves Silva

24.	23/11	Indigenous peoples on the front lines of climate change: Conference at UNESCO, 26 and 27 November
25.	23/11	Launch of UNESCO Report on racism and discrimination in international football
26.	24/11	Traditional dances, crafts, knowledge and music on the agenda at Intangible Heritage Committee meeting in Namibia
27.	26/11	Director-General condemns killing of reporter Hafeez Ur Rehman in Pakistan
28.	27/11	Director-General denounces killing of magazine editor Raghavendra Dube in India
29.	27/11	Director-General condemns killing of Indian journalist Mithilesh Pandey in Bihar
30.	30/11	Opening of 10th session of Intangible Heritage Committee in Windhoek
31.	30/11	Water, megacities and global change, international conference at UNESCO

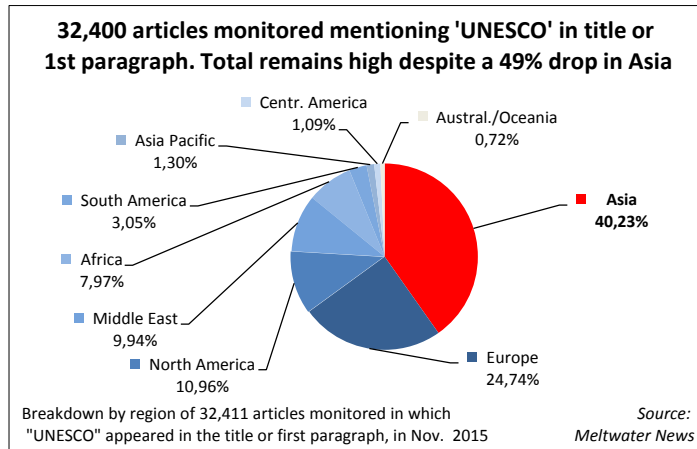
2.3. Statistics on articles referring to UNESCO

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 in November (Source: Meltwater News)

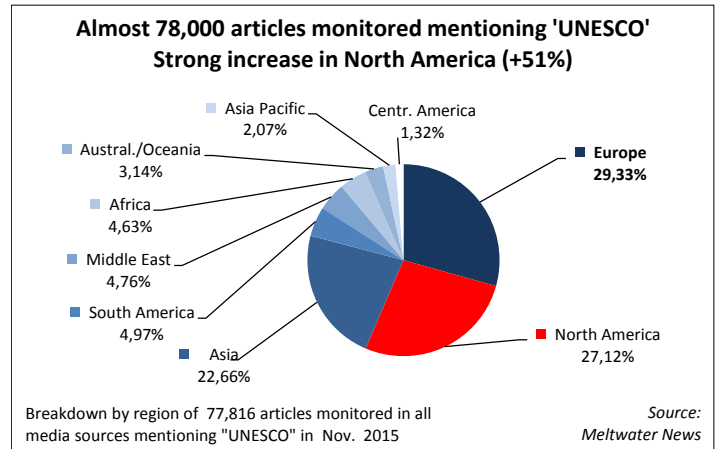


Regional breakdown of articles in all media sources in which “UNESCO” appeared:

▪ In the title or first paragraph of the story



▪ In the story



November was already shaping up to be a busy month. The General Conference, from 3 to 18 November, would be the major event for UNESCO, which also included a planned architectural projection on the buildings at headquarters, part of its 70th anniversary celebration. One of the features of the biennial meeting of the Organization’s governing body was an augmented Leaders’ Forum, where an unprecedented number of Heads of State and Government were expected to participate and express a vision for the Organization’s future.

On Friday, 13 November, Paris was the scene of a coordinated terrorist attack that shocked the world. Within hours, UNESCO adapted to a new reality for its General Conference, but also for the role that it needed to play in the aftermath of the tragic events. The results of UNESCO’s measured interventions are visible in the peak that appears in the graph (to the right) following the attacks. The visit of the Director-General to the Bataclan concert venue in Paris to pay homage to the victims was widely covered. The second peak in November was related to the address of French President François Hollande who came to UNESCO and spoke at the Leaders’ Forum on 17 November, which went forward as planned, despite the attacks and in which leaders expressed solidarity with the French people.

UNESCO adapted the 70th anniversary to be less of a celebration and more of a reflection. In a message to the world, the launch of the architectural Mosaic of Change projection was advanced by two days in order to project the word “Peace” in UNESCO’s six languages onto several facades. Images of the projection were picked up in media across the world and the event was particularly covered by web-based technology media.

While the attacks shaped the latter half of the General Conference, the launch of the UNESCO Science Report on 10 November got limited press coverage, possibly because the media from around the world focused on the run up to the COP21 and then on the attacks.

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

Date	Subject / Title	Language	Media
01/11	End Empunity Now	Swedish English	Svenska Dagbladet (Sweden) Al Jazeera English
18/11	Stop Radicalization	English	The World Post/The Huffington Post

2.5 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).

51 B-rolls were downloaded in November.

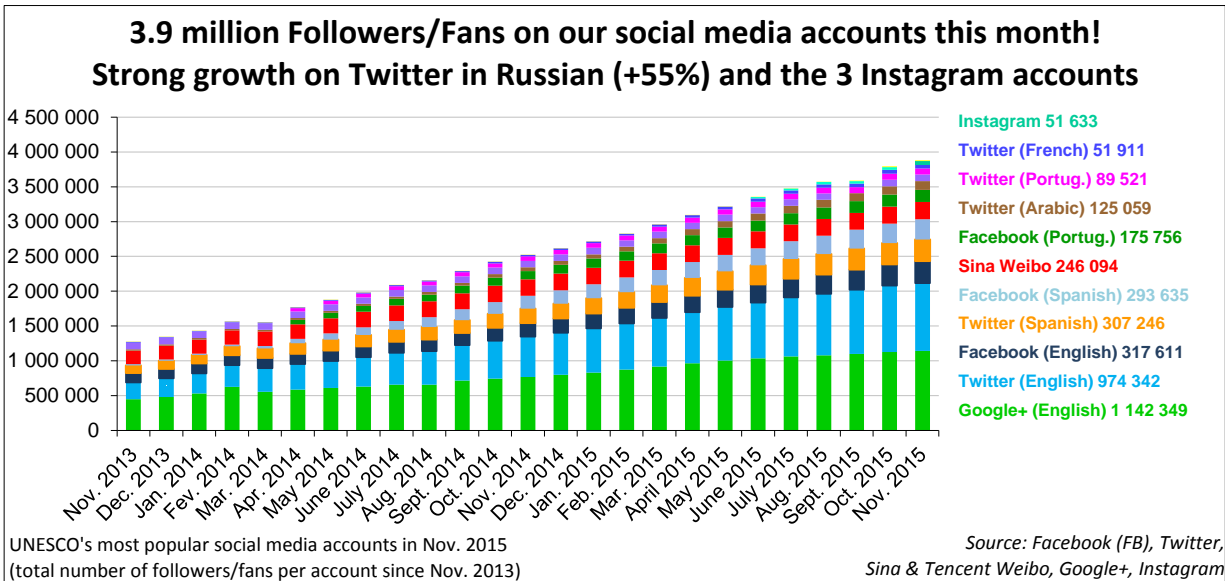
	Subject	Downloads	Media
1	Kosovo (Executive Board and General Conference)	16	EBU, Associated Press TV, Reuters TV, FoNet News Agency, Ruptly TV, TV Kovacica, BHT1, NaTanjung, Radio TV Kosova
2	Speech by French President François Hollande at the Leaders' Forum	7	News Tang Dynasty TV, Reuters TV, AP, EBU
3	Visit of US Secretary of State, John Kerry during the 197th session of the Executive Board	4	Klan Kosova TV
4	Education (GMR & Mobile Learning)	5	
5	UNESCO (UNESCO Priorities & HQ)	5	
6	President of Mexico, HE Enrique Peña Nieto	2	
7	WHC	3	
8	Foreign Minister of the Russian Federation, Sergei Lavrov at the 38th Session of the General Conference	4	Associated Press, EBU, Ruptly TV
9	MAB	2	
10	Director-General on Paris attacks UNESCO stands for Peace	1	
11	President of the People's Republic of China, Xi Jinping	1	
12	Serge and Beate Klarsfeld UNESCO Honorary Ambassadors and Special Envoys for Education about the Holocaust and the Prevention of Genocide	1	

3. UNESCO Social Media Channels

November was a busy month for UNESCO's social media to cover the numerous events held at Headquarters. It also sustained a positive growth on our social media channels in all languages with significant accomplishments on various platforms, in particular on the Twitter account in Russian which registered a strong growth for the fourth month in a row (+326% since July 2015). In addition, Instagram rewarded our continuous efforts on our English account by giving us this month an official 'verified badge'.

Social media communications during the 38th Session of the General Conference brought together an engaging and influential social media content. In our effort to give our events more visibility, a social media pack on upcoming events, DPI "Heads Up", was distributed among our partners. Important events such as the Leaders' Forum and the Celebration of the 70th anniversary were strongly highlighted with #LeadersForum and #UNESCO70 hashtags. The #LeadersForum hashtag generated alone 393,976 impressions with the total engagement of 3,961 users. The celebration of the 70th anniversary was given a high point of interest from the audience, due to a successful communication strategy with our partners in unveiling the Mosaic of Change event at UNESCO HQ. A CNN video called "UNESCO lights up for Peace" was shared and retweeted on our social media platforms.

Messages on International awareness days observed before and after the General Conference, International Day to End Impunity for Crimes against Journalists (2 Nov.) and World Philosophy Day (19 Nov.), have been the most popular this month. On Facebook, the top 3 posts were on World Philosophy Day (in Spanish), while the most retweeted message was linked to the International Day to End Impunity for Crimes against Journalists (in English).



3.1. Social networking sites

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

Variation November 2015 vs October 2015

Likes/Followers		November 2015	October 2015	Variation vs October
Total likes/followers (all languages)		1 981 587	1 938 785	+2.21%
Facebook	English	317 611	306 227	+3.72%
	Spanish	293 635	281 517	+4.30%
	Portuguese	175 756	171 936	+2.22%
	Arabic	22 736	22 568	+0.74%
	French	16 838	16 583	+1.54%
	Russian	9 715	9 667	+0.50%
Google+	English	1 142 349	1 127 494	+1.32%
VKontakte	Russian	2 907	2 793	+4.08%

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

Message	Posted	Likes/Shares
Hoy celebramos el Día Mundial de la Filosofía. En estos tiempos turbulentos que vivimos, la filosofía aporta una contribución fundamental al bienestar humano, el análisis de la complejidad y el fomento de la paz. En resumen, la filosofía proporciona respuestas a problemas complejos y sencillos. La UNESCO promueve la filosofía como una fuerza para la emancipación individual y colectiva. Porque pensar, a la vez que se reflexiona sobre el hecho de pensar, es filosofar, y todos lo hacemos constantemente, movidos por el impulso más auténtico del ingenio humano: la curiosidad. La filosofía	19/11	L: 7 996 S: 17 664

nos permite pues comprender el mundo, la vida y, en definitiva, es una ciencia que pone las bases para el diálogo y el entendimiento entre pueblos. Lea el Mensaje de la Directora General de la UNESCO con motivo de esta jornada: http://bit.ly/1O6Qu8H #DíaMundialDeLaFilosofía #Filosofía #Paz		
Concluimos el Día Mundial de la Filosofía, celebrado cada tercer jueves de noviembre, con esta reflexión de Voltaire. Sin embargo, la pasión y el interés por la filosofía no debe reducirse a un sólo día al año, sino que tiene que vivirse a diario. La #filosofía es una actitud ante la vida, una forma de entender los desafíos que implica el ser humano y la sociedad. El pensamiento crítico es el camino para el progreso y la #paz. Y hoy, más que nunca, estamos convencidos de ello. Lea el mensaje de la Directora General de la UNESCO con ocasión del #DíaMundialDeLaFilosofía http://bit.ly/1O6Qu8H	19/11	L: 3 781 S: 5 022
Hoy estamos celebrando el #DíaMundialDeLaFilosofía y lo hacemos compartiendo algunas reflexiones que hemos considerado interesantes. ¿Qué les parece esta reflexión de Platón? ¿Están de acuerdo con la afirmación? ¿Qué es la #filosofía para ustedes? Lean también el mensaje de la Directora General de la UNESCO con ocasión del Día Mundial de la Filosofía: http://bit.ly/1O6Qu8H	19/11	L: 3 407 S: 3 368
UNESCO in Spanish has changed its cover photo	13/11	L: 2 430 S: 637
París. UNESCO. Ahora. + Photo Architectural projection	14/11	L: 2 184 S: 2 187
From UNESCO na rede – UNESCO Office in Brasilia "Uma criança, um professor, uma caneta e um livro podem mudar o mundo". Malala Yousafzai	05/11	L: 1 979 S: 2 134
Son días tristes para la humanidad: en Líbano, en Francia...y en muchos otros rincones del planeta. Hoy más que nunca la existencia de la UNESCO está justificada. Tenemos que trabajar juntos, gentes de todos los rincones de la Tierra, para construir un mundo donde la tolerancia, la solidaridad, el respeto mutuo, la cooperación, el desarrollo sostenible y la paz sean los ejes fundamentales de funcionamiento de toda sociedad. Es el único camino que tenemos. El único camino que nos queda. Construyámoslo juntos. Hoy la UNESCO cumple 70 años y hoy más que nunca, el preámbulo de su constitución tiene sentido: "puesto que las guerras nacen en la mente de los hombres, es en la mente de los hombres donde deben erigirse los baluartes de la paz". Con la ayuda de todos lo conseguiremos. Visite la página web de la UNESCO . Visite la página de la UNESCO dedicada al Día de la Tolerancia : Comparta el mensaje, sea parte de la construcción del paz en el mundo. #paz #tolerancia #solidaridad #paz #tolerancia #solidaridad #desarrollossostenible #unesco70 #UNESCO#historia #cultura #ciencias #comunicación #educación #CienciasSociales	16/11	L: 1 569 S: 935
"Si somos la criatura más inteligente que ha pisado la Tierra, cómo es posible que estemos destruyéndola" (Jane Goodall) Jane Goodall ha dedicado su vida a la investigación y estudio de los primates. Sus trabajos en África en torno a estos animales, han revolucionado el campo científico de la primatología. Ha sido una activa mensajera de la Paz y líder en la defensa del medio ambiente por las Naciones Unidas. A partir de hoy a las 15:30 hora Argentina, será posible acceder vía streaming al conversatorio realizado el 23 de noviembre en el Observatorio Villa Ocampo UNESCO con motivo de su visita a la Argentina. Acceda a la transmisión aquí: http://bit.ly/118RGqT Vea al tráiler de próximo documental acerca de su experiencia http://bit.ly/1P6F6ep #VillaOcampo #JaneGoodall #Paz	24/11	L: 1 191 S: 549
"La resiliencia en tiempos de incertidumbre: los pueblos indígenas frente al cambio climático" es el título de una conferencia que tiene lugar hoy y mañana en la Sede de la UNESCO en París y en la que los participantes explicarán como el cambio climático está afectando a las poblaciones indígenas del planeta y como precisamente sus conocimientos pueden ayudarnos a todos a hacer frente a desafío clave para la supervivencia de la especie humana. Además, se trata de una desafortunada paradoja, ya que los pueblos indígenas son los que menos han contribuido a la situación actual y sin embargo, debido a su contacto más cercano con la naturaleza, son los que más están sufriendo las consecuencias de un cambio climático que hay que detener como sea. Este evento tiene lugar pocos días antes de la Conferencia de las Naciones Unidas sobre el Cambio Climático (COP21) que se celebrará también en la capital francesa. Hay que cambiar la forma de pensar, no el clima. Y para conseguirlo y lograr también una modo de desarrollo sostenible, la UNESCO propone que se utilicen herramientas como la educación, las ciencias y la cultura. Más información sobre la conferencia. #CambioClimático #COP21 #unescoCOP21 #PueblosIndígenas #ciencias#naturaleza #Tierra #DesarrolloSostenible #UNESCO	26/11	L: 1 125 S: 877
From UNESCO na rede – UNESCO Office in Brasilia 25 de novembro - Dia Internacional para a Eliminação da Violência contra as Mulheres "Este ano, o Dia Internacional para a Eliminação da Violência contra as Mulheres destaca as formas pelas quais esse tipo de violência é prejudicial para a educação de meninas e de mulheres. A educação é um direito humano não negociável. É um pré-requisito para o pleno gozo de muitos outros direitos fundamentais." Irina Bokova, diretora-geral da UNESCO	25/11	L: 928 S: 2 963

*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 November 2015 vs October 2015

Followers/Fans		November 2015	October 2015	Variation vs October
Total (all languages)		1 903 574	1 864 256	+2.11%
Twitter	English	974 342	953 175	+2.22%
	Spanish	307 246	303 319	+1.29%
	Arabic	125 059	120 899	+3.44%
	Portuguese	89 521	87 835	+1.92%
	French	54 911	53 952	+1.78%
	Russian	14 041	9 003	+55.96%
Sina Weibo	Chinese	246 094	243 793	+0.94%
Tencent Weibo	Chinese	92 360	92 280	+0.09%

Top 10 Twitter Posts in November

Message	Posted	Re-tweets	Likes
On average, 1 journalist dies every 5 days in the pursuit of his/her profession #EndImpunity http://bit.ly/1FHwS8F	01/11	1 142	448
UNESCO stands for peace for the world #PrayForParis http://on.unesco.org/1Qo8KvH	14/11	821	785
The week's shocking attacks are a reminder that we must all unite for tolerance & against extremism #Unite4Heritage	16/11	420	367
Today is International Day for the Elimination of Violence against Women http://on.unesco.org/1HmNy6v #16days	25/11	414	203
More than 700 journalists have been killed in the last 10 years. #EndImpunity http://bit.ly/1FHwS8F	02/11	331	108
Take part in discussions on World #PhilosophyDay using #unesco_wpd & ask YOUR Qs. LIVE: http://on.unesco.org/1j8WMaM	19/11	267	239
مركز الجودة في التعليم في المملكة العربية السعودية يقدم لفرقة العمل المعنية بالمعلمين (RCQE in Saudi Arabia provides support to Task Force on Teachers)	04/11	271	208
The S in UNESCO = Science. Nov 10 is World Science Day http://on.unesco.org/1lbaQxk #38GC #unesco70 #Science4Peace	10/11	207	128
Con París. De corazón.	13/11	200	120
Los conocimientos d los pueblos indígenas,clave para luchar contra #CambioClimático http://on.unesco.org/1NewAI3 #COP21 	26/11	193	101
Call for Projects: #Volunteer for #WorldHeritage! See how you can participate: http://whc.unesco.org/en/news/1354	28/11	192	214

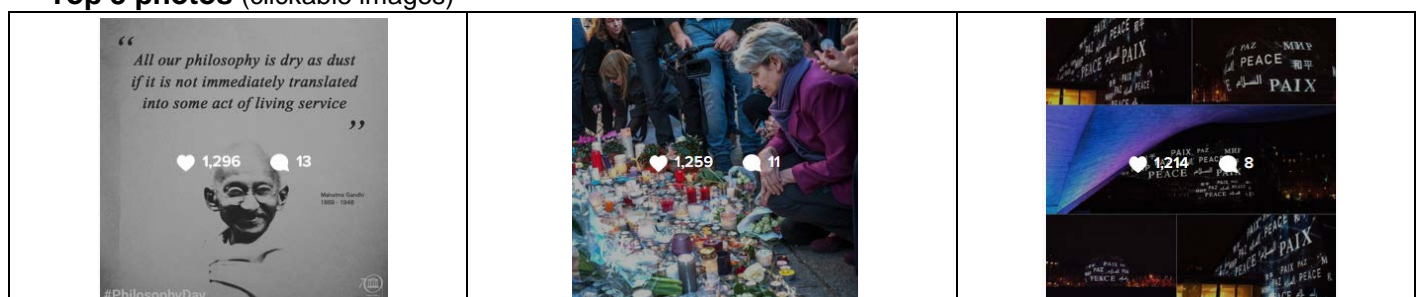
3.3. Social Apps – Mobile only

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

Variation November 2015 vs October 2015

	Publications		Subscribers	
	November 2015	Variation vs M-1	November 2015	Variation vs M-1
Total (all languages)	337	+6.65%	51 633	+22.57%
English	213	+9.23%	49 614	+22.15%
Spanish	47	+2.17%	1 760	+37.29%
Russian	77	+2.67%	259	+15.11%

Top 3 photos (clickable images)



3.4 Video Traffic

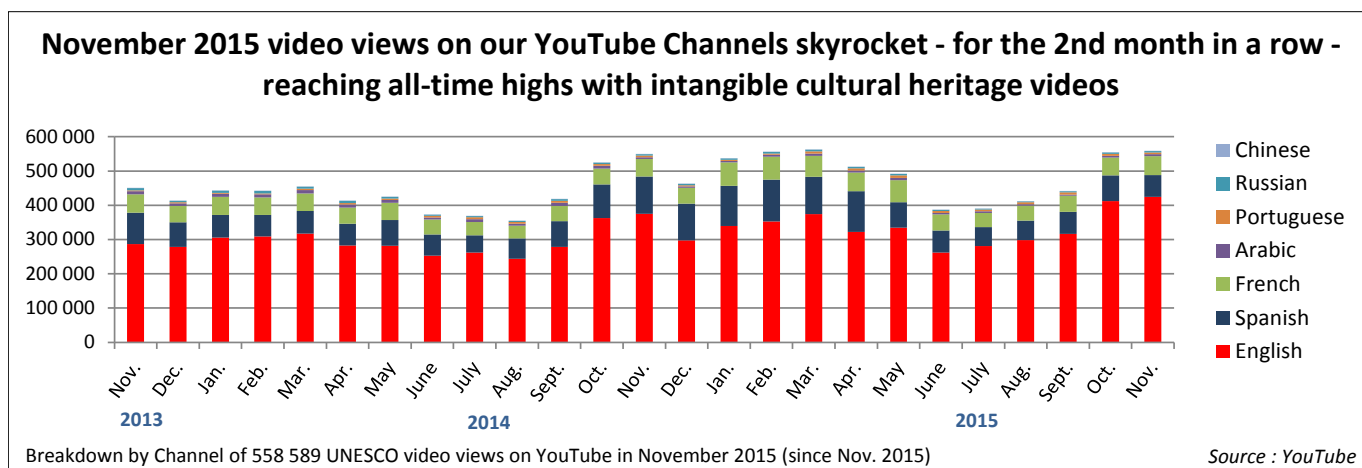
Video views are tracked on YouTube.

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

Variation November 2015 vs October 2015

Video views	November 2015	Variation vs M-1
Total (all languages)	558 589	+0.84%
English	424 947	+3.05%
Spanish	63 482	-15.28%
French	54 829	+5.61%
Arabic	5 577	+4.09%
Portuguese	5 560	+3.73%
Russian	4 127	+4.61%
Chinese	67	+31.37%

Subscribers	November 2015	Variation vs M-1
Total (all languages)	1 309	-19.40%
English	815	-31.57%
Spanish	204	-15.35%
French	122	+20.79%
Portuguese	100	+212.50%
Arabic	46	+6.98%
Russian	15	+50.00%
Chinese	7	+16.67%



▪ Top 10 videos on UNESCO TV English Channel

	Title	Subject	Total views
1	Shrimp fishing on horseback in Oostduinkerke	CLT/ITH	266 177
2	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	85 327
3	Daemokjang, traditional wooden architecture	CLT/ITH	44 204
4	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	32 319
5	The watertight-bulkhead technology of Chinese junks	CLT/ITH	26 608
6	Kabuki Theatre	CLT/ITH	20 921
7	Whistled language of the island of La Gomera (Canary Islands), the Silbo Gomero	CLT/ITH	18014
8	Taekkyeon, a traditional Korean martial art	CLT/ITH	17 725
9	The Mongolian traditional art of Khöömey	CLT/ITH	13 107
10	Rites and craftsmanship associated with the wedding costume tradition of Tlemcen	CLT/ITH	12 293

▪ Top 10 videos on UNESCO TV Spanish Channel

	Title	Subject	Total views
1	Aprender a Proteger la Biodiversidad	ED	13 863
2	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	11 564
3	La huaconada, danza ritual de Mito	CLT/ITH	7 836
4	El flamenco	CLT/ITH	5 314
5	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	5 155
6	Los conocimientos tradicionales de los chamanes jaguares de Yuruparí	CLT/ITH	4 892
7	Tradición del Día de muertos en México - Jóvenes blogueros de América Latina	CLT/ITH	4 620
8	Historia de la UNESCO*	UNESCO	3 909
9	Lugares de memoria y tradiciones vivas de los otomí-chichimecas de Tolimán	CLT/ITH	3 888
10	La pirekua, canto tradicional de los p'urhépechas	CLT/ITH	3 487

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

	Title	Subject	Total views
1	Bouba & Zaza - le dessin animé pour la jeunesse	ED	13 785
2	Le repas gastronomique des Français	CLT/ITH	8 729
3	La pêche aux crevettes à cheval à Oostduinkerke	CLT/ITH	7 835
4	Apprendre à faire face au changement climatique	ED	7 467
5	Le fest-noz (version en français)	CLT/ITH	5 385
6	Le Cantu in paghjella profane et liturgique de Corse de tradition orale	CLT/ITH	4 786
7	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	4 429
8	Bouba et Zaza protègent la terre	ED	3 899
9	Routes de l'Esclave: Une vision globale	CLT	3 556
10	Le savoir-faire de la dentelle au point d'Alençon	CLT/ITH	3 460

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

	Title	Subject	Total views
1	Manufacture of clay bricks in the hill of Jaber refugee camp-Jericho	CLT	1 283
2	UNESCO Siq Project, MAKING PETRA SAFER FOR ALL!	CLT/WHC	1 175
3	Lynes and Geoglyphs of Nasca and Pampas de Jumana	CLT/WHC	744
4	Petra	CLT/WHC	739
5	UNESCO History*	UNESCO	672
6	UNESCO campaign #Unite4Heritage*	CLT	446
7	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	CLT/WHC	427
8	Preparing for Tsunamis in the Mediterranean	SC	366
9	Palace and Park of Versailles	CLT/WHC	239
10	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	211

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

	Title	Subject	Total views
1	Serra Capivara	CLT/WHC	15 400
2	Hangout Dia Mundial da Filosofia	SHS	8 539
3	Boas práticas do Programa Mais Educação	ED	4 706
4	Vídeo da UNESCO celebra 53 anos de Brasília	CLT/WHC	1 388
5	Brasil e UNESCO na luta contra a dopagem	SHS	324
6	Museu Afro Brasil	CLT	280
7	Serra da Capivara National Park	CLT/WHC	279
8	Dia Mundial da Filosofia 2014	SHS	274
9	UNESCO analisa mudanças e desafios da nova Lei Geral de Acesso à Informação do Brasil	CI	274
10	UNESCO celebra 10 anos da Declaração Internacional sobre Bioética e Direitos Humanos	SHS	237

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

	Title	Subject	Total views
1	UNESCO History*	UNESCO	792
2	Taj Mahal	CLT/WHC	416
3	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	374
4	Petra	CLT/WHC	287
5	Lake Malawi National Park	CLT/WHC	212
6	Interview with Alsou Abramova, UNESCO Artist for Peace*	UNESCO	184
7	Memphis and its Necropolis – the Pyramid Fields from Giza to Dahshur	CLT/WHC	165
8	Alsou Abramova - Singer, UNESCO Artist for Peace	UNESCO	146
9	Site of Palmyra	CLT/WHC	139
10	Persepolis	CLT/WHC	138

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

	Title	Subject	Total views
1	UNESCO History*	UNESCO	91
2	Aowen Jin, Chinese artist and social commentator	CI	11
3	Global Partnership for Oceans	SC	6
4	Interview of Zhang Jun - UNESCO Artist for Peace*	UNESCO	5
5	UNESCO Director-General pays tribute to Malala Yousufzai	ED	5
6	Gao Shijun, Director of European HQ of China Radio International	CI	4

7	40th anniversary of the World Heritage Convention	CLT/WHC	3
8	Huang Nubo supports UNESCO	CLT	3
9	Education for all	ED	2
10	Cities on the Edge	SC	2

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

Top	Title*	Length	Posted	Channel	Views as at 16/12/2015
1.	Alardah Alnajdiyah, dance, drumming and poetry in Saudi Arabia	9'46"	03/11	English	4 344
2.	38th General Conference – 7 11 2015 General Policy Debate Somalia*	6'16"	12/11	English	2 654
3.	Mountains: early warning systems for climate change	2'31"	03/11	English	2 573
4.	9th UNESCO Youth Forum - Global Recommended Actions	4'45"	05/11	English	1 698
5.	Rethinking Education: Towards a global common good? (subtitled)	1'55"	03/11	English	1 618
6.	"Si somos la criatura más inteligente que ha pisado la Tierra..."	1'36"	24/11	Spanish	1 253
7.	UNESCO stands for Peace for the world*	1'17"	14/11	English	1 212
8.	Opening of the 38th session of the General Conference*	1'44"	03/11	English	1 010
9.	UNESCO-Japan Prize on Education for Sustainable Development (ESD) - 2015 Prize winners	5'07"	04/11	English	963
10.	Traditional knowledge and technologies relating to the growing and processing of the Curaqua	9'14"	03/11	English	946
11.	Foro Mundial de Educación - Educación 2030	4'41"	03/11	English	856
12.	HRH Crown Prince Haakon of Norway at the General Conference of UNESCO*	1'25"	03/11	English	705
13.	At UNESCO, Kazakhstan's President Nazarbayev calls for intercultural dialogue to counter extremism*	1'01"	06/11	English	701
14.	Hangout Dia Mundial da Filosofia	1'08'26"	13/11	Portuguese	688
15.	38th General Conference – 4 11 2015 General Policy Debate Ethiopia*	5'51"	12/11	English	676
16.	Wititi dance of the Colca Valley	8'18"	03/11	English	572
17.	Le Président François Hollande à la Conférence générale de l'UNESCO*	1'56 »	17/11	French	565
18.	9th UNESCO Youth Forum recommended actions at COP21	2'13"	27/11	English	562
19.	Leaders' Forum of the 38th session of the General Conference*	5'31"	16/11	English	464
20.	Mr Stanley Mutumba Simataa elected President of the 38th session of the General Conference of UNESCO*	1'47"	03/11	English	410
21.	Arabic coffee, a symbol of generosity	9'02"	03/11	English	381
22.	Commemoration of the 20th anniversary of Yitzhak Rabin's assassination*	2'12"	04/11	English	374
23.	38th General Conference – 6 11 2015 General Policy Debate Canada*	6'45"	17/11	English	326
24.	Forum mondial sur l'éducation à l'Éducation 2030	4'41"	03/11	English	322
25.	38th General Conference – 4 11 2015 General Policy Debate Spain*	6'32"	13/11	English	316
26.	#Unite4Heritage: The Story So Far*	4'17"	13/11	English	314
27.	#Unite4Heritage: The Story So Far*	4'17"	16/11	Arabic	303
28.	What do Young People Want From Their National Broadcasters? - Palestine	3'00"	27/11	English	291
29.	Bosques del delta · Al rescate de la historia ambiental islaña	21'47"	10/11	Spanish	274
30.	Rethinking Education through Imagining Future Scenarios	7'48"	20/11	English	255
31.	10 years of achievements of the African World Heritage Fund	3'15"	26/11	English	250
32.	Stanley Mutumba Simataa, President of the 38th session of the General Conference*	4'32"	05/11	English	241
33.	Epic art of Gorogly	9'53"	03/11	English	224
34.	Foro Mundial de Educación - Educación 2030	4'41"	03/11	Spanish	204
35.	Al-Razfa, a traditional performing art	7'58"	03/11	English	184
36.	Education and Training in a Changing World: What Skills Do We Need?	3'29"	23/11	English	176
37.	38th General Conference – 7 11 2015 General Policy Debate Sudan*	5'41"	12/11	English	162

38.	Award Ceremony of the 2015 UNESCO-Japan Prize on ESD	26'22"	25/11	English	160
39.	Les fêtes du feu du solstice d'été dans les Pyrénées	10'13"	04/11	English	154
40.	16 Days Campaign Launching Video, UNCT Palestine 2015	2'49"	24/11	English	153
41.	L'UNESCO projette le mot "PAIX" sur son bâtiment *	1'03"	14/11	French	152
42.	Les Présidents de Bolivie et de Cabo Verde à la Conférence générale de l'UNESCO*	2'35"	10/11	French	149
43.	Los Guardianes de la Marimba, el Cununo y el Guasá	11'33"	04/11	English	147
44.	Bagpipe culture	8'18"	03/11	English	137
45.	World Education Forum 2015 explained	7'24"	09/11	English	135
46.	Les montagnes : des systèmes d'alerte précoce pour le changement climatique	2'31"	03/11	French	121
47.	Majlis, a cultural and social space	6'41"	03/11	English	114
48.	International Day to end impunity for crimes against Journalists*	2'13"	02/11	English	111
49.	Aitysh/Aitys, art of improvisation	7'34"	03/11	English	106
50.	Oshituthi shomagongo, marula fruit festival	5'22"	03/11	English	100
51.	Metamorphoz မာတာမອဂ်ဝါဒ	3'30"	23/01	English	93
52.	Bias & Bullying: Voices from Asia-Pacific classrooms	4'04"	23/11	English	92
53.	Les danses des garçons en Roumanie	10'00"	04/11	English	88
54.	You Are Loved	3'31"	23/11	English	87
55.	Teachers Matter	3'04"	23/11	English	83
56.	Artiste et liberté artistique*	53'21"	14/11	English	75
57.	Ciência para a paz	6'31"	09/11	Portuguese	53
58.	Live #EndImpunity discussion on #Periscope	5'23"	03/11	English	51
59.	Live #EndImpunity discussion on #Periscope - part 2	3'10"	03/11	English	50
60.	HRH Crown Prince Haakon of Norway at the General Conference of UNESCO*	1'25"	03/11	French	47
61.	Mulheres na Ciência	4'41"	12/11	Portuguese	36
62.	Filete porteño	9'53"	04/11	English	33
63.	Visit of H. E. Mr Nursultan Nazarbayev, President of the Republic of Kazakhstan*	1'01"	19/11	Russian	30

* Produced by UNESCO Studio. ** List includes only the 5 most viewed videos of General Conference debates.

4. UNESCO Photobank (N/A for November)

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

5. UNESCO Documents and Library

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

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

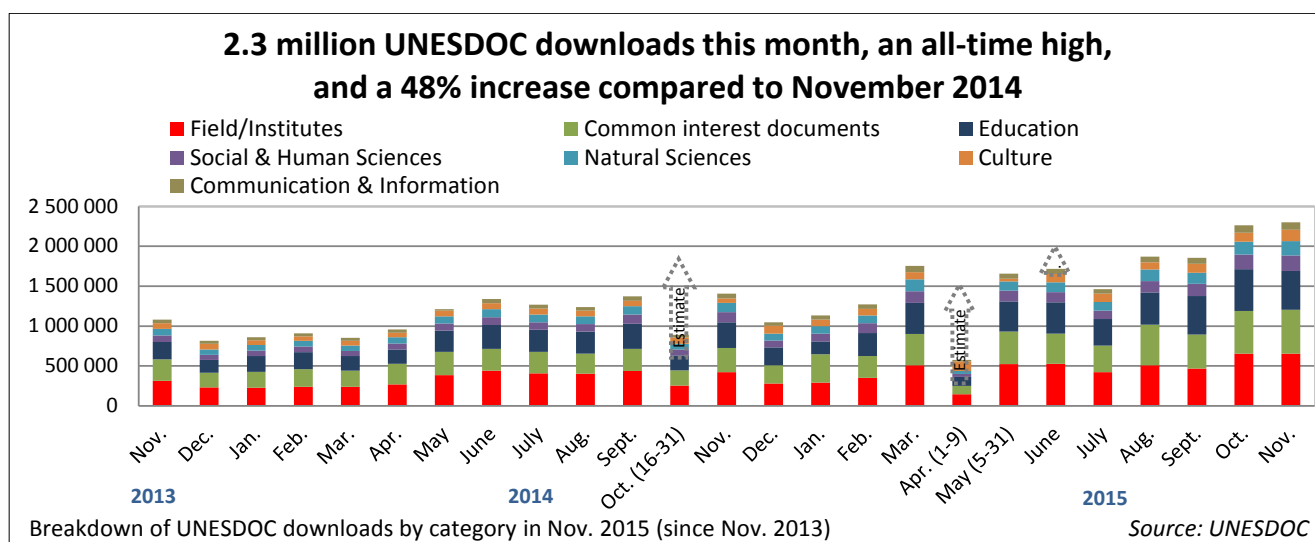
In November, there were **151 254** records available online in PDF format (**150 273** in October), including documents, publications, communication material and other working documents.

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 November	2 304 424
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	10 123	487 755	-6.47%	48
Natural Sciences	9 994	179 187	+12.48%	18
Social and Human Sciences	5 905	193 441	+4.54%	32
Culture	4 110	146 674	+3.67%	35
Communication and Information	2 828	92 756	+2.00%	33
Field & Institutes	10 180	656 145	-0.01%	64
Common interest documents	NA	548 466	+2.76%	NA



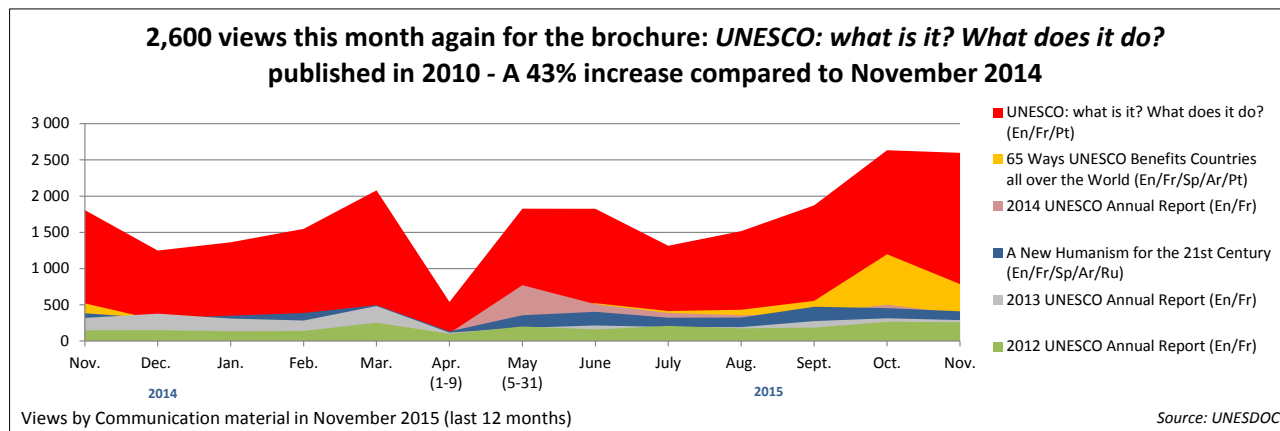
5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	384 864
2	Germany	124 429
3	Mexico	107 010
4	France	81 695
5	United Kingdom of Great Britain and Northern Ireland	56 192
6	Brazil	52 554
7	Spain	38 420
8	Japan	34 133
9	Canada	32 350
10	Philippines	31 368

11	China	29 455
12	Colombia	28 701
13	Peru	28 138
14	India	25 925
15	Argentina	23 949

5.1.3 Printable Communication materials

Title	Total downloads in November							Total
	EN	FR	SP	RU	AR	ZH	POR	
UNESCO: what is it? What does it do?	1 708	543					347	2 598
65 Ways UNESCO Benefits Countries all over the World	357	146	184		6		93	786
A New Humanism for the 21st Century	123	63	142	73	9			410
2014 UNESCO Annual Report	321	56						377
2013 UNESCO Annual Report	273	16						289
2012 UNESCO Annual Report	176	84						260
TOTAL	2 958	908	326	73	15		440	4 720

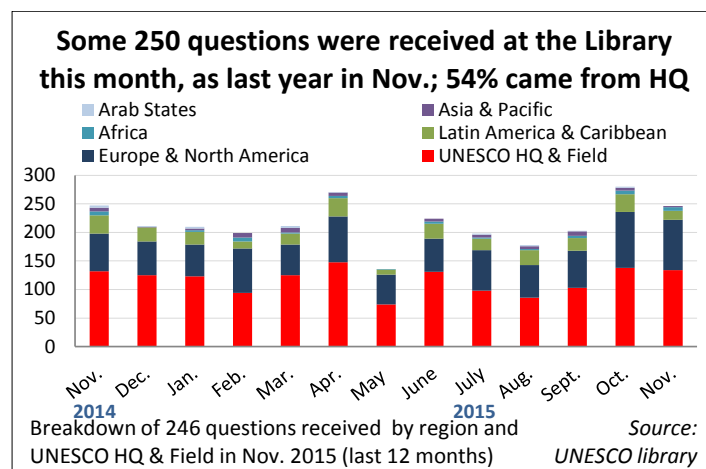


5.2. UNESCO Library - <http://www.unesco.org/library>

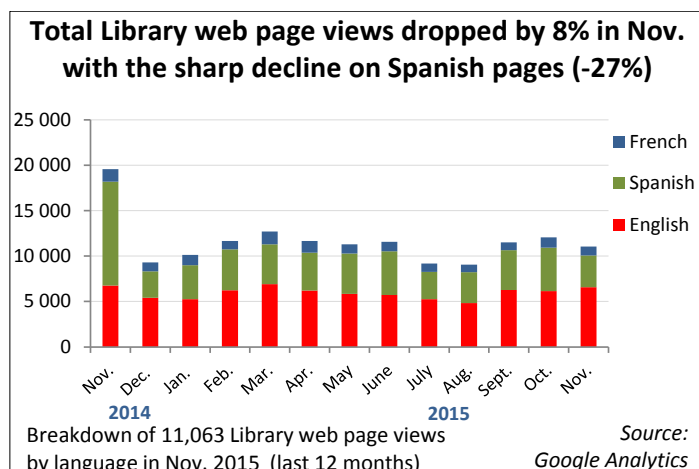
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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: <http://www.unesco.org/library>



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

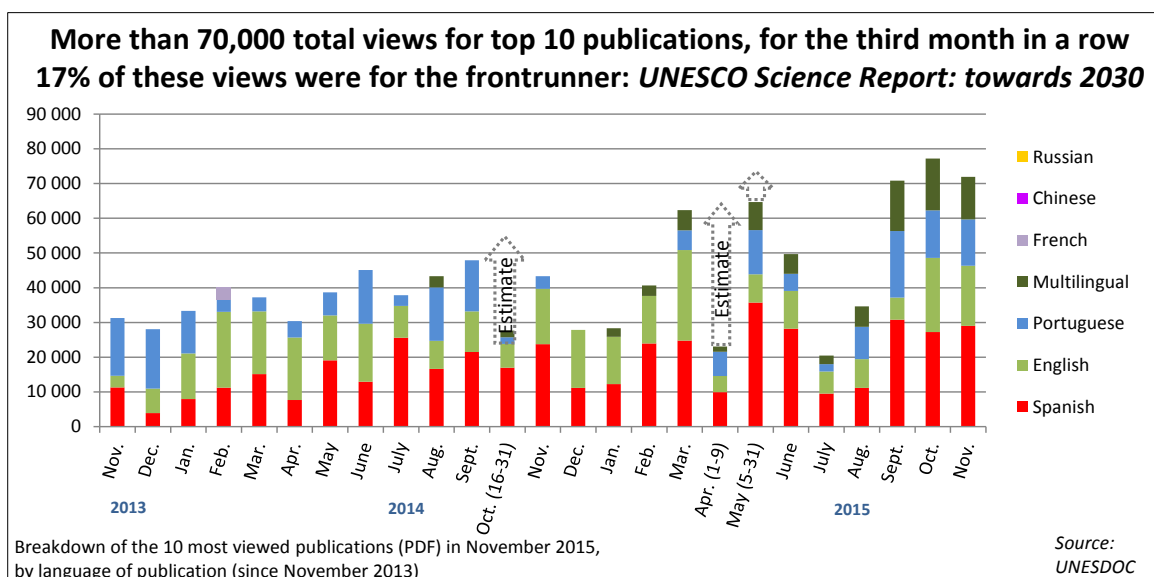
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical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

The November 2015 figures for the Top 10 online viewing have dropped slightly (-6%) compared to October 2015 but remain considerably higher than those of November 2014 (+66%). Spanish titles are still the majority of downloads (40%) but the title that is in top position is the English version of the [UNESCO Science Report: towards 2030](#) with more than 12,000 downloads since its launch on 10 November 2015. Publications page views on Google Books in November 2015 have also declined slightly (-4%) but remain very much higher than the same month last year (+60%). Sales in the book shop were dominated by the 70th anniversary publication *70 Quotes for Peace* (co-published with Gallimard) and the four booklets in the series on Women in African History. International sales are dominated by the newly launched *UNESCO Science Report*.

6.1. Top 10 most consulted PDFs* (UNESDOC)

Title	Sector	Language	Views*	Published
1. UNESCO Science Report: towards 2030	SC	English	12 296	Paris, UNESCO, 2015
2. Declaración Universal de Derechos Humanos	SHS	Plurilingual	12 204	Santiago de Chile, OREALC, 2008
3. Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	7 771	UNESCO, 1999
4. História e cultura africana e afro-brasileira na educação infantil; livro do professor	ED	Portuguese	6 805	Brasília, MEC/UFSCar, 2014
5. Declaração Universal dos Direitos Humanos	SHS	Portuguese	6 522	Brasília, UNESCO Brasília, 1998
6. El Niño y su desarrollo desde el nacimiento hasta los seis años: conocerlo mejor para ayudarlo mejor (The Child from birth to 6 years old; better understanding for better child-rearing)	ED	Spanish	5 956	UNESCO 1976
7. 15 buenas prácticas docentes: experiencias pedagógicas premiadas en el I Concurso Nacional de Buenas Prácticas Docentes	ED	Spanish	5 838	Lima, Ministerio de Educación, 2014
8. Education for All 2000-2015: achievements and challenges: EFA global monitoring report, 2015	ED	English	5 020	Paris, UNESCO, 2015
9. Las Tecnologías de la información y la comunicación en la enseñanza: Manual para docentes o Cómo crear nuevos entornos de aprendizaje abierto por medio de las TIC (Information and communication technologies in schools: a handbook for teachers, or how ICT can create new, open learning environments)	ED	Spanish	5 009	2005
10. Replantear la educación: ¿Hacia un bien común mundial? (Rethinking education: towards a global common good?)	ED	Spanish	4 474	Paris, UNESCO, 2015

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

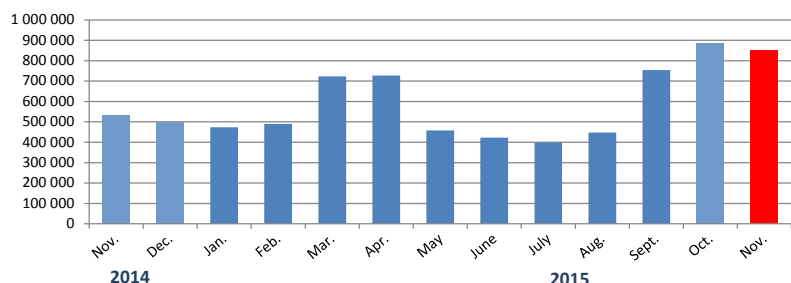


6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **608** 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
November 2015	608	78 124	853 109	468
November 2014	465	60 926	533 031	309

Publications page views on Google Books remain very high this month- despite a slight fall (-4%) - and the all-time second best (+60% vs Nov. 2014)



Publications page views in November 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
	164	ERI/DPI
	154	CI
	153	CI
	153	CI
	152	CI

Bookshop sales of non-UNESCO publications, top 5

Publication	Copies sold	Publisher
	3	Editions Gelbart
	3	United Nations University Press
	2	Our Place Editions
	1	Prisme Editions
	1	Editions Ouest-France

6.4. Online and international sales

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

Publication	Copies sold	Sector
	58	SC
	33	CI
	33	ERI/DPI
	30	ED
	30	ED

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

Bookshop sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
The State of Broadband 2015	0	CI
Des évaluations simples, rapides et abordables Améliorer l'apprentissage dans les pays en développement	0	ED/IIEP
From Schooling to Learning A Report from the IWGE	0	ED/IIEP
Revista Patrimonio Mundial N° 76 - Patrimonio Mundial en Alemania -	0	CLT/WHC
Informe de seguimiento de la educación para todos en el mundo – 2015 La Educación para todos, 2000-2015: Logros y desafíos	0	ED

Online and international sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Socio-psychologie de l'éducation des adultes en Afrique	0	ED
Building digital safety for journalism: a survey of selected issues	0	CI
Global Bioethics: What for?: 20st anniversary of UNESCO's Bioethics Programme	0	SHS
The International Status of Education about the Holocaust: A Global Mapping of Textbooks and Curricula	0	ED
Creative Economy Report - 2013 Special Edition	0	CLT

* 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, in November

Contract No.	Title	Publisher	Language	Date signed
J.2015-020	Leçons d'eau, 3 générations à l'école des sciences appliquées	UNESCO/Afrique vivante	Français	25/11/2015

6.7. Permissions granted to use or translate UNESCO content, in November

No permissions were signed in November.

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	18	6	12	
CLT	17	11	6	
ED	30	15	11	4
ERI	9	9		
SC	24	19	5	
SHS	15	6	9	
ODG	1	1		
GBS	2	2		
AFR	1	1		
BSP	1	1		
UIS	1	0		1
KMI	1	1		
Total	120	72	43	5

7.2. Events organized by Field Offices/ Institutes

Apia	2
Bangkok	4
Beirut	1
Dakar	3
Jakarta	1
Kathmandu	6
Maputo	3
Nairobi	4
New York	1
Rabat	1
Ramallah	3
San Jose	3
Santiago de Chile	4
Tashkent	2
Venice	5
IIEP	2
MGIEP	1
UIS	1
UNEVOC	1
Total	48

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 - ntergovernmental meeting	3	1
Category 3 - Non-governmental conference	-	-
Category 4 - International Congress	-	2
Category 5 - Advisory Committee	-	-
Category 6 - Expert Committee	1	1
Category 7 - Seminars and Workshops	4	35
Category 8 - Symposium	6	3
Reception	1	-
Exhibition	4	1
Event under patronage	1	-
Concert	1	-
Interagency Meeting	-	5
Consultative Meeting	1	3
Meeting by Member States or Institutions	1	3
Prize giving ceremony	3	-
Film Projection	2	-
Special Event	21	6
Working group/Expert Meeting	-	7
Press Conference	1	-
Executive Board	1	-
General Conference /Leaders' Forum	2	-
Total	53	67

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
02/11	Journée internationale de la fin de l'impunité pour les crimes commis contre des journalistes	CI/FEM/FOE	Salle IX	100
02/11	2 ^e réunion interrégionale des Commissions nationales	ERI	Salle XI	250
03-18/11	38e session de la Conférence générale	GBS/DIR	Divers	3 040
04/11	Réunion spéciale de haut niveau sur le Cadre d'action Éducation 2030	ED/EFA	Salles II, IV	500
04/11	Lancement de la publication « Repenser l'éducation : vers un bien commun mondial ? »	ED/EFA	Salle II + Hall Ségur	250
04/11	Lancement du Guide pour le développement d'une politique enseignante produit par l'Équipe spéciale sur les enseignants pour l'Éducation pour tous	ED/TLC/TEFAS	Salle XII	150
05/11	« Atteindre les objectifs de développement durable : repenser l'éducation et l'apprentissage »	Déleg. perm. de l'Inde + Institut Mahatma Gandhi	Salle VII	40
04/11	« Prévenir et combattre la violence et la discrimination basées sur l'orientation sexuelle et sur l'identité/l'expression de genre dans et à travers l'éducation »	Déleg. perm. des Pays-Bas + ED/TLC/GCED	Salle IX	90
07/11	« De l'objectif à l'action : l'UNESCO à la tête du programme pour le suivi de l'éducation à l'échelle mondiale »	FU/UIS/DIR	Salle VII	40
09/11	« CONNECT-U, l'histoire d'une innovation en matière de partage des connaissances à travers l'UNESCO en Afrique »	ADM/CIO	Salle XI	100
09/11	« Promouvoir la coopération Sud-Sud pour le développement durable »	BSP/CFS/BLT	Salle IX	80
09/11	Célébration du 50e anniversaire des programmes sur l'eau de l'UNESCO	SC/HYD	Salle II	300
10/11	Lancement du Rapport de l'UNESCO sur la science	SC/EO/PCE	Salles VIII-IX	150
11/11	Présentation du projet PERSIST avec exposition	CI/KSD/UAP	Salle XI + Couloir X-XI	200
11/11	Présentation du ISEDC	SC/PCB/SPP	Salle IX	50
12/11	Unite4Heritage Campaign	ERI/DPI	Salle II	450
13/11	10e anniversaire de la Base de données de l'UNESCO sur les législations nationales du patrimoine culturel	CLT/HER/CHP	Salle II	150
13/11	« Condition de l'artiste et liberté artistique »	CLT/CRE/DCE	Salle II	200
14/11	Réunion d'élection du Comité intergouvernemental de Bioéthique	SHS/YES/BIO	Salle IV	150
14/11	Session extraordinaire du Conseil intergouvernemental de MOST	SHS/EGC/GEC	Salle IX	90
16-18/11	Leaders' Forum	ERI + GBS	Salle I	900
18-20/11	20e Assemblée générale des États parties à la Convention concernant la protection du patrimoine mondial, culturel et naturel	CLT/CCS	Divers	450
19/11	Journée mondiale de la philosophie 2015 : table ronde sur la pluralité des langages et des lieux de la philosophie	SHS/TSD/RPF	Salles VII-VIII	40
19-20/11	198e Session du Conseil exécutif	GBS/DIR	Salle X	150
25/11	« Connaître les changements climatiques en Afrique »	SC/PCB/SII	Salle XIV	30
26-27/11	Réunion sur la protection de la propriété culturelle	CLT/HER/CHP	Salle XVI	35
26-27/11	« Temps d'incertitude et de résilience : les peuples autochtones et les changements climatiques »	SC/PCB/SII	Divers	400

27/11	2nd Global Dialogue between States and Indigenous Peoples in Africa	SC/PCB/SII	Salle XIV	35
27/11	Lancement du rapport de l'UNESCO sur le racisme et la discrimination dans le football – Conférence de presse	ERI/DPI	Salle IX	80
29-30/11	Réunion sur la sécurité de l'eau	SC/HYD	Salle VIII	25
30/11	Formation Ethique	ETH	Salle VII	30
30/11	Visite de la Présidente de la République de Corée	ERI + Délég. perm. de la République de Corée	Salle I	900
Total participation				6 065

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

8.1.2 Information meetings for Permanent Delegations

Date	Title	Organizer	Place	Public
13/11	« Forum panafricain de la culture de la paix en Afrique – Biennale de Luanda »	AFR/CIP	Salle IV	350
Total participation				350

8.1.3 Electoral Groups Meetings (Plenaries)

Date	Title	Organizer	Place	Public
02/11	Réunion plénière du Groupe africain	Délég. perm. du Cameroun	Salle XIII	35
16/11	Réunion plénière du GRULAC	GRULAC	Salle VII	30
26/11	Réunion plénière du Groupe ASPAC	Délég. perm. de la Malaisie	Salle XIII	40
27/11	Réunion plénière du Groupe africain	Délég. perm. du Cameroun	Salle XIII	40
Total participation				145

8.1.4 External rentals

Date	Title	Organizer	Place	Public
04/11	"Education and respect for all"	Délég. perm. du Royaume des Pays-Bas	Salle IX	90
05/11	« Parvenir à une EFPT écoresponsable et respectant l'égalité des genres : quels défis dans une perspective post-2015 »	Délég. perm. du Royaume de Suède	Salle II	100
09/11	11e réunion de coordination des Etats membres de l'ISESCO	ISESCO	Salle X	150
23-28/11	Réunions de la UNFCCC en vue de la COP21	UNFCCC	Divers	1 000
30/11	Réunion d'information sur la Convention de 1954	Délég. perm. de la Belgique	Salle IX	90
Total participation				1 430

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

8.2.1 Exhibitions

Date	Title	Organizer	Place	Public*
01-28/11	Impacts du changement climatique sur les régions montagneuses à travers le monde	SC	Grilles Suffren	N/A
03/11-11/12	« Mosaïque du changement », exposition multimédia dédiée aux domaines d'action de l'UNESCO Inauguration le 3/11	ERI	Hall Ségur	N/A

8.2.2 Shows, Screenings Conferences, and Prize-giving ceremonies

Date	Title	Organizer	Place	Public*
01/11	« Soif de Paix » : récitation de poésie par Ko Un, avec spectacle de musique par Yang Bang Ean	Délég. perm. de la République de Corée	Salle I	400
02/11	Spectacle de l'opéra de Pékin "Yi Mai Qian Qiu"	Délég. perm. de la Rép. populaire de Chine	Salle I	700
04/11	Cérémonie de remise du Prix UNESCO Avicenne d'éthique scientifique 2015	SHS/YES/BIO	Salle IX	90
05/11	Cérémonie de remise du Prix UNESCO-Japon d'éducation en vue du développement durable 2015	ED/TLC/ESD	Salle II	250
05-06/11	Colloque international « Comment repenser l'anthropocène »	En partenariat avec l'UNESCO - SHS	Collège de France	350

16/11	Célébration du 70 ^e anniversaire de l'UNESCO « L'UNESCO : 70 ans au service de la paix »	ERI	Salle I	1 000
16, 17 et 18/11	Projections architecturales « Mosaïque du changement » (suivie d'une réception le 16/11)	ERI	Piazza, Hall Ségur et restaurant 7 ^e étage	16/11 : 1 300 18/11 : 600
17/11	Angklung	Délégation permanente de la République d'Indonésie	Théâtre de l'Odéon	
19/11	Journée mondiale de la philosophie 2015 : table ronde sur la pluralité des langages et des lieux de la philosophie	SHS	Salles VII-VIII	40
25/11	Projection en avant-première du film « Solar Impulse »	Déleg. perm. de la France Déleg. perm. de la Suisse	Salle I	300
30/11	Concert Orchestre des instruments recyclés de Cateura	Déleg. perm. du Paraguay	Salle I	300

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

- **7 events** were promoted in the November monthly *Calendar of cultural events* printed out in 3,000 copies (in French), and its electronic version sent out to **27,731 subscribers**.
- **8 events** were organized, co-organized and/or promoted in November by DPI/PRP (Public Relations and Partnerships Section).

8.3. UNESCO Visits

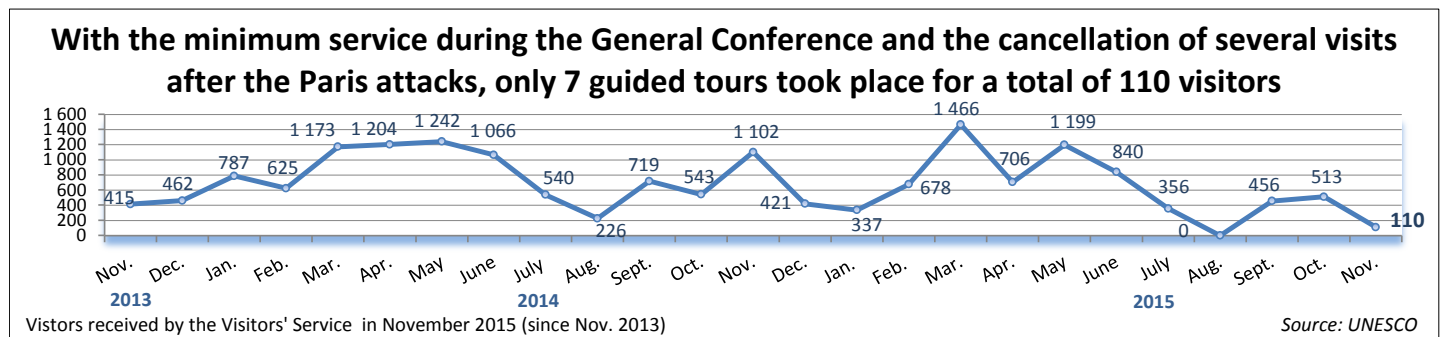
In November only **7 visits of Headquarters** for **110 visitors** were organized. Most visitors came within the framework of a group visit. The visits were conducted almost equally in French, English and in other languages (Spanish and Russian) for a mainly European and North American public.

1. Requests	
Number of emails received	n/a
Number of requests received	n/a
Accepted requests	7
Declined requests	n/a

2. Languages		
Visits/Present. in French	3	43%
Visits/Present. in English	2	29%
Other	2	29%

3. Type of visits		
Group Visits	5	71%
Individual Visits	2	28%
Spontaneous Visits	0	0%
Thematic Conference	0	0%

4. Origin		
Europe and North America	62	56%
Asia and Pacific	37	34%
Latin America and the Caribbean	11	10%
Arab States	0	0%
Africa	0	0%



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.

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

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/11	Brazil	Conference entitled "Globalization and its effects: charting a course for the true development of the Black Race	Civil society organisations	CLT
02/11	Austria	Conference on Cultural Heritage and New Technologies in Vienna	Specialists in culture heritage	CLT
04/11	Canada	2e édition de l'apprentissage de la musique organisée par la Fondation Fernand Lindsay	Young musicians	CLT
05/11	France	21e édition du Salon international du patrimoine culturel au Carrousel du Louvre de Paris	Craftsmen & the general public	CLT
05/11	Japan	36th World Health Forum in 2015 "Healthy Longevity for All, Active Long Life by Self-Care" at the Koe Memorial Auditorium, Nishinomiya City	Specialists	SC
12/11	USA	Conference entitled "Shifting Cities: Urban Heritage in the 21st Century" organised by Rutgers University to promote cultural heritage and preservation	Specialists	CLT
13/11	United Kingdom	Event in Durham entitled "Light, Art, and the Universe and Everything" to celebrate the International Year of Light and to highlight the role of light in science	The general public	SC
17/11	France	Concert organized by the Permanent Delegation of Indonesia in Odeon Theatre to commemorate the 5th anniversary of the inscription of Indonesian Angklung (musical instrument) on the UNESCO Intangible Culture Heritage List	Permanent Delegations network & the general public	CLT
18/11	Austria	European Youth Awards Festival in Gratz to promote best practices in e-content and creativity of young people	Students	CI
19/11	Spain	International forum entitled "100% Renewable Energy - the Future Now" in Madrid	Specialists	SC
25/11	UNESCO HQ	Soirée organisée par les Délégations permanentes française et suisse, visant à célébrer l'exploit de l'avion solaire Solar Impulse qui a effectué un tour du monde sans autre moyen de propulsion	Permanent Delegation network	BSP
26/11	Spain	"Turismo Sostenible + 20" - a sustainable tourism for the future summit in Alvava organised by the Responsible Tourism Institute	Professionals in tourist industry	CLT
28/11	Belgium	Colloque "Géants et Dragons processionnels de Belgique et de France (2005-2015): bilan, enjeux et perspectives"	Specialists	CLT
28/11	Australia	6th International Congress on Underwater Archaeology (IKUWA6) at the Western Australian Museum of Fremantle	Specialists	CLT

10. Media and Communication Partnerships

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

10.1. Institutional partnerships

10.1.1 TBS (Japan)

Area of collaboration: World Heritage (Cultural Heritage)

Partnership began: 1996

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

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

Countries and regions of broadcast: Japan

Logo use: For every broadcast/rebroadcast 5 seconds exposure

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

Date	Subject	Format	Audience share
01/11	Cape Floral Region Protected Areas (South Africa)	30 min	5.2%
08/11	Forth Bridge (UK)	30 min	6.4%
22/11	Change of the World Heritages 1 (Compilation)	30 min	5.9%
29/11	Change of the World Heritages 2 (Compilation)	30 min	5.9%

Average audience share in November: **6.0%** (for the first broadcast). Estimate number of viewers in Japan: **5,426,000** (for the first broadcast). The total number of audience accessed to the programme in November was estimated at **21,705,000**.

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](#) in Chinese, English, Spanish, French, Russian, Arabic, 20 newspapers, and dozen magazines in Chinese

Website page views: 100,000,000 per day (100,000,000 hits)

Network: partnership with more than 100 foreign news media

Links to titles by language (other than Chinese)	Nb of reports
English	50
French	26
Spanish	21
Arabic	5
Russian	3
In November a total of 105 reports were released on UNESCO through Xinhuanet	

10.2 Ad hoc promotional UNESCO partnerships for events and campaigns

Event	Partners	Benefits
Les Chemins de l'école - Travelling photo exhibition	Founding partners SIPA Press Transdev UNESCO	Exhibition in Brest, Bayonne, Pau, and on the Pont du Gard (France)
Université de la Terre	One full page advertisement in the November 2015 issue of 3 French magazines: Psychologies, Sciences et vie, Terre Sauvage, for the event to be held on 4-5 December 2015.	

10.3 Communication partnerships

UNESCO Green Citizens	New communication partner	Arte Future	Article on their blog
	Articles published in November: Arty Buzz , COCO NET , EAUC (via UNEP), Perm. Deleg. of Nigeria , Perm. Delegation of France , Sunscious , Eco-School Australia (FEE), Reliefweb Lab , Asociación SERES (Laureate of the new UNESCO-Japan Prize)		