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Monthly Visibility Report

March 2016

Table of Contents

Executive Summary	2
Major events.....	3
Focus on UNESCO Office in Jakarta	9
1. UNESCO Website.....	10
2. UNESCO Media Services	13
3. UNESCO Social Media Channels.....	15
4. UNESCO Photobank.....	18
5. UNESCO Documents and Library	19
6. Publications	21
7. UNESCO Calendar of events	24
8. UNESCO Headquarters	25
9. UNESCO logo exposure.....	28
10. Media and Communication Partnerships	29

Executive Summary

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

Media and Major Events

- Some 82,000 stories referencing “UNESCO” were monitored in March 2016 in news outlets worldwide.

Detailed information on media coverage was not communicated.

The following events are highlighted in the Major Events pages:

- Mobile Learning Week (07-11 March)
- International Women’s Day (8 March) and L’Oréal-UNESCO For Women in Science Awards (24 March)
- 4th World Congress of Biosphere Reserves (14-17 March) and 28th Session of the Int’l Co-ordinating Council of the MAB Programme - MAB-ICC (18-19 March)
- Launch of the United Nations World Water Development Report 2016 (22 March)
- The movement of cultural property in 2016: regulation, international cooperation and professional diligence for the protection of cultural heritage (30 March)

UNESCO Website and Social Media Channels

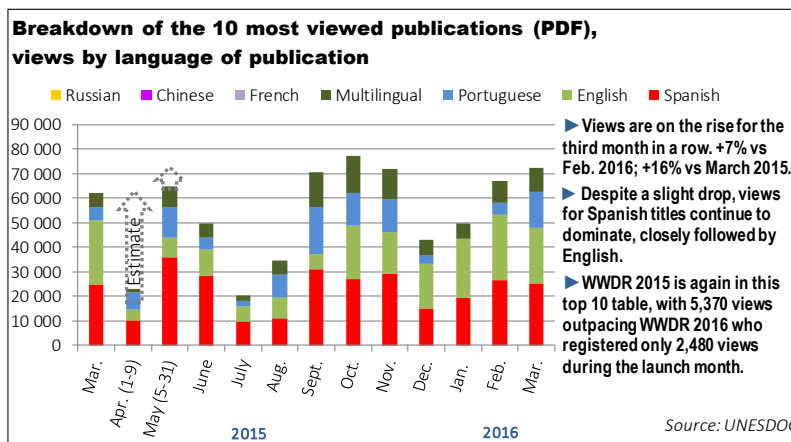
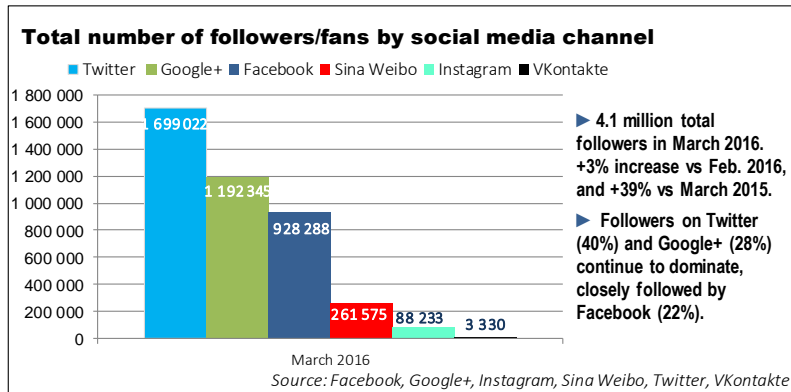
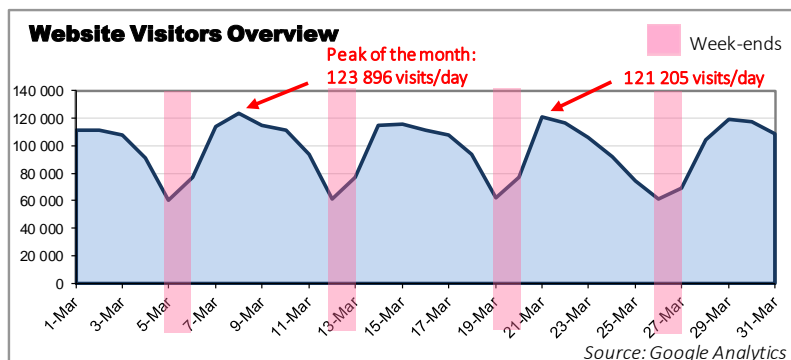
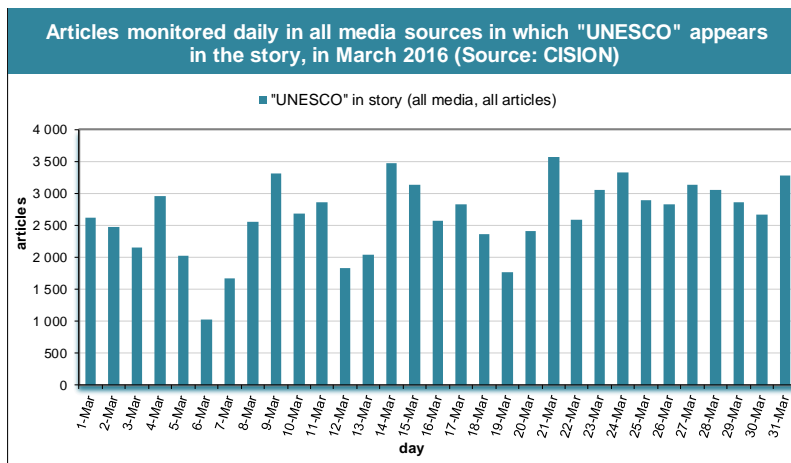
- Traffic on UNESCO’s public website in March is usually high with the numerous celebrations of international days and other major events. This month, traffic rose by 15% and hit 3 million visits and 8 million page views. It remains however slightly lower than last year at the same period (-3% in visits, -6% in page views).
- Peaks in visits were registered on 8 March (123K) on the occasion of International Women’s Day, and on 21 March (121K visits) with the strong traffic generated by World Poetry Day, World Water Day, and the announcement of the 20 new sites to the World Network of Biosphere Reserves.
- Strong accomplishments were demonstrated on social media with continuous emphasis on multilingualism. Messages for World Poetry Day (21 March) have once again been particularly successful on our Spanish Channels (see pp.15 - 16). Improving the look and feel of communications with visual imagery was another priority and benefited to International Women’s Day (8 March) and World Water Day (22 March) compared to past years.
- Periscope and Facebook Live apps used for Mobile Learning Week and L’Oréal-UNESCO FWIS Award Ceremony proved to be extremely useful.

Publications

- March 2016 figures for the Top 10 online viewing have increased for the third month in a row (+7%), and are 16% higher than last year same month. English and Spanish titles make up 66% of the viewing.
- [EFA GMR, 2015](#) remains high in the Top 10 table with the release of the related publication [If you don't understand, how can you learn? WWDR, 2015](#) scored well surpassing the views for [WWDR, 2016](#) released late in the month.

Focus on a Field Office

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



Major events:

I. Mobile Learning Week (07-11 March)

Mobile Learning Week (MLW) is UNESCO's flagship ICT in education conference. Held annually for the past five years, the event convenes experts from around the world to share how affordable and powerful mobile technology – from basic handsets to the newest tablet computers – can accelerate learning for all people, particularly those who are underserved educationally.

This year's event theme was "Innovating for quality". UNESCO sought to clarify how, under what conditions and to what extent mobile technology can be used to improve not only access to learning but its quality.

A rich program of events spanning five days helped UNESCO Member States and other stakeholders establish connections and build understandings that will help them better leverage increasingly ubiquitous mobile technology to improve the quality of education in different learning contexts. UNESCO also used the event to launch the UNESCO/Intel ICT in Education Policy Platform as well as comparative reviews of mobile learning policies in Latin America, in addition to sharing information about its other publications and ongoing projects.

All told, over 500 hundred participants came to Mobile Learning Week (and thousands joined the two-hour online debate we hosted on 7 March). More than 400 organizations were represented. Nearly all the participants who came to Paris paid for their own travel and accommodation, a clear sign of their commitment to the event and the value they find in it.

The week encompassed four sub-events including:

- A **webinar** hosted in cooperation with Education Fast Forward which clarified the extent to which mobile technology can facilitate learning and strengthen the quality of education.
- **Workshops** in which participants received hands-on training and experienced interactive demonstrations of educational technology and ICT-enhanced pedagogy from mobile learning specialists.
- A **symposium** featuring 64 breakout presentations in addition to plenary panels and speeches.
- A **policy forum** organized in cooperation with ITU which examined how policies and cross-sectoral collaboration between ministries of education and ministries of technology can foster innovation to improve the quality, equity and accessibility of education.

Immediately following MLW, an anonymous evaluation survey was sent to the 500+ participants and over 90% of the respondents indicated that they were either 'very satisfied' or 'satisfied' with the event, a rating which exceeded ED/PLS/ICT expectations and is especially encouraging for a large conference with diverse participants. The survey confirmed that MLW is a nexus for learning and knowledge sharing across countries. The top reason people gave for attending Mobile Learning Week was "to learn from others", closely followed by "to take stock of new and emerging trends". Communication around the Mobile Learning Week was especially strong this year compared to past iterations. The event was favorably covered by a number of news organizations and its social media footprint reached over 1.5 million people, a number that is high for a UNESCO event. The conference was prominently featured on the UNESCO homepage, both during the event and in the weeks leading up to it, and featured interviews with key plenary speakers as well as news stories and updates. The significantly improved Mobile Learning Week website (which was also -and appropriately- 'mobile device friendly') received heavy traffic and was used to share information about the many breakout sessions, workshops and speakers as well as details about all of the 500+ registered participants.

Planning for Mobile Learning Week 2017 is already underway and any ideas about how to sharpen next year's event as well as ideas about the 2017 theme are warmly welcome. Please write to mlw@unesco.org.

Participants: 500 participants from more than 50 different countries + thousands for the two-hour online debate on 7 March.

Audience: Ministry of education officials, representatives from ministries of ICT; researchers and practitioners in mobile learning; educators specializing in innovations and ICT; representatives of NGOs and international organizations promoting the use of technology in education; private-sector stakeholders, especially from technology fields and education publishers; civil society actors focusing on education; university and school leaders; directors of teacher training institutions

Communication materials and activities

- [Media advisory](#) (02/03)
- News: [17/02](#), [23/02](#), [25/02](#), [01/03](#), [04/03](#), [09/03](#), [11/03](#) & in depth [interviews](#) with key participants
- Address by the Director-General at MLW [Symposium](#) & MLW [Policy Forum](#)
- Full [rebranding of the event](#) by a design firm on voluntary basis
- Fully retrofitted [event homepage](#) (En/Fr) & [Dedicated website](#) (En)
- [Communication pack](#) for UNESCO Communication Officers in the Field.
- Event announcement sent to 4,000+ email contacts, published in UNESCO Calendar of cultural events and NICE
- Regular social media promotion: Twitter, Fb, Instagram, Periscope
- Cross promotion with 11 MLW sponsoring organizations: Int'l Facebook; Microsoft; Hamdan Bin Mohammed Smart Universi (UAE); Ericsson; Beijing Royal School (China); HP; All Childre Reading (USA); GIZ; X-Prize (USA); International Educatio Commission (USA)
- [Flyers](#) (En/Fr) distributed months before the event
- [Full event programme](#); [MLW slide presentations](#).
- [Kakemonos](#), [banners](#), [posters](#) used during & weeks before MLW

Webcast/Live streaming connections: For post-production work. In total, 25 external and 7 internal connections, see details p. 12.

Website statistics: [Media advisory](#): 1,112 views/2,166 page views. News: [17/02](#): 121 visits/444 page views, [23/02](#): 303 visits/647 page views, [25/02](#): 72 visits/274 page views, [01/03](#): 137 visits/371 page views, [04/03](#): 454 visits/798 page views, [09/03](#): 350 visits/1,040 page views, [11/03](#): 41 visits/142 page views. Address by the Director-General at MLW [Symposium](#): 69 views & MLW [Policy Forum](#): 76 views. [Event homepage](#): 4,305 visits/7,112 page views. [Dedicated website](#): 6,334 page views. [MLW slide presentations](#): 7 visits/125 page views.

Press coverage: Not communicated.

Social media: 2,022 tweets (incl. re-tweets) were sent out for MLW, and our Twitter poll did particularly well with 4,678 votes. 1,495,051 impressions were reached on Twitter. Periscope and Facebook Live were used to better cover the week-long event. On Facebook 60.3K users were reached with the total engagement of 3,309. Live interview with reps from Facebook had a good pick up (1,071 views), as had the native video with Manon Van Hoorbeke (1,052 views). Pre-teaser interviews with participants/panelists were among best performing ones.



II. International Women's Day (8 March) and L'Oréal-UNESCO For Women in Science Awards (24 March)



The celebration of **International Women's Day 2016** at UNESCO Headquarters included:

- A round table on “Violent Extremism and Radicalization: Women as Victims, Perpetrators and Agents of Change” (8 March). This event brought together panelists from different regions to discuss the need for gendered analysis of radicalization and violent extremism and the role of women in countering these phenomena. The round table also provided testimonials from a young woman abducted by Boko Haram who managed to escape, and from a Yezidi Gender Equality activist who set up a system to free Yezidi women and girls abducted by the IS.
- A round table on “Women's Rights in Morocco: Between Promises and Effectiveness” (8 March) - in collaboration with the Permanent Delegation of Morocco. The round table illustrated the convergence of the political will expressed at the highest state level and the involvement of civil society as a precondition for advancement in gender equality and women's empowerment.
- A panel discussion on “Gender Equality and International Law” (10 March) - in collaboration with the Faculty of Law of the University of Pennsylvania. The panel discussion contributed greatly to furthering universal respect for justice and the rule of law to encourage pushing the global frontiers of law and policy concerning SDGs 4 and 5 and focused on how to take existing frameworks and initiatives and turn them into real, enforceable action on the ground.
- Artistic exhibitions on “Women's Role in Sustainable Development” - in collaboration with the Permanent Delegations. Nine delegations (Turkey, Armenia, Ukraine, Cuba, Dominican Republic, Bangladesh, Togo, Bahrain and Egypt) and 15 artists participated and shared with the audience their different forms of creative expressions (opening ceremony on 8 March; exhibition held from 7-18 March 2016).

Participants: 200 participants at each of the round tables and the panel discussion. 600 participants at the inauguration of the exhibition.

Audience: Round tables: Delegations, members of the diplomatic community in France, researchers in the respective fields, academics, women's organizations activists, NGO activists, general public and UNESCO staff. Same public at the inauguration of the exhibition, in addition to the artists.

Communication materials and activities

- [Press release](#) (02/03)
- [News](#) (31/03)
- [Message from the Director-General for IWD 2016](#)
- [Address by the Director-General for the Round Table](#)
- [Dedicated webpage](#)
- Infographic
- Launch of the new [eAtlas of Gender Inequality in Education](#)
- Two round tables, one [Panel discussion](#)
- [Art exhibition](#)
- Field Offices activities

Website statistics: [Press release](#): 3,500 visits/5,304 page views. [News](#) (31/03): 1 visit/1 page view. [Message from the Director-General for IWD 2016](#): 3,107 views. [Address by the Director-General for the Round Table](#): 39 views. [Dedicated webpage](#): 21,102 visits/27,024 page views. [Panel discussion announcement](#): 65 visits/157 page views. [Art exhibition announcement](#): 133 visits/243 page views.

Press coverage: Not communicated.

Social media: #IWD2016 Women's sign emoji was connected to the hashtag #IWD2016 on Twitter. In general, the potential reach came up to 98,244,640 with 162,527,233 impressions. International Women's Day was a worldwide trending topic through the day on Twitter. Our organic tweets on #IWD2016 generated 1.4M impressions on 8 March only (versus 327.7K for the 2015 celebration). To compare #WorldRadioDay generated 536.1K impressions and #MotherLanguageDay 543.2K.

Goodwill Ambassador Forest Whitaker was approached for his participation in the #HeForShe Art Week launch with Emma Watson. @UNESCO covered the event live and our messages were picked up by the campaign and re-tweeted by Forest Whitaker as well. We also reached out to our Goodwill Ambassador [Christiane Amanpour](#), who immediately shared our posts both on Twitter and Facebook. Article by BBC News [International Women's Day: Sexism rife in textbooks, says Unesco](#) linked to GEM Report remained a top news for IWD during several days on Twitter search. Last but not the least, once again messages about women in science worked the best on our @UNESCO channel.





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The L'Oréal-UNESCO For Women in Science (FWIS) Programme celebrated this year its 18th edition. This year due to unforeseen circumstances, the Awards Ceremony was held at the Maison de la Mutualité in Paris, on 24 March 2016, in the presence of the Director-General, Irina Bokova, Jean-Paul Agon, Chairman and CEO of L'Oréal, and Professor Elizabeth Blackburn, President of the L'Oréal-UNESCO for Women in Science Life Sciences Jury. The 5 Laureates awarded in Life Sciences are: Professor Andrea GAMARNIK (Latin America), Professor Hualan CHEN (Asia/Pacific), Professor Emmanuelle CHARPENTIER (Europe), Professor Jennifer DOUDNA (North America) Professor Quarraisha ABDOL KARIM (Africa and the Arab States).

For the first time in the Prize's history, the L'Oréal Foundation and UNESCO awarded a research duo, Professor Emmanuelle Charpentier and Professor Jennifer Doudna, for their collaboration in genome editing technology.

At the close of the Ceremony, L'Oréal and UNESCO launched a Manifesto For Women in Science aiming to draw attention to the need to ensure gender parity in science. The Manifesto [@4womeninscience](https://www.fwis.fr/en/manifesto) promotes a six-point agenda and can be signed on <http://www.fwis.fr/en/manifesto>.

In the framework of the **International Rising Talents** Programme launched in 2015, fifteen promising young women were selected among the best National and Regional fellows and granted fellowships to pursue their research projects. 15 UNESCO Member States were represented notably: Australia, Brazil, China, Denmark, France, Hungary, Japan, Lebanon, Mexico, Poland, Russian Federation, Saudi Arabia, Spain, United Arab Emirates, and United States.

This year's programme included many major events, such as the presentation of the Laureates' research in an extraordinary session at the French Académie des Sciences. Two events were organized at UNESCO Headquarters on 23 March 2016, the first was a Discussion Panel: *Promoting Gender Equality in Science*, an Interactive session of UNESCO Permanent Delegates with L'Oréal-UNESCO 2016 Laureates. The second was a session of 3-minute presentations by the International Rising Talents' on their research projects. Throughout its 18-year history, the L'Oréal-UNESCO For Women in Science Programme has supported and recognized more than 2,530 women all over the world, including two who later won the Nobel Prize.

Participants: Awards Ceremony at the Maison de la Mutualité: more than 800 participants. UNESCO events at HQ: more than 200 participants.

Audience: Awards Ceremony: UNESCO Permanent Delegations, notably of Laureates and International Rising Talents' Member States (100 confirmed registrations of Ambassadors and other staff), scientific public and other invitees. UNESCO events at HQ: Participation of UNESCO Permanent Delegations (an estimated 50 Ambassadors and other staff), scientific public and other invitees.

Communication materials and activities

- [Media advisory](#) (22/03/2016)
- UNESCO Press release [05/10/2015](#), [25/03/2016](#)
- Features on the Laureates (published so far): [Andrea Gamarnik](#), [Hualan Chen](#), [Quarraisha Abdool Karim](#), [Jennifer Doudna](#)
- [Gender and Science dedicated webpage](#)
- [For Women in Science official website](#)
- Exhibition of portraits of the 5 laureates in Paris airports
- Photo galleries: [Discussion Panel with the five Laureates](#) at UNESCO, [Awards Ceremony](#)
- Three-minute presentation session with the International Rising Talents (23 March)
- Launch of [Manifesto: For Women in Science](#)
- [DiscovHer media centre](#)
- Videos: [For Women in Science](#), [For Women in Science Manifesto](#)

Website statistics: [Media advisory](#) (22/03): 413 visits/869 page views. UNESCO Press release [05/10/2015](#): 691 visits/2,224 page views (since Oct. 2015); [25/03/2016](#): 156 visits/410 page views. [Gender and Science dedicated webpage](#): 3,428 visits/7,026 page views. Photo galleries: [Discussion panel with the laureates](#): 44 views, [Awards Ceremony](#): 91 views. [For Women In Science Manifesto](#): 31.1K on-line signatures. Videos: [For Women in Science](#): 535 views, [For Women in Science Manifesto](#): 1,144 views.

Press coverage: Not communicated.

Social media: Our social media team worked closely with the L'Oréal-UNESCO For Women in Science communication team to establish and produce strong content for the Award Ceremony and the profiles of the Laureates and Raising Talents. With the strong effort of cross-promotion, interesting content was produced ahead of the event. Periscope was used as an alternative way for live tweeting during the event, which had a great interest by our users. Our best performing message was the [visual of just signed manifesto](#) at the end of the award ceremony, which generated 67,943 impressions with 1,807 total engagements.



III. 4th World Congress of Biosphere Reserves (14-17 March) and 28th Session of the International Co-ordinating Council of the MAB Programme - MAB-ICC (18-19 March)

The 4th World Congress of Biosphere Reserves (4WCBR) took place from 14 to 17 March 2016 in Lima, Peru. It was organized by the Secretariat of UNESCO's Man and Biosphere Programme (MAB), the Ministry of Environment of Peru (MINAM) and its National Service of Natural Areas Protected by the State (SERNANP), and the MAB National Committee of Peru.



© SERNANP (both photos)

The Congress, which for the first time took place outside Europe, addressed issues related to the Sustainable Development Goals (SDGs), the Post-2015 Development Agenda and the Paris Climate Agreement, such as education for sustainable development, the economic viability of nature conservation systems, biodiversity, climate change and the protection and sustainable use of natural resources, among others.

The Lima Declaration and the 2016-2025 Lima Action Plan for Biosphere Reserves, which will serve as a roadmap for the next ten years were adopted at the conclusion of the Congress.



The 28th Session of the International Coordinating Council of the Man and the Biosphere Programme took place from 18 to 19 March 2016 in Lima, Peru, just after the end of the 4WCBR.

At this session a new Council was elected:

- Chair: Mr Didier Babin, France (Group I Western Europe and North America)
- Vice-chairs: Group II East Europe: Russian Federation; Group III Latin America and the Caribbean: Peru; Group IV Asia and the Pacific: Republic of Korea; Group V (a) Africa: Nigeria.

The Council added 20 sites to the World Network of Biosphere Reserves, including 18 national sites and one transboundary site shared between Spain and Portugal. The Council also approved 9 extensions to existing Biosphere Reserves. Following the withdrawal of two sites at the request of Austria, this brings the total number of biosphere reserves to 669 sites in 120 countries, including 16 transboundary sites.

Both events were held with the participation of Peru's Minister of the Environment, Manuel Pulgar-Vidal, UNESCO ADG/SC, Flavia Schlegel, and the President of the Executive Board, Michael Worbs.

Participants: The Congress brought together more than thousand participants from 115 countries. 170 participants from 72 countries took part in the 28th MAB ICC.

Audience: The 4WCBR involved all National Committees of UNESCO's Man and the Biosphere (MAB) Programme and experts directly involved in the practical implementation of biosphere reserves, including: representatives of governments, biosphere reserves, local communities, UN agencies, NGOs, academic institutions, and organizations and institutions from all over the world working with the MAB Programme.

The 28th MAB ICC targets experts or advisers from Members of the ICC as elected by the UNESCO General Conference at its 37th and 38th session. Member States of UNESCO that are not members of the Council can send representatives as observers. UN Agencies such as UNEP, FAO, UNDP, WMO, WHO are also invited as well as representatives of the International Council for Science (ICSU), the International Social Sciences Council (ISSC) and the World Conservation Union (IUCN).

Communication materials and activities

- [Media advisory](#) (10/03)
- Press releases: [18/03](#), [23/03](#)
- News: [15/03](#), [19/03](#)
- [First announcement of the 4th WCBR](#)
- [Webpage dedicated to the 4th World Congress of Biosphere reserves](#)
- [Host country website](#) (English/French/Spanish)
- [Workshops Programme, Side events Programme](#)
- Photo gallery: [20 new sites](#)
- B-rolls: [Biosphere Reserves 2016](#)
- Press breakfast
- [MAB Brochure](#) in [English](#), [French](#), [Spanish](#), [Russian](#), [Chinese](#), [Arabic](#)
- [Biosphere Reserves Map 2015-2016](#)

Webcast/Live streaming connections:

Website statistics: [Media advisory](#): 395 visits/855 page views. Press releases: [18/03](#): 120 visits /504 page views, [23/03](#): 71 visits /375 page views. News: [15/03](#): 160 visits/368 page views, [19/03](#): 5,573 visits/8,406 page views. [Webpage dedicated to the 4th WCBR](#): 3,112 visits/8,536 page views. [Workshops Programme](#): 340 visits/1,047 page views. [Side events Programme](#): 184 visits/1,028 page views. [Photo gallery](#): 339 visits/907 page views.

B-rolls: [Biosphere Reserves 2016](#) : 121 visits/373 page views. [Biosphere Reserves Map 2015-2016](#): 473 views (2,929 views since Sept. 2015).

Press coverage: The Lima Congress was particularly well covered with 1,200 articles monitored in more than 30 countries. Frontrunner Spain (24%), USA (13%), Italy (9%).

Social media: Twitter: **807 users sent 1,196 posts with #Proudtoshare, #MyBiosphere, #4WCBR** (see details below). Organic impressions on @unesco with these hashtags generated 448,526 impressions.

Hashtags used	Posts sent	Users	Reach	Impressions
#Proudtoshare	506	387	10,153,636	22,152,491
#MyBiosphere	176	161	10,160,061	13,332,459
#4WCBR	514	259	8,915,924	14,563,902

Facebook: 79,192 users reached. Instagram: 3,025 likes.

IV. Launch of the United Nations World Water Development Report 2016 (22 March)

The United Nations World Water Development Report 2016 (WWDR2016) “Water and Jobs”, was launched during the main celebrations of World Water Day, organized by UN-Water, International Labour Organization (ILO) and the United Nations World Water Assessment Programme at ILO headquarters in Geneva, Switzerland, on 22 March 2016. For the first time, the WWDR was not only launched in English, but also in Spanish and French.

Welcoming remarks were provided by the Chair of UN-Water and the Director-General of ILO, Guy Ryder, and by the Assistant Director-General for Natural Sciences of UNESCO, Flavia Schlegel who introduced the WWDR 2016. Further remarks were provided by Misako Kaji, Chairperson of the ILO Governing Board, Kamran Rahman, IOE Regional Vice President for Asia and Governing Body Employer member, and David Boys, Deputy General Secretary of Public Services International.

The technical presentation by Stefan Uhlenbrook, Coordinator of the United Nations World Water Assessment Programme, focused on the findings and recommendations of the WWDR2016. Mr Alberto Bertoni, Deputy Permanent Representative to the Permanent Mission of Italy, Geneva, underlined the relevance of the Report to International Agenda. Afterwards Flavia Schlegel moderated a discussion with the panelists Dominic Waughray, Head of Public-Private Partnership/World Economic Forum, Johan Gély, Head of Global Programme Water Initiatives/Swiss Agency for Development and Cooperation, and Stefan Uhlenbrook.

Parallel to and following the launch of WWDR2016 in Geneva, promotional events took place in 31 countries* around the world.

*Argentina (Buenos Aires), Austria (Vienna), Botswana (Gaborone), Brasília (Brazil), Cape Verde (Praia), China (Beijing), Dominican Republic (Santo Domingo), Egypt (Alexandria, Cairo), Ethiopia (Addis Ababa), Finland (Helsinki), France (Paris), Germany (Munich), Ghana (Accra), Italy (Florence, Perugia, Turin, Venice), India (New Delhi), Indonesia (Jakarta), Jordan (Amman), [Kazakhstan](#) (Almaty), Kenya (Nairobi), [Kyrgyzstan](#) (Bishkek), Mongolia (Ulaanbaatar), Mozambique (Maputo), Nigeria (Kaduna), South-Sudan (Juba), Swaziland (Mbabane), [Tajikistan](#) (Dushanbe), Thailand (Bangkok), The Netherlands (Delft), The USA (New York), Uruguay (Montevideo), Uzbekistan (Tashkent).



Photo 1: © UNESCO/E. Koncagul
Photos 2-3: © UNESCO/L. Thuy

Participants: Approximately 150 participants in the room, 700 through live-stream.

Audience: Representatives of UN agencies, local governments, civil society.

Communication materials and activities

- [Media Advisory](#) (15/03)
- [Press Release](#) (22/03)
- [WWAP WWDR 2016 dedicated webpage](#), [World Water Day webpage](#)
- [Event announcement](#)
- Report in [English](#), [French](#), [Spanish](#)
- Executive Summary in [English](#), [French](#), [Spanish](#), [Russian](#), [Arabic](#), [Chinese](#), [Hindi](#), [Italian](#), [Portuguese](#)
- [Poster](#), Flyers: [English](#), [French](#), [Italian](#)
- Main messages in [English](#), [French](#)
- Facts and Figures in [English](#), [French](#), [Spanish](#), [Italian](#), [Portuguese](#)
- [WWDR 2016 Presentation](#)
- Videos: [Water and Jobs: message from the Director-General](#), [Interview with S. Uhlenbrook](#), [Interview with Richard Connor](#), [The Water Rooms website](#) (animated short films on water)
- [Official launch in Geneva](#) and Regional launches (Beijing, Cairo)
- [Information meeting for Permanent Delegates](#) (Event Details)
- Press breakfast at UNESCO HQ, ahead of the event.

Webcast/Live streaming connections: Up to 900 people watched the event through the live-stream or the videos posted shortly following the event, on UN-Water website.

Website statistics: [Media Advisory](#): 192 visits/567 page views. [Press Release](#): 690 visits/1,558 page views. [WWAP WWDR 2016 dedicated webpage](#): 2,521 visits/6,357 page views. [World Water Day webpage](#): 20,462 visits/27011 page views. Report in [English](#): 2,480 views, [French](#): 1,173 views, [Spanish](#): 1,309 views. Executive Summary in [EN](#): 445 views, [FR](#): 183 views, [ES](#): 181 views, [RU](#): 44 views, [ZH](#): 38 views, [Hindi](#): 22 views, [AR](#): 84 views, [IT](#): 73 views, [PT](#): 521 views. Videos: [Water and Jobs: message from the DG](#): 109 views [Interview with S. Uhlenbrook](#): 168 views, [Interview with Richard Connor](#) (44 views),

Press coverage: The launch of the report generated some 300 articles in the world press (vs some 600 in 2015). This decrease is most likely due in large part the terrorist attacks in Brussels, which occurred on the day of the launch, but it may as well be linked to the change in monitoring tool (since January 2016). The US press gave most coverage to the Report, followed by media in Italy, Spain, Egypt, Argentina and Cuba. Most of the dispatches and reports focused on the shortage of water and how this may threaten jobs and growth. The press breakfast organized ahead of the event proved to be a successful way of explaining the report's contents, providing access to the main author and sharing the press release; as a direct result, an article was published in the major French business daily newspaper Les Echos and reports were aired by RFI and France Info.

Social media: Social media team prepared a social media pack together with colleagues in the Science Sector, which was sent out to other UN Agencies and partners. On @UNESCO for #WorldWaterDay we had 725.9K impressions, 2.1K link clicks and 1.7K likes. In general, #WorldWaterDay had 119,979,301 impressions.

V. The movement of cultural property in 2016: regulation, international cooperation and professional diligence for the protection of cultural heritage (30 March)



This pioneering one day round table on the art market, held at UNESCO Headquarters on 30 March 2016, brought together market stakeholders, including Member States, to take stock on the situation of the illicit trade in cultural heritage and identify areas to improve synergies and strengthen international cooperation to successfully overcome this worldwide issue.

In partnership with the Conseil des Ventes Volontaires (CVV), the event was opened by Francesco Bandarin, Assistant Director-General for Culture to UNESCO along with Catherine Chadelat, President of the CVV. Two internationally recognised experts, namely Dr Samuel Hardy and Ms Françoise Benhamou, presented the state of the art market and the state of trafficking in cultural property respectively, before four round table sessions took place with speakers representing both the public and the private sectors, focusing on the looting of archaeological heritage, transit countries and regulation of the art market.

Participants agreed that increased awareness, cooperation and communication between the public and private sectors can stem illicit trafficking of cultural property. Recommendations on future actions and initiatives focused on heightening due diligence by market agents, notably dealers, gallery owners, on-line platforms and collectors, reinforcing penal sanctions, stepping up training for police and customs officials, and harmonizing international and national regulations.

Participants: 250 participants, 35 speakers.

Audience: Member States, representatives of the art market (from the major auction houses, international and European auction federations, national groups, syndicates of antique dealers and experts...), museums, and organizations such as INTERPOL, the World Customs Organization, the UN Security Council Monitoring Team, UNODC, UNIDROIT, and ICOM, as well as government representatives and cultural heritage and legal experts

Communication materials and activities

- [Media advisory](#) (24/03)
- [Dedicated webpage](#)
- [Event announcement](#)
- [Concept Note](#)
- [Provisional Agenda](#)
- Wide angle: [Samuel Andrew Hardy: archaeomafias traffic antiquities as well as drugs](#)
- News (01/04): [Stepping up stakeholders' involvement in the fight against trafficking of property](#)
- Round table Brochure [English](#) / [French](#) and #Unite4Heritage information sheet
- Kakemonos
- Round table webcast in English ([am](#) / [pm](#)), French ([am](#) / [pm](#))

Webcast/Live streaming connections: 25 external, and 6 internal simultaneous connections, see details p. 12.

Website statistics (1 March-9 April): [Media advisory](#): 295 visits/543 page views. [Dedicated webpage](#): 7,621 visits/19,266 page views. [Event announcement](#): 16 visits/86 page views. Wide angle: [Samuel Andrew Hardy](#): 417 visits/679 page views. News (01/04): [Stepping up stakeholders' involvement in the fight against trafficking of property](#): 717 visits/1,167 page views.

Press coverage: Not communicated.

Social media: 247 posts with #30MarchUNESCO were sent out by 145 users and generated 13,967,975 potential impressions.



Our tweets on @UNESCO earned 523.3K impressions with 367 link clicks, 1.2K re-tweets and 1.2K likes.

The [most influential tweet](#) (including the visual to the left) was: Cultural heritage is a symbolic force, bringing stability&meaning to communities [#Unite4Heritage](#) [#illicittrafficking](#), with 32,367 impressions, and 478 total engagements, including 153 re-tweets.

Focus on UNESCO Office in Jakarta

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 Office in Jakarta was established as UNESCO Field Office for South-East Asian Science Cooperation (SEASCO) in 1951. It became the Regional Office for Sciences and Technology for South East Asia (ROSTSEA) in 1967 and the Regional Science Bureau for Asia and the Pacific in 2001. As the Regional Bureau for Science, UNESCO Jakarta provides strategic expertise, advisory, monitoring and evaluation functions to Member States, other UNESCO Field Offices and UN Country Teams in the area of Science. There are 48 UNESCO Member States and two Associate Members in the Asia Pacific, and UNESCO's network of 13 Field Offices comprising Country Offices, Cluster Offices, and Regional Bureau.

UNESCO Jakarta is also a Cluster Office for Brunei Darussalam, Indonesia, Malaysia, Philippines and Timor-Leste. As Cluster Office, UNESCO Jakarta covers all UNESCO mandates in education, sciences, culture, communication and information. It is responsible for the implementation of related programmes in Brunei Darussalam, Indonesia, Malaysia, Philippines, and Timor-Leste in all UNESCO's fields of competence.

The Asia-Pacific region counts for almost two thirds of the world's population and gathers countries of great diversity in economic, religious, political and cultural terms. This diversity along with globalization and rapid evolution of the region bear great challenges for the governments and societies. Working closely with the Governments, UNESCO's National Commissions and other governmental and non-governmental partners, UNESCO Jakarta aims to support the development that is sustainable and profitable for everyone in a culture of peace and human rights.



[The Silk Road Biosphere Reserves Initiative for Agenda 2030](#)

During the 4th World Congress of Biosphere Reserves in Lima, Peru (14-17 March 2016), UNESCO Jakarta organized a side event workshop entitled "The Silk Road Initiative: Connecting Biosphere Reserves for Sustainable Development", on 16 March 2016.

Participants: 40 from 17 countries (Canada, China, Ethiopia, Germany, India, Indonesia, Iran, Kazakhstan, Mongolia, Morocco, Pakistan, Poland, Russia, Spain, Turkey, USA, UK). A follow up meeting on the Silk Road Initiative will be organized in the near future.



[Outcomes of the National Capacity Building for the Monitoring of the Implementation of the UNESCO 2005 Convention on the Protection and the Promotion of the Diversity of Cultural Expressions](#)

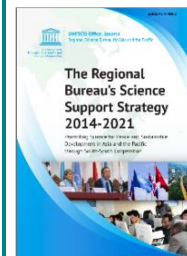
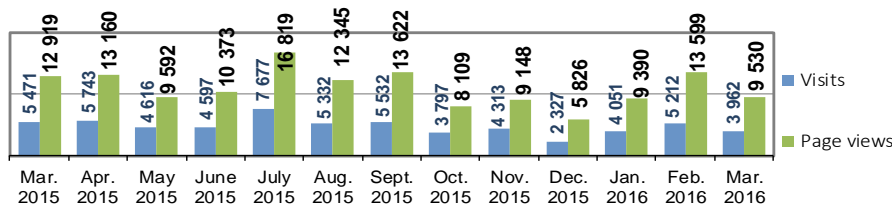
The "National Workshop on the Periodic Reporting of the UNESCO 2005 Convention" was organized jointly by the Ministry of Education and Culture of the Republic of Indonesia and the National UNESCO Office in Jakarta from 1 to 3 March 2016 in Jakarta; It was the second of three capacity-building activities that UNESCO implemented in Indonesia with the funding support from the Swedish International Development Cooperation Agency (SIDA). Participants: 115 representatives from more than 15 ministries and government agencies as well as some 20 civil societies organizations (CSO).



[SDG No. 13 - Training of Trainers on Climate Change Education for SIDS in Asia Pacific](#)

UNESCO Jakarta provided a ToT on Climate Change Education for SIDS in Asia and the Pacific from 29 Feb. to 4 March 2016 with the support of Educational Planning Research Division (EPRD) of Malaysian Ministry of Education (MOE), National Commission for UNESCO in Malaysia, National University of Malaysia and the five Ministries of Education in Fiji, Niue, Palau, Tonga and Tuvalu. This ToT was part of the planned activities of Malaysia Funds-in-Trust Project "Promoting South-South Cooperation through CCE-SIDS in Asia Pacific." in Bangi, Malaysia. Participants: 10 from five targeted countries in Asia Pacific Small Island Developing States: Fiji, Niue, Palau, Tonga and Tuvalu.

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



[The Regional Bureau's Science Support Strategy 2014-2021: Promoting Science for Peace and Sustainable Development in Asia and the Pacific through South-South Cooperation](#) (317 views)

Media

The UNESCO Office in Jakarta engages the media for the promotion of its events and activities either by directly contacting journalists or through UNCG and UNIC. UNESCO maintain relationships with media contacts and reach out to promote UNESCO's events and activities in Indonesia and the cluster countries. Additionally, UNESCO's National Commissions, Government institutions, and project partners promote events and activities through their own channels.

Recent publications (click on the icons to access)



[The Living Heritage of Communities in Timor-Leste](#)

(337 views)



[Mapping and Networking of UNESCO's Natural Sciences related Category 2 Centres and Chairs to Support the Post-2015 Development](#)

(295 views)

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

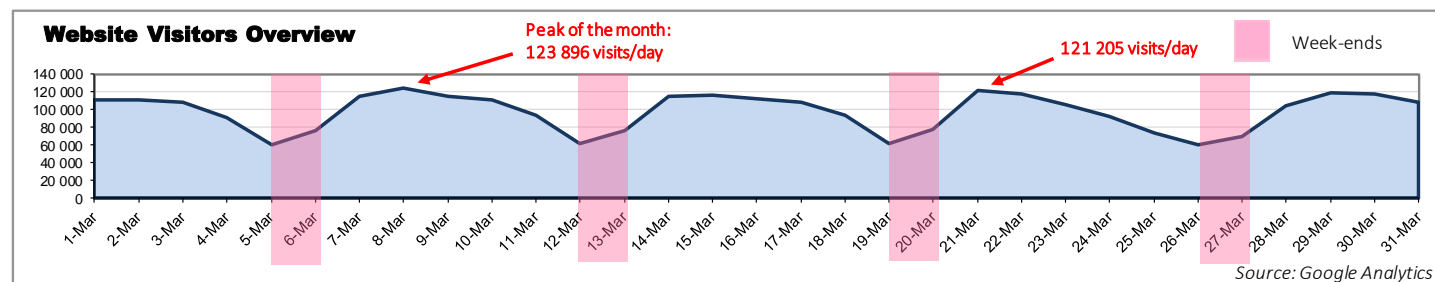
Both a communication and a knowledge management tool, UNESCO's websites, with over 2.7 million pages of content, are today a key component of its public information strategy. Maintained by Corporate Web Services in close collaboration with the Programme Sectors, the main site is updated continually in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

Traffic on UNESCO public website is steadily increasing since January 2016. March, with its numerous celebrations of international days and other major events, shows usually one of the highest traffic of the year, and this month seems to confirm the trend. Traffic rose this month by 15% and hit 3 million visits and 8 million page views. It remains however slightly lower than last year at the same period (-3% in visits, -6% in page views).

Peaks in visits were registered on 8 March (123K) on the occasion of International Women's Day, and on 21 March 2016 (121K visits) with the strong traffic generated by World Poetry Day, World Water Day, and the announcement of the 20 new sites to the World Network of Biosphere Reserves. The biggest chunk of visitors came from search engines such as Google, Bing and Yahoo, and Facebook for social media.

1.1. March 2016 Traffic

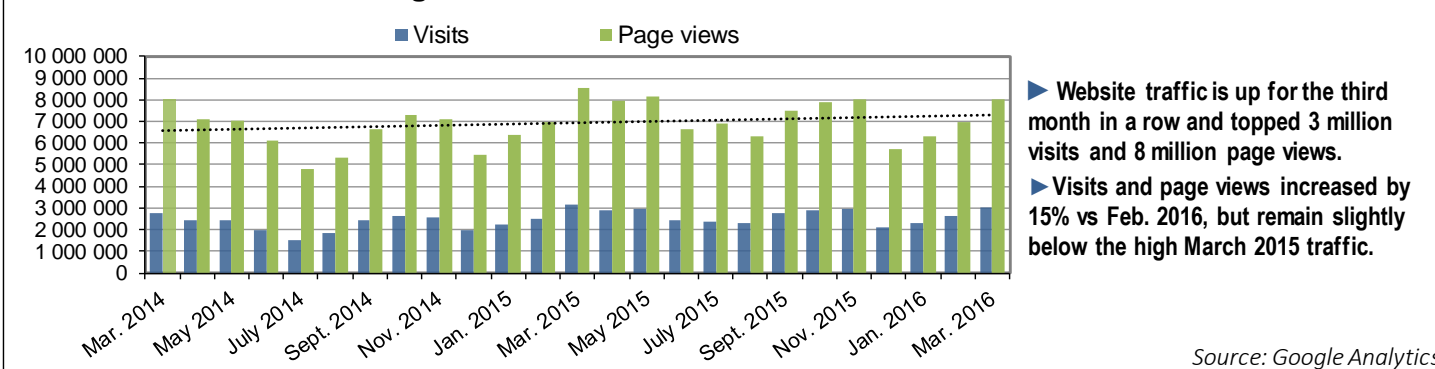
Daily Web Traffic Patterns



1.2. Monthly visits

	Page views ¹	Variation vs Y-1	Variation vs M-1	Visits ²	Variation vs Y-1	Variation vs M-1	Unique Visitors ³	Variation vs Y-1	Variation vs M-1
March 2016	8 011 625	-6.56%	+14.78%	3 026 506	-3.23%	+15.64%	2 059 154	-12.04%	+14.23%
March 2015	8 573 715	+7.31%	+22.55%	3 127 487	+14.25%	+24.47%	2 341 047	+10.34%	+21.47%

Website traffic on unesco.org



1.3. Visits by Area of Interest in March 2016 (This data only covers tagged subsites)

Areas of interest	Visits ²	Variation vs Y-1**	Variation vs M-1**
UNESCO.ORG	3 026 506	-3.23%	+15.64%
Education for the 21st Century and ED Sector	169 408	-22.43%	+14.38%
One Planet. One Ocean & Science for a Sustainable Future and SC Sector	87 009	-31.18%	+65.58%
Learning to Live Together and SHS Sector	66 542	-7.90%	+17.18%
Protecting our Heritage and Fostering Creativity and CLT Sector	1 466 865	-3.15%	+16.82%
World Heritage	1 309 044	-0.95%	+19.62%
Intangible Heritage	101 877	+17.31%	+6.50%
Culture Sector (excl. Intangible Heritage)	55 944	-47.33%	-14.78%

Fostering Freedom of Expression & Building Knowledge Societies and CI Sector	53 562	-30.38%	+4.20%
Field offices (only those tracked)	184 588	-19.92%	+14.00%
IBE*	28 939	+31.26%	-7.19%
UIL*	31 150	+11.57%	+17.48%
UNEVOC*	48 488	-13.94%	+13.79%

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

1.4. UNESCO Website Visitors

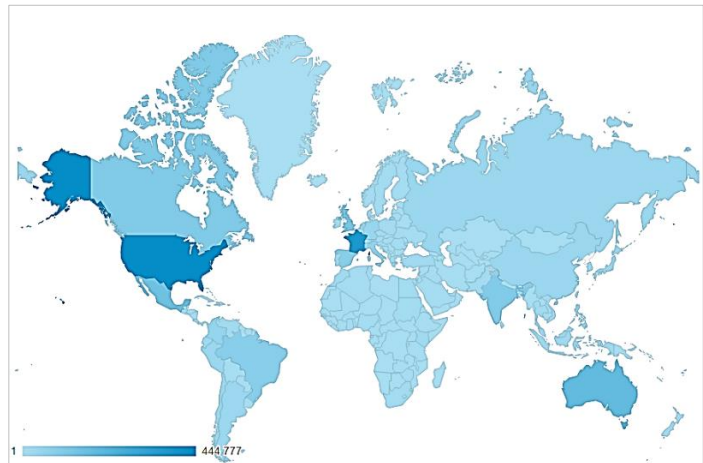
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	444 777	14.70%	+6.44%	2.75	00:02:26
France	377 677	12.48%	+8.44%	2.80	00:03:36
Australia	190 190	6.28%	+120.59%	3.71	00:06:01
Mexico	157 094	5.19%	-13.53%	2.36	00:02:45
United Kingdom	126 070	4.17%	+5.32%	2.45	00:02:06
Canada	106 483	3.52%	+9.71%	3.28	00:03:33
India	104 021	3.44%	+7.94%	2.23	00:02:16
Brazil	89 665	2.96%	+59.16%	2.08	00:02:09
Spain	87 419	2.89%	+3.50%	2.86	00:02:34
Italy	57 307	1.89%	+10.57%	2.97	00:02:55

Top 10 visitors' language

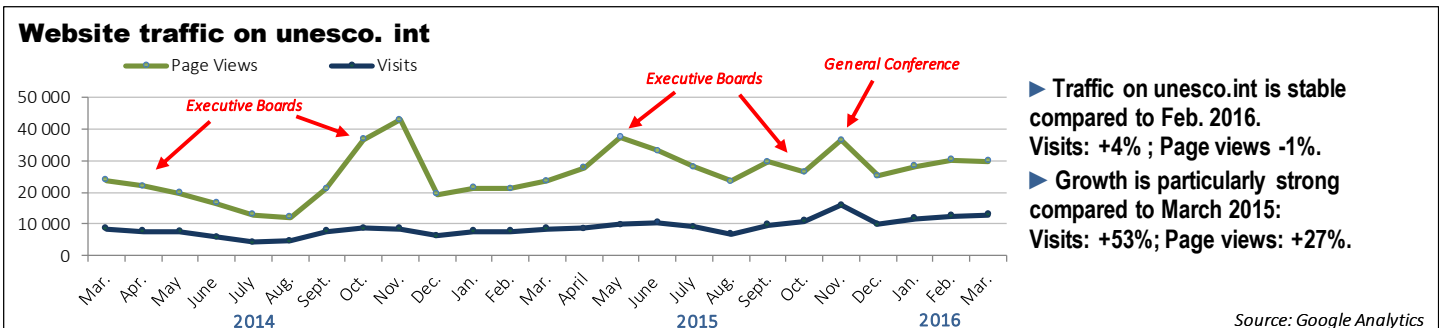
Language	Visits ²	% of Total visits	Variation vs M-1
English	1 529 260	50.53%	+17.73%
Spanish	480 607	15.88%	+7.90%
French	447 907	14.80%	+9.78%
Portuguese	100 418	3.32%	+51.48%
Russian	63 919	2.11%	+30.02%
Chinese	58 267	1.93%	+61.49%
Italian	51 632	1.71%	+9.82%
German	46 855	1.55%	+10.02%
Arabic	23 521	0.78%	+14.86%
Dutch	22 474	0.74%	+5.20%

Geographical origin of visits (source: Google Analytics)

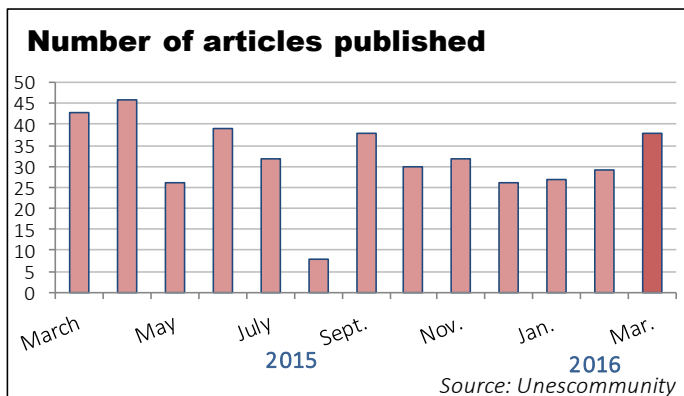
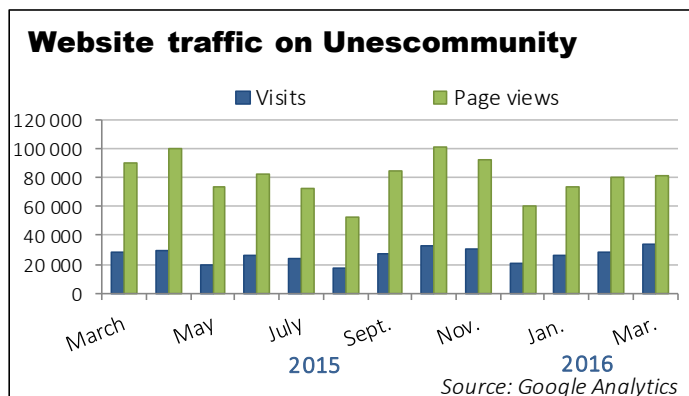


1.5. UNESCO.int Website - <http://www.unesco.int>

	Page views ¹	Variation vs Y-1	Variation vs M-1	Visits ²	Variation vs Y-1	Variation vs M-1	Pages/Visit	Variation vs M-1	Avg Visit duration
March 2016	29 945	+26.77%	-1.00%	12 917	+52.97%	+4.12%	2.99	-2.92%	00:03:55
March 2015	23 622	-0.59%	+11.88%	8 444	+0.33%	+11.56%	2.75	+4.17%	00:04:18



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



Traffic indicators explained:

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

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

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

1.7. WEBCASTS - Live streaming connections

Event	Date	Simultaneous connections		
		External	Internal	Total
Conference on Sanskrit, A classical language beyond heritage	03/03	<ul style="list-style-type: none"> Floor: 7 English: 2 French: 1 	<ul style="list-style-type: none"> Floor: 2 English: 8 French: 1 	21
Mobile Learning Week*	09/03	<ul style="list-style-type: none"> English: 8 	<ul style="list-style-type: none"> English: 3 	11
	11/03	<ul style="list-style-type: none"> English: 6 French: 10 Spanish: 1 	<ul style="list-style-type: none"> English: 3 French: 1 Spanish: 0 	21
The movement of cultural property in 2016: regulation, international cooperation and diligence of professionals for cultural heritage protection	30/03	<ul style="list-style-type: none"> English: 9 French: 16 	<ul style="list-style-type: none"> English: 4 French: 2 	31

* Webcast confirmed late by technical partners, was essentially planned for post-production work.

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

UNESCO products for written and audiovisual media are:

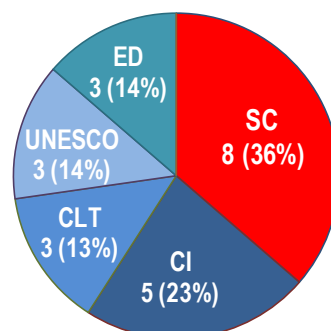
- Save the dates
- Media advisories
- Press releases
- Opinion editorial (Op-Eds)
- Video News Releases (VNR)
- Background Footage (B-Rolls).

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

2.1. Press releases/Media advisories

1.	02/03	Twice as many girls as boys will never start school says UNESCO eAtlas launched in advance of International Women's Day
2.	02/03	UNESCO Mobile Learning Week 2016: harnessing technology for quality education
3.	03/03	Teaching programmes in Cambodia, Malaysia and Malawi to receive UNESCO-Hamdan bin Rashid Al-Maktoum Prize
4.	04/03	UNESCO General-Director designates Lithuanian opera singer Violeta Urmana as UNESCO Artist for Peace
5.	10/03	Cultural goods, an economic driver in the digital age
6.	10/03	Biosphere Reserves at the heart of Lima meeting, 14 to 19 March in Lima
7.	11/03	Caribbean tests tsunami warning system
8.	14/03	UN Broadband Commission calls for new connectivity targets to support SDGs
9.	15/03	Water, precondition for growth and job creation, according to a new UN report
10.	16/03	Debate on Media and Migration at UNESCO
11.	18/03	New Roadmap for Biosphere Reserves adopted in Lima
12.	21/03	Director-General condemns murder of radio presenter João Valdecir de Borba in Brazil
13.	22/03	Water drives job creation and economic growth, says new UN report
14.	22/03	L'Oréal and UNESCO celebrate the work of women scientists
15.	23/03	UNESCO's Man and the Biosphere (MAB) Programme names laureates of Young Scientists and Michel Batisse awards
16.	23/03	Director-General denounces killing of broadcaster Mario Roberto Salazar Barahona in Guatemala
17.	23/03	Former Israeli President Shimon Peres to visit UNESCO
18.	24/03	UNESCO round table on the fight against illicit trafficking in cultural properties
19.	25/03	UNESCO and L'Oréal Foundation launch manifesto to promote gender parity in the sciences
20.	30/03	Director-General condemns killing of broadcast journalist Nicolás Humberto García in El Salvador
21.	30/03	Director-General deploras killing of journalist Mohammed al-Yemeni
22.	30/03	US President Barack Obama and Michelle Obama to host International Jazz Day 2016 All-Star concert at the White House

Press releases/Media advisories, by Sector

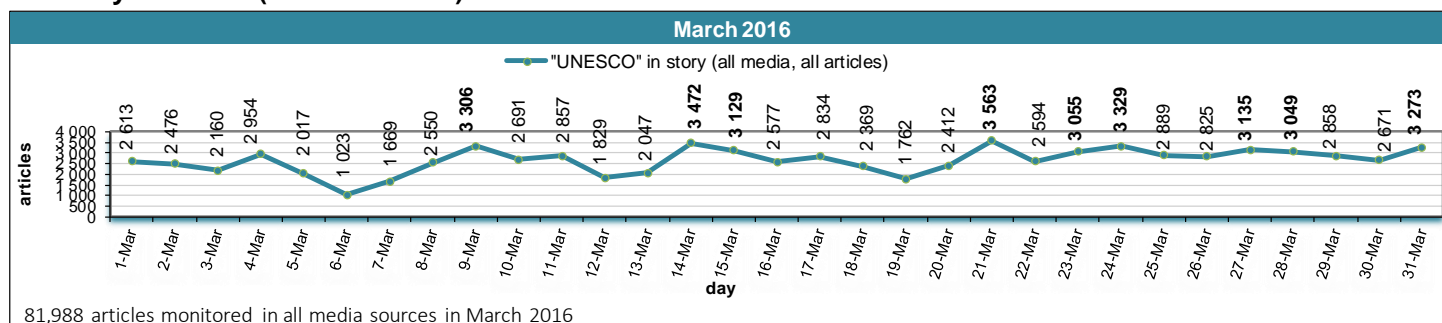


- ▶ 14 Press releases and 8 Media advisories published in March 2016.
- ▶ 8 of these issues were linked to SC activities.

Source: Media services webpage

2.2. Statistics on articles referring to UNESCO

This graph shows the number of articles monitored in all media sources, in which “UNESCO” appeared in the story in March (Source: CISION)



March 2016 media coverage analysis was not communicated.

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

No Op-Eds published this month.

2.4. Background Footage (B-roll) downloads <http://www.unesco.org/new/en/unesco/resources/multimedia/>

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

51 B-rolls were downloaded in March.

	Subject	Downloads	Media
1.	Man and the Biosphere Programme	24	Radio Canada/CBC, Daily mail UK
2.	Global Education Monitoring Report	7	People television
3.	Syria: Director-General's message on Syrian cultural heritage, Press Conference on Syrian cultural heritage with Lakhdar Brahimi, International meeting of experts for the safeguarding of Syria's cultural heritage	5	UNA-USA PR, Amerinews TV
4.	Francesco Bandarin, Assistant Director-General for Culture, interview on Palmyra	2	El Mercurio
5.	UNESCO Priorities	4	
6.	Mali: Mission in Mali, Director-General appeals for the protection of the Malian cultural property	2	
7.	Iraq: Hatra, Press Conference on Mosul	2	Amerinews TV
8.	United Nations World Water Development Report 2015	2	
9.	World Radio Day - Director-General's message	1	
10.	Danilo Perez, UNESCO Artist for Peace	1	
11.	John Kerry at UNESCO	1	Amerinews TV

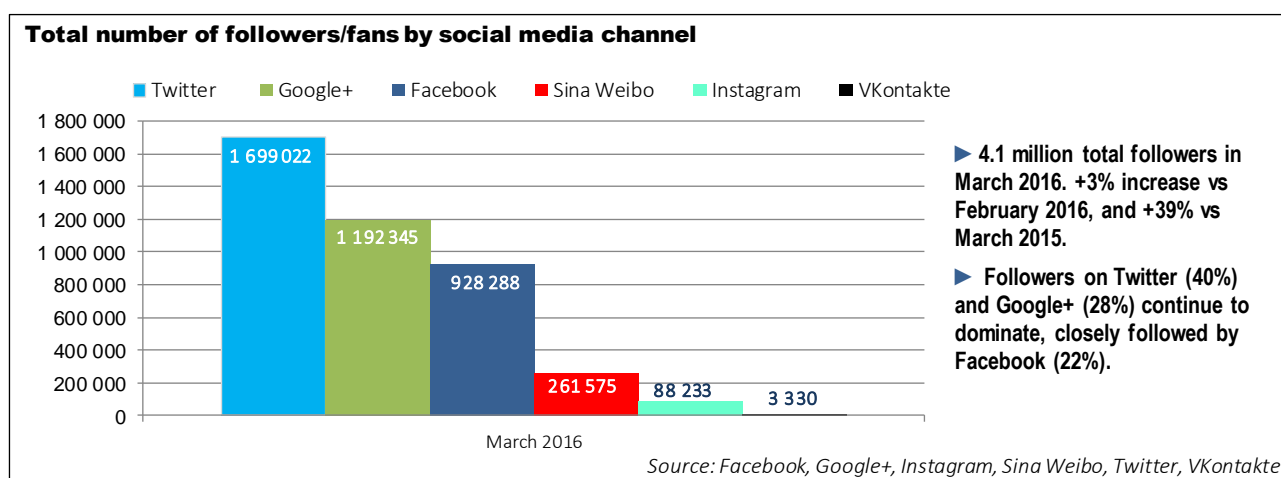
3. UNESCO Social Media Channels

UNESCO's social media channels demonstrate strong accomplishments in March 2016, with its continuous emphasis on multilingualism. Messages on the occasion of World Poetry Day (21 March), a topic which resonates particularly well among our Latin American communities, have once again been particularly successful on our Spanish channels – with 5 posts in the Top 10 Facebook and Twitter tables (see p.16). 117K tweets sent out by users with #DiamundialdeLaPoesia generated 46,241,979 potential impressions while 135K tweets with #WorldPoetryDay generated 115,309,281.

As social media is increasingly driven by visual imagery, this month we focused our efforts on improving the look and feel of our social media communications on our major events. Coverage of International Women's Day (8 March) and World Water Day (22 March) – two of our more popular awareness days on social media – benefited from this approach compared to past years.

Implementing new social media tools in our communication efforts proved to be immensely helpful for audience understanding of, and engagement with, UNESCO's activities. Mobile Learning Week (7-11 March) and L'Oréal-UNESCO For Women in Science Award Ceremony were communicated in a new and innovative way via Periscope and Facebook Live apps.

March was closed with the Round Table on the movement of cultural property in 2016, which due to the nature of its topic generated quite a buzz on social media, where @UNESCO Twitter account earned 523.3K impressions over one day. Overall, 247 posts with #30MarchUNESCO sent out by 145 users, generated 13,967,975 potential impressions.



3.1. Social networking sites and Microblogs

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

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

Variation March 2016 vs February 2016

Likes/Followers		March 2016	February 2016	Variation vs February
Total likes/followers (all languages)		4 084 560	3 988 102	+2.42%
Facebook	English	352 197	340 309	+3.49%
	Spanish	331 441	318 290	+4.13%
	Portuguese	189 933	185 412	+2.44%
	Arabic	26 120	25 311	+3.20%
	French	18 642	18 020	+3.45%
	Russian	9 955	9 880	+0.76%
Google+	English	1 192 345	1 176 824	+1.32%
VKontakte	Russian	3 330	3 227	+1.32%
Twitter	English	1 055 609	1 026 493	+2.84%
	Spanish	319 037	315 486	+1.13%
	Arabic	141 872	137 945	+2.85%
	Portuguese	96 403	95 221	+1.24%
	French	59 531	57 519	+3.50%
	Russian	26 570	21 845	+21.63%
Sina Weibo	Chinese	261 575	256 320	+2.05%

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

Subject	Language	Posted	Likes	Shares
World Poetry Day. Read full message.	Spanish	21/03	3 983	4 002
International Day for the Elimination of Racial Discrimination + quotation by Martin Luther King Jr. Read full message.	Spanish	21/03	2 760	2 372
World Poetry Day. Read full message.	Spanish	20/03	2 250	2 518
International Women's Day. Read full message.	Spanish	08/03	1 963	1 002
World Poetry Day. Read full message.	Spanish	21/03	1 959	1 661
From UNESCO na rede- UNESCO Office in Brasilia International Day for the Elimination of Racial Discrimination. Read full message.	Portuguese	21/03	1 951	4 241
The Director-General Irina Bokova at the 31 st session of the Human Rights Council. Read full message.	Spanish	05/03	1 755	1 146
Intangible heritage. Andean cosmovision of the Kallawaya. Read full message.	Spanish	23/03	1 427	575
UNESDOC. Read full message.	Spanish	29/03	1 388	1 359
International Women's Day. Read full message.	Spanish	08/03	1 061	419

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

Top 10 Twitter posts in March (ranked by highest number of re-tweets)

Message	Language	Posted	Re-tweets	Likes
"The world needs science, #science needs women" #IWD2016 #Planet5050 http://on.unesco.org/1QSLg35 #internationalwomensday	English	08/03	566	547
Bécquer dijo: "¡Qué es poesía! ¿Y tú me lo preguntas?" #Poesía...eres tú #DíaMundialDeLaPoesía http://on.unesco.org/1UIyNyB	Spanish	21/03	555	484
El 21 de marzo es el #DíaMundialDeLaPoesía . ¡Llenemos el mundo de #poesía ! http://on.unesco.org/1UIyNyB	Spanish	21/03	487	415
Placing gender equality at the heart of all devlp efforts is the only way we will achieve a better future! #IWD2016	English	08/03	466	449
Tell us what you are doing to #FightRacism ! Today is Int Day for the Elimination of Racial Discrimination	English	21/03	464	452
El número de niñas q nunca irá a la escuela duplicará al de niños según datos de @UNESCOstat http://on.unesco.org/1UyafbM	Spanish	02/03	432	121
The world must be equally committed & stubborn in the fight for gender equality #Planet5050 #IWD2016	English	08/03	424	356
Happy #Nowruz ! Discover this age-old celebration of rebirth which carries a message of renewal in a world of change!	English	21/03	383	413
Investing in water is investing in jobs! Water is a key factor in the creation of jobs #WorldWaterDay	English	22/03	351	251
International #Francophonie Day is an opportunity to celebrate the power of linguistic and cultural diversity!	English	20/03	339	292

3.2. Social Apps

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

Variation March 2016 vs February 2016

	Publications		Subscribers	
	March 2016	Variation vs M-1	March 2016	Variation vs M-1
Total (all languages)	422	+10.18%	88 233	+16.95%
English	272	+10.12%	85 442	+17.20%
Spanish	65	+22.64%	2 395	+9.16%
Russian	85	+2.41%	396	+12.18%

Top 3 photos (clickable images)



3.3. Video Traffic

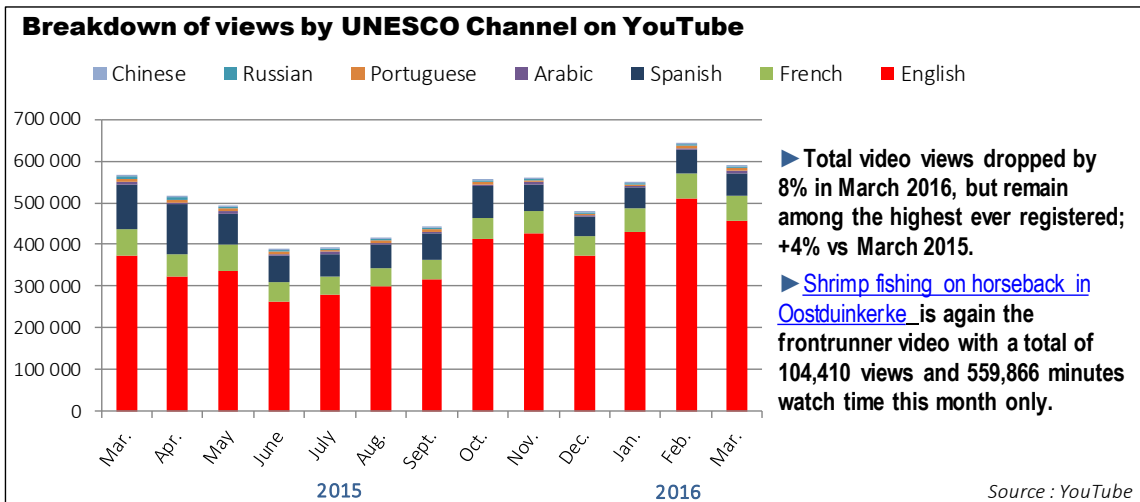
Video views are tracked on YouTube.

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

Variation March 2016 vs February 2016

Video views	March 2016	Variation vs M-1
Total (all languages)	587 343	-8.25%
English	458 227	-10.08%
French	57 917	-4.18%
Spanish	55 669	-0.27%
Portuguese	6 971	+32.40%
Russian	4 272	+10.96%
Arabic	4 139	-19.93%
Chinese	148	+236.36%

Subscribers	March 2016	Variation vs M-1
Total (all languages)	1 482	-5.84%
English	1 068	-7.29%
Spanish	189	-8.25%
French	127	+6.72%
Portuguese	63	+65.79%
Arabic	24	-38.46%
Russian	7	-46.15%
Chinese	4	-42.86%



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

	Title	Subject	Total views
1	Shrimp fishing on horseback in Oostduinkerke	CLT/ITH	99 431
2	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	59 862
3	Kabuki Theatre	CLT/ITH	14 368
4	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	13 145
5	The watertight-bulkhead technology of Chinese junks	CLT/ITH	8 810

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

	Title	Subject	Total views
1	Bouba & Zaza - le dessin animé pour la jeunesse	ED	7 266
2	La pêche aux crevettes à cheval à Oostduinkerke	CLT/ITH	4 979
3	Bouba et Zaza protègent la terre	ED	3 502
4	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	2 689
5	Le repas gastronomique des Français	CLT/ITH	1 733

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

	Title	Subject	Total views
1	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	4 621
2	Las procesiones de Semana Santa de Popayán	CLT/ITH	4 273
3	Aprender a Proteger la Biodiversidad	ED	3 679
4	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	2 472
5	La huaconada, danza ritual de Mito	CLT/ITH	1 952

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

	Title	Subject	Total views
1	Serra Capivara	CLT/WHC	4 395
2	Boas práticas no combate ao bullying homofóbico nas escolas	SHS	1 035
3	Vídeo da UNESCO celebra 53 anos de Brasília	CLT/WHC	585
4	Museu de Congonhas	CLT	101
5	Serra da Capivara National Park	CLT/WHC	64

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

	Title	Subject	Total views
1	Archaeological Site of Palmyra	CLT/WHC	790
2	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	247
3	UNESCO History*	UNESCO	231
4	Yellowstone National Park	CLT/WHC	230
5	Taj Mahal	CLT/WHC	174

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

	Title	Subject	Total views
1	Lynes and Geoglyphs of Nasca and Pampas de Jumana	CLT/WHC	441
2	Petra (UNESCO/NHK)	CLT/WHC	292
3	UNESCO History*	UNESCO	276
4	UNESCO Siq Project, MAKING PETRA SAFER FOR ALL!	CLT/WHC	260
5	World Water Day 2012	SC	213

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

	Title	Subject	Total views
1	UNESCO History*	UNESCO	99
2	Interview of Zhang Jun - UNESCO Artist for Peace*	UNESCO	8
3	Huang Nubo supports UNESCO	CLT	8
4	40th anniversary of the World Heritage Convention	CLT/WHC	7
5	Interview of Zhang Jun - UNESCO Artist for Peace*	UNESCO	6

* Produced by UNESCO Studio.

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

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

5. UNESCO Documents and Library

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

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

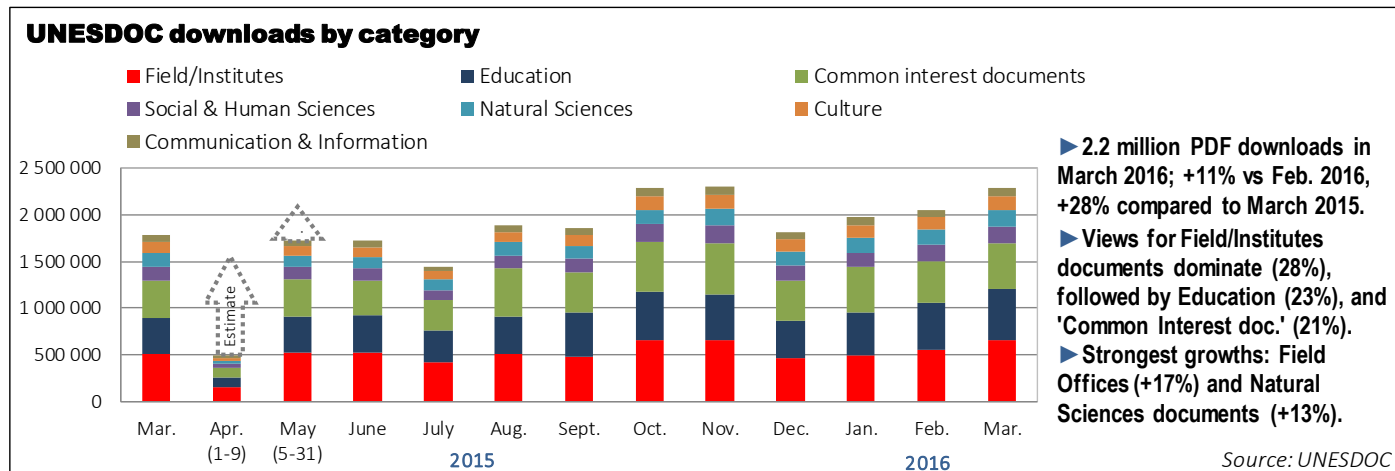
In March 2016, there were **152 287** records available online in PDF format (**151 966** in February 2016), including documents, publications, communication material and other working documents.

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

5.1.1 Statistics of consultation

Total number of downloads in March	2 287 739
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	10 152	545 980	+9.83%	54
Natural Sciences	10 020	177 434	+12.98%	17
Social and Human Sciences	5 928	178 136	+1.86%	30
Culture	4 180	148 226	+8.15%	35
Communication and Information	2 872	87 609	+5.89%	30
Field & Institutes	10 348	652 450	+17.49%	63
Common interest documents	NA	497 904	+10.33%	NA



5.1.2 Top 15 Country Origin

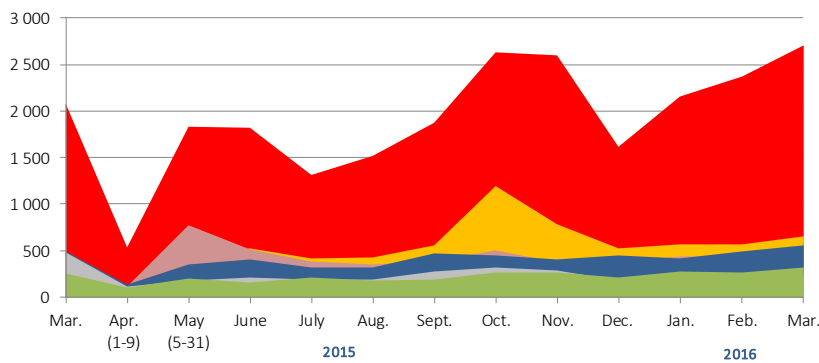
	Country	Downloads
1	United States of America	480 110
2	Mexico	91 220
3	France	85 945
4	United Kingdom of Great Britain and Northern Ireland	62 325
5	Brazil	48 422
6	Philippines	38 635
7	Colombia	33 948
8	Spain	33 592
9	Germany	33 582
10	India	27 771
11	China	27 504

12	Canada	26 488
13	Japan	23 893
14	Viet Nam	22 249
15	Venezuela (Bolivarian Republic of)	19 259

5.1.3 Printable Communication materials

Title	Total downloads in March							Total
	EN	FR	SP	RU	AR	ZH	POR	
UNESCO: what is it? What does it do?	1 851	576					278	2 705
65 Ways UNESCO Benefits Countries all over the World	215	190	141		9		97	652
2014 UNESCO Annual Report	397	80						477
A New Humanism for the 21st Century	154	66	268	55	15			558
2012 UNESCO Annual Report	241	73						314
2013 UNESCO Annual Report	216	30						246
TOTAL	3 074	1 015	409	55	24		375	4 952

Views by Communication material (PDF)



- UNESCO: what is it? What does it do? (En/Fr/Pt)
- 65 Ways UNESCO Benefits Countries all over the World (En/Fr/Sp/Ar/Pt)
- 2014 UNESCO Annual Report (En/Fr)
- A New Humanism for the 21st Century (En/Fr/Sp/Ar/Ru)
- 2013 UNESCO Annual Report (En/Fr)

- ▶ 2,700 views for the brochure *UNESCO: what is it? What does it do?* an all-time high; +30% vs March 2015
- ▶ Available on the About us webpage, this brochure continues to be the most consulted.

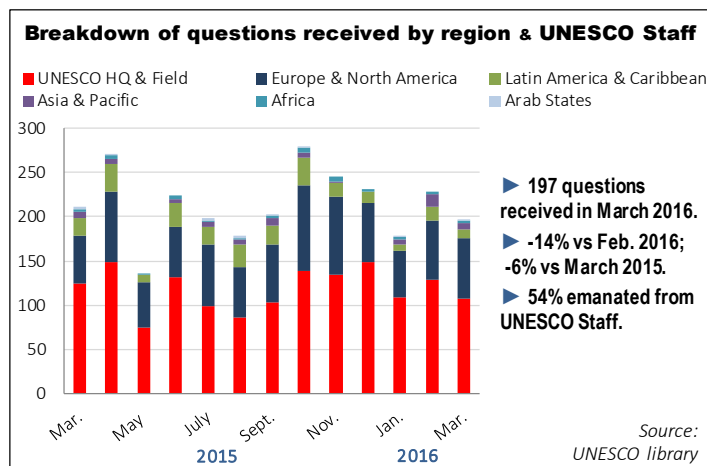
Source: UNESDOC

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

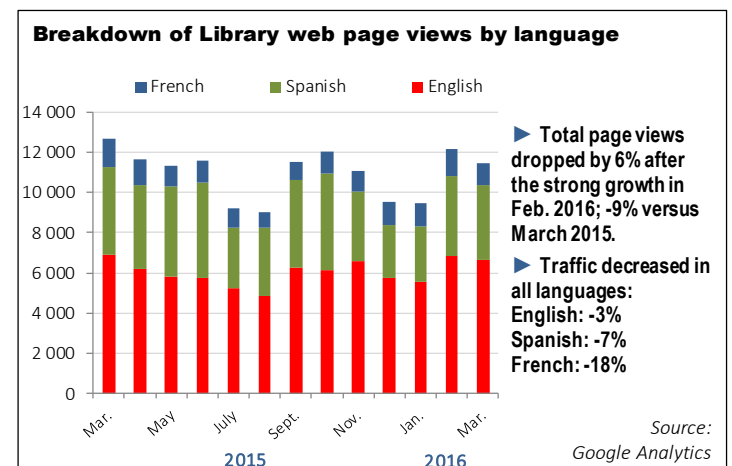
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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/>

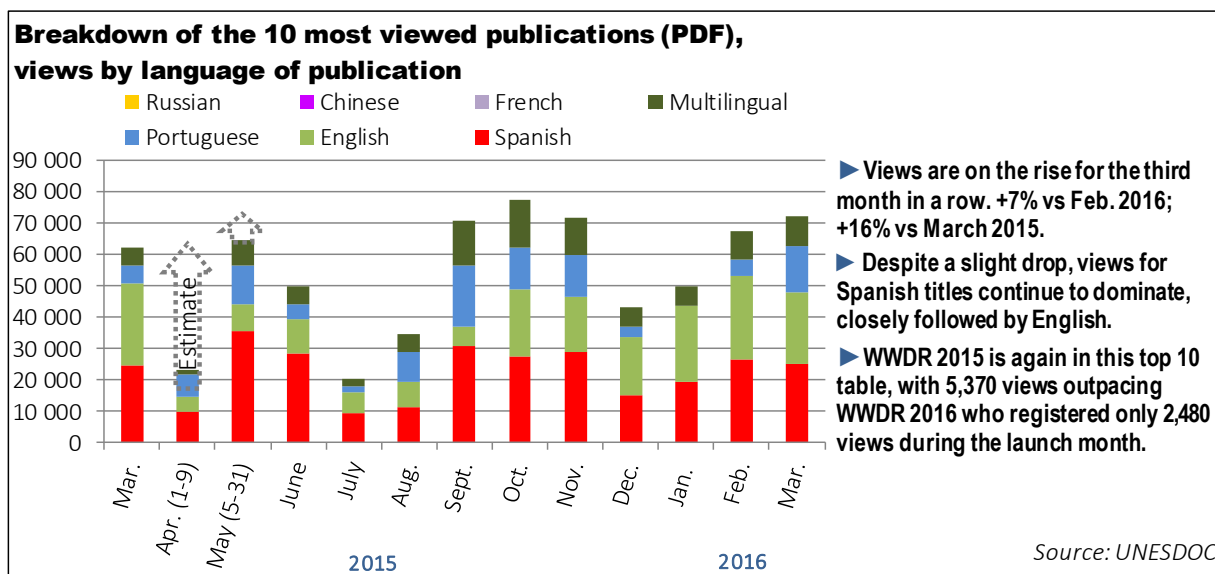
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical 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 March 2016 figures for the Top 10 online viewing have increased for the third month in a row. With a 7% growth compared to February 2016, the viewing is 16% higher than last year in the same period. English and Spanish titles make up 66% of the viewing. The English version of the [EFA GMR, 2015](#) remains high in the table due to the release of the related publication on gender entitled [If you don't understand, how can you learn?](#) The [UNESCO Science Report: towards 2030](#) has dropped off the table, but the [WWDR, 2015](#) has come back into the Top 10 the month of the release of the [WWDR, 2016](#), which scored relatively well in spite of being released late in the month. Publications page views on Google Books in March 2016 have increased by 18% compared to February 2016 and are slightly higher than the same month last year (+2%). Sales in the book shop were dominated by World Heritage titles and the Bouba and Zaza series. International sales were dominated by culture titles, in particular World Heritage publications.

6.1. Top 10 most consulted PDFs* (UNESDOC)

Title	Sector	Language	Views*	Published
1. Explotación sexual de niñas y adolescentes en Brasil (Sexual exploitation of girls and adolescents in Brazil)	ED	Spanish	12 275	Brasilia, UNESCO Brasilia/CECRIA, 1995
2. Declaración Universal de Derechos Humanos	SHS	Multilingual	9 666	Santiago de Chile, OREALC, 2008
3. Declaração Universal dos Direitos Humanos	SHS	Portuguese	9 544	Brasilia, UNESCO Brasilia, 1998
4. Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	8 034	UNESCO, 1999
5. Education for All 2000-2015: achievements and challenges; EFA global monitoring report, 2015	ED	English	7 099	Paris, UNESCO, 2015
6. Gender and EFA 2000-2015: achievements and challenges; EFA global monitoring report 2015; gender summary	ED	English	5 736	UNESCO, Paris 2015
7. The United Nations world water development report 2015: water for a sustainable world	SC	English	5 370	Paris, UNESCO, 2015
8. História geral da Africa, I: metodologia e pré-história da Africa	CLT	Portuguese	5 118	Brazil, 2010
9. El Niño y su desarrollo desde el nacimiento hasta los seis años: conocerlo mejor para ayudarlo mejor (The Child from birth to 6 years old; better understanding for better child-rearing)	ED	Spanish	4 847	UNESCO 1976
10. Engineering: issues, challenges and opportunities for development: UNESCO report	SC	English	4 644	Paris, UNESCO, 2010

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

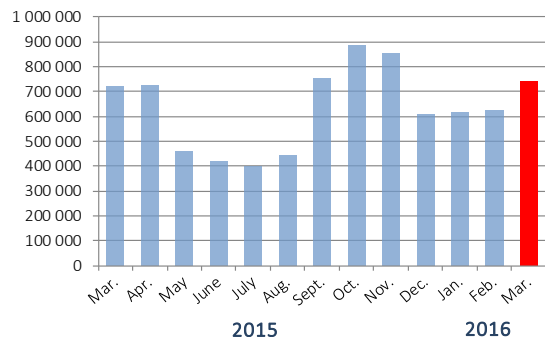


6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **656** UNESCO publications (mainly recent titles) are available on the service, which allows readers to search for and browse these books online.

Month	Publications on Google Books	Book visits	Pages viewed	Book visits with buy clicks
March 2016	656	73 004	740 820	451
March 2015	518	64 672	722 856	406

Publications page views



- ▶ More than 740,000 publications page views on Google Books in March 2016.
- ▶ Page views increased by 18% compared to Feb. 2016 after three slower months, and surpass slightly March 2015 figures (+2%).

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
	11	CLT/WHC
	10	SC
	9	ED
	9	ED
	7	CLT/WHC

Bookshop sales of non-UNESCO publications, top 5

Publication	Copies sold	Publisher
	4	Ouest France
	4	Panasonic
	3	Editions Gelbart
	1	Editions Our Place Publishing
	-	

6.4. Online and international sales

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

Publication	Copies sold	Sector
	22	CLT/WHC
	18	SHS
	16	CLT/WHC
	14	CLT
	14	CLT/WHC

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

Bookshop sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Des évaluations simples, rapides et abordables Améliorer l'apprentissage dans les pays en développement	0	ED
Colour? What Colour? Report on the fight against discrimination and racism in football	0	SHS
Le Patrimoine mondial en Europe aujourd'hui	0	CLT/WHC
Investing against Evidence. The Global State of Early Childhood Care and Education	0	ED
Funmilayo Ransome-Kuti and the Women's Union of Abeokuta	0	CI

Online and international sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
EFA Global Monitoring Report 2000 - 2015 Education for All 2000-2015: Achievements and challenges	0	ED
Building digital safety for journalism: a survey of selected issues	0	CI
Ocean Sustainability in the 21st Century	0	SC
Agree to Differ	0	SHS
Art for Peace	0	ERI/DPI

* 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 March

N/A this month.

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

N/A this month.

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.

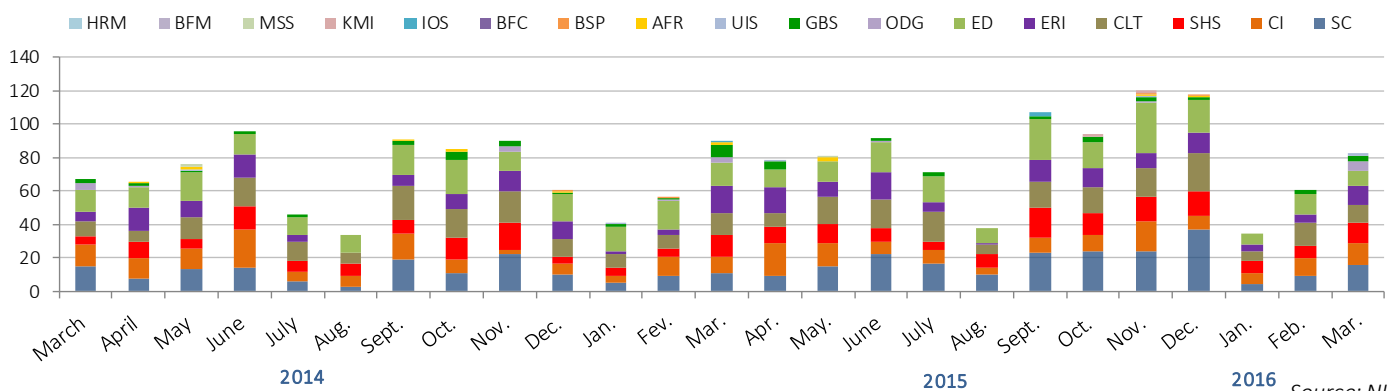
7.1. Number of events by “Major Programmes”

Major Programme	Total	Organized by		
		Headquarters	Field Offices	Institutes
CI	13	8	5	
CLT	11	2	9	
ED	9	3	6	
ERI	11	11	0	
SC	16	13	3	
SHS	12	6	6	
GBS	3	3	0	
ODG	6	5	1	
UIS	2	0	0	2
Total	83	51	30	2

7.2. Events organized by Field Offices/ Institutes

Accra	1
Beijing	1
Cairo	1
Dakar	2
Doha	1
Havana	1
Jakarta	4
Kathmandu	3
Libreville	2
Nairobi	3
New York	1
Quito	1
Rabat	1
Ramallah	2
San Jose	4
Tashkent	1
Venice	1
UIS	2
Total	32

Breakdown of events entered in the on-line Calendar of Events (NICE), by 'Major Programme'



8. UNESCO Headquarters

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

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

8.1. Conferences and Meetings

8.1.1 Programme Meetings

Date	Title*	Organizer	Place	Public
01/03	Conférence sur la reconnaissance des qualifications des réfugiés	ED/PLS/HED	Salle XI	70
01/03	Visite d'étudiants de l'Université de Kiel (Allemagne)	ERI/DPI/PBM	Salle VIII	35
02-03/03	2 ^e réunion stratégique sur une réponse de l'éducation face à la crise syrienne	ED/EO	Salle VII	35
03/03	Echange avec l'école de Turin en management culturel	CLT/HER/WHC/LAC	Salle IX	60
08/03	Session d'information pour des étudiants de l'Université de Kobé (Japon)	CLT/CIH/ITH	Salle V	25
07-11/03	Mobile Learning Week	ED/PLS/ICT	Divers	500
10/03	Présentation du Secteur de l'éducation à un groupe d'étudiants	ED/ERF/KMS	Salle III	32
10/03	Réunion de la Plateforme Océan et Climat	IOC/EXS	Salle XIII	50
10-11/03	Organe d'évaluation de la Convention 2003	CLT/CCS	Salle VIII	30
11/03	Campus UNESCO: "Global Leadership and Entrepreneurship: Investing in Young Global Leaders"	ERI/DPI/SPE	Salle XI	160
11/03	Echange d'idées entre les étudiants de l'Université de Tokyo et le Secteur des sciences naturelles et exactes	SC/EES/EGR	Salle XVI	25
16-18/03	60 ^e réunion du Bureau du Conseil intergouvernemental du PIDC	CI/FEM	Salles VIII + IX	70
21-23/03	Réunion de l'Équipe spéciale et du Comité directeur du GIC/NEAMTWS	IOC/TSU	Salle VII	25
21-22/03	Réunion sur la prévention de l'extrémisme violent par l'éducation	ED/IPS/ESG	Salle VIII	30
22/03	Campus UNESCO : « Les Filles pour la Science : les garçons et les filles sont-ils égaux en science ? »	ERI/DPI/SPE	Salle IV	150
23/03	Colloque dans le cadre du Prix L'Oréal-UNESCO pour les femmes et la science	SC/PCB/ICB	Salle IV	200
24-25/03	Experts Group Meeting on Science, Technology, Engineering and Mathematics (STEM) on Education for Girls	ED/IPS/IGE	Salle VII	20
25/03	Campus UNESCO : « Construire la paix »	ERI/DPI/SPE	Salle XI	170
25/03	Visite de M. Shimon Peres	ERI/PRO	Salle IV	150
30/03	Compte rendu du Forum de dialogue politique	ED/ESC/TED	Salle VI	30
30/03	Tables rondes avec les représentants du marché de l'art	CLT/CCS	Divers	300
30-31/03	Réunion sur les Ressources éducatives libres (REL)	CI/KSD/ICT	Salles VIII + IX	50
31/03	Réunion du Groupe des amis de #Unite4Heritage	CLT/EPR	Salle IV	200
Total participation				2 417

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

8.1.2 Meetings of Governing Bodies

Date	Title	Organizer	Place	Public
10/03	Réunion intersession du Conseil exécutif	DIR/GBS	Salle X	200
22/03	191 ^e session du Comité du Siègle	MSS/HQD	Salle XI	80
Total participation				280

8.1.3 Information Meetings for Permanent Delegations

Date	Title	Organizer	Place	Public
04/03	Réunion d'information sur la sécurité de l'UNESCO	ERI/ADG	Salle XI	250
24/03	Réunion d'information sur le Rapport mondial des Nations Unies sur la mise en valeur des ressources en eau 2016	FU/PEG	Salle XI	100
24/03	Réunion d'information sur l'Ukraine	ERI/ADG	Salle IV	200
Total participation				550

8.1.4 Electoral Groups Meetings (Plenaries)

Date	Title	Organizer	Place	Public
02/03	Réunion plénière du Groupe arabe	Délég. perm. de l'Etat du Koweït	Salle XVI	40
03/03	Réunion plénière du Groupe francophone	Groupe Francophone	Salle XIV	40
17/03	Réunion plénière du Groupe 77	Groupe 77	Salle XIII	40
22/03	Réunion plénière de l'ASPAC	Délég. perm. du Népal	Salle XVI	50
29/03	Réunion plénière du Groupe OCI	Groupe OCI	Salle XIV	40
29/03	Réunion plénière du GRULAC	Délég. perm. du Guatemala	Salle XVI	40
30/03	Réunion plénière du Groupe I	Délég. perm. de la Suisse	Salle XIII	50
31/03	Réunion plénière du Groupe arabe	Délég. perm. de l'Etat du Koweït	Salle XIV	40
Total participation				340

8.1.5 External rentals

Date	Title	Organizer	Place	Public
03/03	Conférence « Une langue classique au-delà de l'héritage : le sanskrit »	Délég. perm. de l'Inde	Salle IV	350
04/03	Défilé Loewe	Loewe	Hall Ségur, Salles Miró	450
16/03	2nd International Women's Conference: Improving the role of women in dispute resolution: evolution or revolution	Arbital Women	Salle IV	150
17-18/03	Conference: "Towards a Culture of Respect: Freedom of Expression and religious symbols"	Délég. perm. du Arabie Saoudite	Salle IV	250
24/03	Conférence de presse : Jazz Day en Côte d'Ivoire	Délég. perm. de Côte d'Ivoire	Salle IX	20
24/03	Table ronde académique	Délég. perm. de la Turquie	Salle VIII	40
25/03	Colloque annuel avec les étudiants boursiers de l'Etat du Qatar	Délég. perm. du Qatar	Salle XVI	35
31/03	Conférence "L'éducation d'urgence des enfants réfugiés"	Délég. perm. de Côte d'Ivoire	Salle II	150
Total participation				1 445

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

8.2.1 Exhibitions, Shows, Screenings and Conferences

Date	Title	Organizer	Place	Public*
03/03	A l'occasion de la Journée internationale de la langue maternelle <ul style="list-style-type: none"> ▪ Conférence « Une langue classique au-delà de l'héritage : le sanskrit ». ▪ Spectacle « Célébration de la diversité linguistique et culturelle » 	Délégation perm.de l'Inde	Salle IV	350
		Délégation perm. du Bangladesh	Salle II	430
04/03	Winneba Youth Choir, concert à l'occasion de la célébration du 59 ^e anniversaire de l'Indépendance de Ghana	Délég. perm. du Ghana	Salle II	300
07-11/03	Semaine de l'apprentissage mobile	ED	Divers	500
07-18/03	Célébration de la Journée internationale de la femme : Tables rondes, exposition (see details p. 4)	ODG/GE	Divers	600 (TR) 600 (Expo.)
15/03	Récital de poésie « Je dis tant de chose » textes de Mahmoud Darwich	Délég. perm. de la Palestine	Salle II	400
17/03	Concert : « La Francophonie... en chantant »	Groupe Francophone	Salle II	400
21-25/03	Exposition : Célébration de la Journée internationale pour l'élimination de la discrimination raciale	SHS/TSD/PPC	Salles Miró	20
28/03	Représentation théâtrale : «Hamlet» par le Shakespeare's Globe Theater	Shakespeare's Globe Theatre	Salle II	350
29/03-08/04	Exposition : « Retour en Bolivie » de Raymond Depardon	Délég. perm. de la Bolivie	Salle pas perdus	200

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

- **10 events** were promoted in the March 2016 monthly *Calendar of cultural events* printed out in 2,000 copies (in French), and its electronic version sent out to **25,581 subscribers**.
- **11 events** were organized, co-organized and/or promoted in March by DPI/PRP (Public Relations and Partnerships Section).

8.3. UNESCO Visits

A total of **30 guided tours** of Headquarters for **653 visitors**, **3 UNESCO Campus** “Global Leadership and Entrepreneurship: Investing in Young Global Leaders”, “Les Filles pour la Science: les garçons et les filles sont-ils égaux en science?” and “Construire la paix” for **480 participants**, and **3 presentations** – **one on UNESCO in general** for **30** University students and **two focusing on Education** for **12** University students and their teachers - were organized in March 2016. Visits/Presentations were almost equally conducted in English and French for a mainly European and North American public.

1. Requests

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

2. Languages

Visits/Presentation in English	18	50%
Visits/Presentation in French	16	44%
Other	2	6%

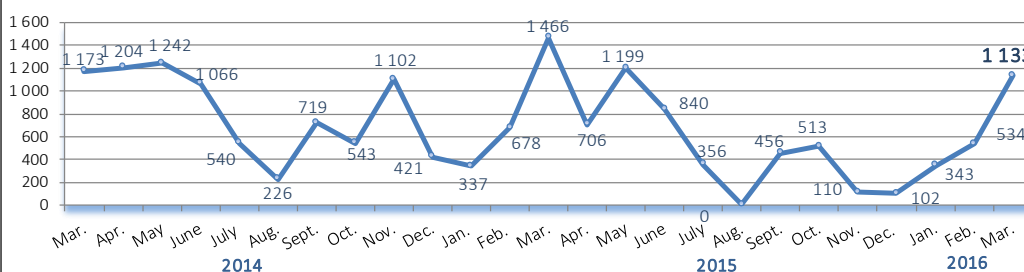
3. Type of visits

Group Visits	26	72%
Individual Visits	4	11%
Thematic Conferences	6	17%

4. Origin

Europe and North America	811	71%
Arab States	170	15%
Africa	143	13%
Asia and Pacific	9	1%
Latin America and the Caribbean	0	0%

Visitors received by month



- ▶ 1,133 visitors were offered a guided tour and/or participated in a specifically tailored presentation this month +112% vs Feb. 2016, -22% vs March 2016.
- ▶ The 3 UNESCO Campus were organized for some 480 participants, including 150 from African countries and 170 from Syria.

Source: UNESCO

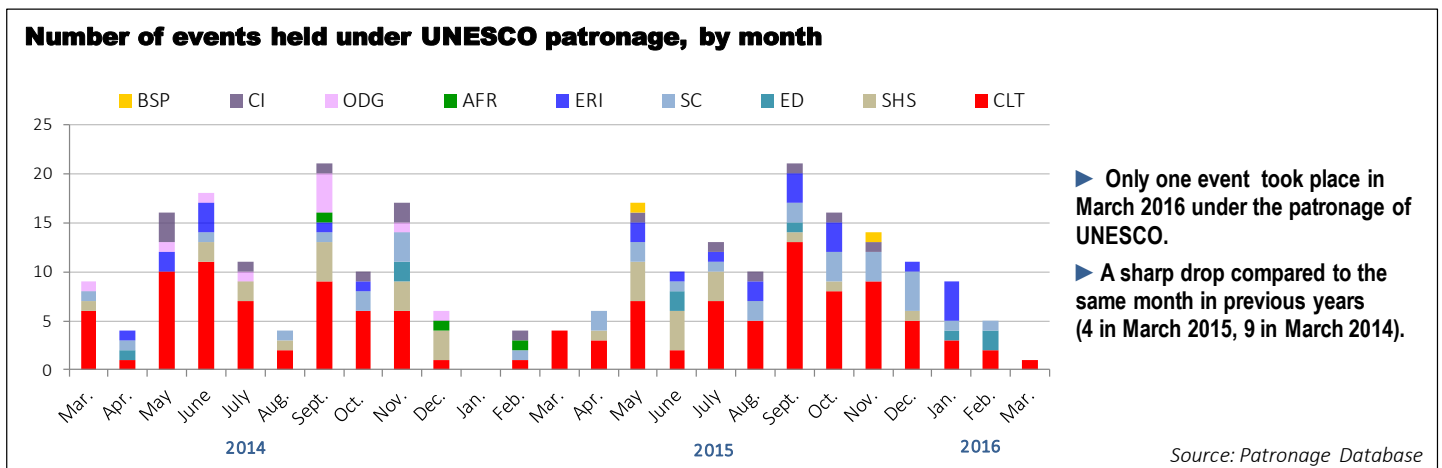
9. UNESCO logo exposure

9.1. Patronage

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

- **One event** which has been granted UNESCO's patronage took place in March 2016

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
17/03	Monaco	VIII Rencontres internationales Monaco et la Méditerranée (RIMM) : Demain la Méditerranée, comment habiter le monde autrement ?, au Musée océanographique de Monaco	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
06/03	Durmitor National Park (Montenegro)	30 min.	6.1%
13/03	Rani-ki-Vav (the Queen's Stepwell) at Patan, Gujarat (India)	30 min.	6.2%
20/03	Historic Sanctuary of Machu Picchu (Peru)	30 min.	6.2%

Average audience share in March: **5.9%** (for the first broadcast). Estimate number of viewers in Japan: **5,335,000** (for the first broadcast). The total audience of the programmes in March was estimated at **16,006,000** viewers.

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

Area of collaboration: extensive coverage on UNESCO activities

Partnership began: October 2010

Products: News and interviews

Output: [Xinhua website](#) in Chinese, English, Spanish, French, Russian, Arabic, 20 newspapers, and dozen magazines in Chinese

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

Network: partnership with more than 100 foreign news media

Links to titles by language (other than Chinese)	Nb of reports
English	55
Spanish	25
French	25
Russian	13
Arabic	6

In March a total of **124 reports** were released on UNESCO through Xinhuanet

10.2 Communication partnership

Event	Partners	Benefits
Art for Tomorrow, Doha, 12 to 15 March 2016	International New York Times	Participation as a speaker of Francesco Bandarin, ADG for Culture, about Creative Cities. Visibility at the event and on International New York Times website.
Press visit for UNESCO Green Citizen exhibition at UN Headquarters in New York on 15 March 2016	Institut Klorane and SIPA Press	Special visit attended by the following media: BeautyNewsNYC.com, AccordingtoDawn.com, Brides, Cosmopolitan, Ebony, Elle, Family Circle, Fashion Manuscript, InStyle.com, Manhattan, Mimi!Chatter.com, New Beauty, People magazine, PrettyConnected.com, Shape, TotalBeauty.com, Town & Country.

10.3 Media partnerships

Partner	Type of partnership
IPS (Inter Press Service)	Letter of Agreement concerning Freedom of Expression, Safety of Journalists, SDGs and Unite4Heritage Campaign. The media partner will be following closely UNESCO's activities on these themes.