



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2017/PIPMR/71

Monthly Visibility Report

February 2017

Table of Contents

Executive Summary	2
Major events	3
Focus on UNESCO Office in Libreville	7
1. UNESCO Website.....	8
2. UNESCO Media Services	12
3. UNESCO Social Media Channels.....	14
4. UNESCO Photobank.....	19
5. UNESCO Documents and Library	20
6. Publications	22
7. UNESCO Calendar of events	25
8. UNESCO Headquarters	26
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

- 50,691 articles mentioning UNESCO were monitored this month in news outlets worldwide (-0.4% vs January 2017)
- The global observance of International Mother Language Day, 21 February, was a primary driver for UNESCO coverage in the media this month. Coverage was strong on the 21st, but also on the 22nd. The day has global appeal and is widely embraced in the news media, which targets the day as the hook for its primary coverage. World Radio Day, 13 February, similarly garnered wide coverage on the day of its observance and on 14 February (see graph to the right). Coverage of both celebrations was significant, not only for their strong showings on their respective days, but also for the generated interest throughout the month. More than 850 articles were published in total on Int'l Mother Language Day; World Radio Day was right behind with 730 articles, while its Radio coverage – was logically even larger. No less than 300 articles covered the Int'l Coordination Conference on the Safeguarding of Cultural Heritage in Liberated Areas of Iraq, held at Headquarters, and its outcomes.

The following events are highlighted in the Major Events pages:

- E-9 Ministerial Meeting (5-7 February)
- World Radio Day 2017 (13 February)
- International Mother Language Day 2017 (21 February)
- International Coordination Conference on the Safeguarding of Cultural Heritage in Liberated Areas of Iraq (23-24 February)

UNESCO Website and Social Media Channels

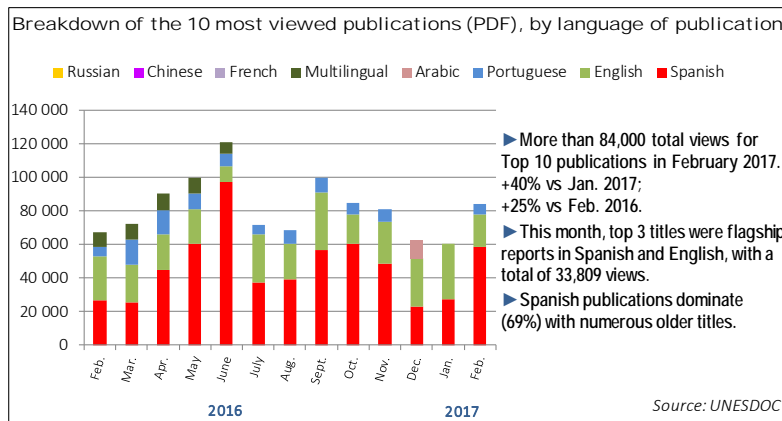
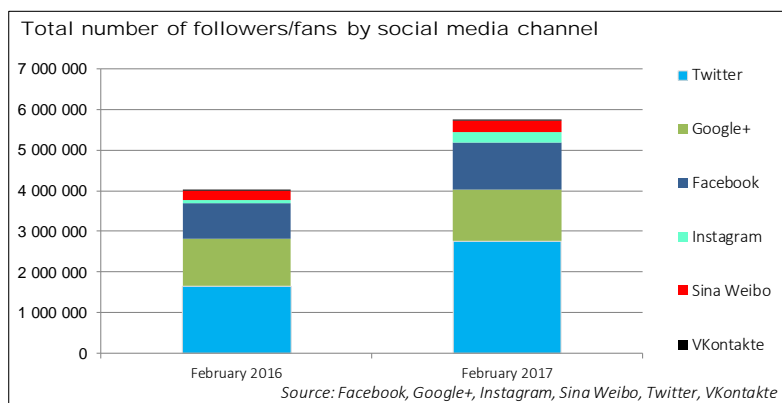
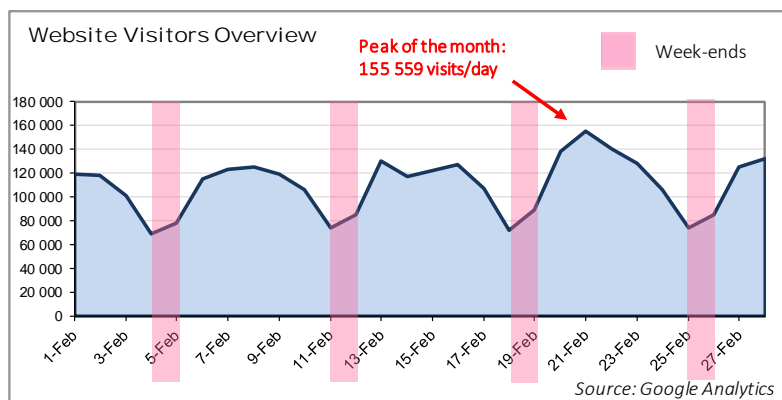
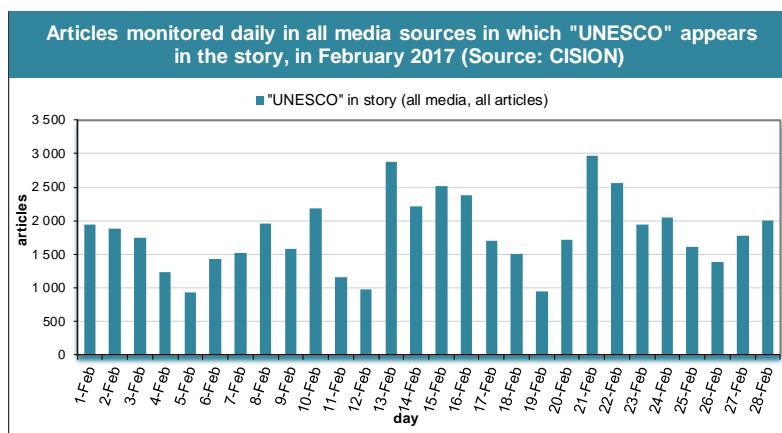
- Traffic on our public website, is steadily growing since early 2017. More than 3 million visits and 7.1 million page views were registered this month, showing a 17% increase in visits compared to February 2016. Traffic peaked on 21 February, notably generated by International Mother Language Day.
- UNESCO Social Media channels hit this month over 5.7 million followers on key accounts across 6 languages (+ 42% vs Feb. 2016). Twitter account in English reached alone 2 million followers (+1.1 million followers within one year)! Once again, strategically crafted messages for the celebration of international days got strong results; in particular Mother Language Day and World Radio Day.

Publications

- February 2017 figures for the Top 10 online viewing have risen by 40% since January this year, and remain superior to those in February 2016 (+25%). Spanish titles dominate with 69% of downloads in this Top 10 category. The English titles that remain very prominent are flagship reports, one previous, [Engineering: issues, challenges and opportunities for development: UNESCO report](#) and one more recent, the main [GEM Report, 2016](#).
- The Publications page views on Google Books continue to slump, -16% compared with January and are lower than last year same period (-22%).
- In the bookshop and online, World Heritage titles stand out this month.

Focus on a Field Office

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



Major events:

I. E-9 Ministerial Meeting (5-7 February 2017)



Prime Minister of Bangladesh Sheikh Hasina, outgoing E-9 Chair
Muhammad Baligh-ur-Rehman and the Director General, Irina Bokova

The E-9 Ministerial Meeting on Education 2030, organized jointly by the Government of Bangladesh and UNESCO in Dhaka, Bangladesh from 5 to 7 February 2017, was the first high-level consultation of the partnership of the nine high-population countries (Bangladesh, Brazil, China, Egypt, India, Indonesia, Mexico, Nigeria, Pakistan) since the adoption of the 2030 Agenda for Sustainable Development in late 2015. It culminated in the adoption of the Dhaka Declaration. The meeting not only reaffirmed the endorsement by the nine countries of the vision, principles, and targets laid out in Sustainable Development Goal 4 and the Education 2030 Framework for Action, but also “the role of the E-9 partnership in advancing human solidarity, respect for human rights and human dignity.”

Opened in the presence of UNESCO Director-General Irina Bokova, who was the guest of honour, and Prime Minister of Bangladesh Sheikh Hasina, the meeting explored ways to meet new education challenges and opportunities in a fast-changing development context. Six E-9 education ministers and high-level representatives of E-9 countries participated in the meeting manifesting their strong political will to recast the E-9 Initiative to enhance both multilateral and bilateral cooperation among and between E-9 countries.

The meeting was also an important milestone in that it marked the transfer of the E-9 Chair from Pakistan, which ably led the partnership in the run-up to the World Education Forum 2015 and the adoption of the Incheon Declaration, to Bangladesh to coordinate and lead the partnership in the implementation of SDG4-Education 2030 in the next two years.



Pakistan hands over E-9 Chairmanship to Bangladesh

Participants: 150

Audience: Ministers of Education, Permanent Delegates, high-level national government officials, representatives of national NGOs, local media.

Communication materials and activities:

- Press release: [03/02](#)
- News: [05/02](#), [09/02](#)
- [Address by the Director-General](#)
- [Event announcement](#) (NICE)
- [E-9 Partnership](#) webpage
- [Official E-9 Ministerial Meeting website](#)
- [Dhaka Declaration](#)

Website statistics (16 Jan. to 28 Feb.): [Press release](#): 1,088 page views. News: [05/02](#): 737 page views, [09/02](#): 365 page views. [Event announcement](#): 451 page views. [E-9 Partnership](#) webpage: 128 page views.

Press coverage: 50 journalists were accredited for the meeting. Some 80 articles covered the event, mainly in news outlets in the US and in Bangladesh, including Bangladesh News 24: [E-9 conference begins in Dhaka Sunday](#), National News Agency of Bangladesh: [E-9 ministerial meeting to be held in Dhaka](#), South East Asia post. [Nine most populous countries meet in Bangladesh to align on Education 2030 Agenda](#).

Social media: The elements about the outcome of the meeting were communicated on UNESCO English and French Twitter and Facebook channels:

UNESCO Twitter	Impressions
En	23 458
Fr	3 901

UNESCO Facebook	Reach
En	18 157
Fr	1 351

II. World Radio Day 2017 (13 February 2017)

The 6th edition of World Radio Day continued to set the standard for the visibility of UNESCO International Days, with the 2017 theme 'Radio is you!' referring to the importance of audience participation in radio programming and editorial policy and celebrating the diversity of views and voices present on-air.

A total of [585 events were listed from 110 countries](#) - spectacular numbers for the celebration of one single International Day. Statistics for WRD 2017 also break UNESCO records in terms of visits to the [World Radio Day](#) website over the month (48,933), and specifically on 13 February 2017 (19,300); see details below. Website was even down at times on the day due to high traffic. Statistics continue to show success year on year, as well as growth with engagement from radio stations across the world, civil society, non-governmental organizations, the general public and other stakeholders. The new top-level domain obtained, (.dot).Radio, which was announced in Shanghai, China, at a gala event held together with the Shanghai Media Group and major international broadcasting organizations, is a major accomplishment of the World Radio Day Committee, led by UNESCO.

More than 20 field offices held events and there was strong cross-sector collaboration between [CI and Culture](#) and [CI and Education](#) through the ASP Schools network. New partners for 2017 included Farm Radio, Lifeline Energy Radio, the National Association of Broadcasters in the US and Shanghai Media Group, the largest private broadcaster in China. Partners such as United Nations Radio assisted with all 6 [jingles](#), including 2 extra jingles in Swahili and Portuguese for a total of 8. The Spanish jingle was the most played (2,250 plays). The International Federation of the Red Cross, building on 2016's partnership, continued to be very engaged with World Radio Day, [highlighting](#) radio's importance in emergencies.

Audience: Global

Communication materials and activities:

- News: [06/01](#)
- [Event announcement](#) (NICE)
- [DG's message for the Day](#) in 6 languages
- [Dedicated website](#)
- [Infographics, Posters](#)
- [Social media pack \(photos and resources\)](#)
- [World Radio Day Facebook page](#),
- Four blogs posted on Radio World: [Blog 1](#), [Blog 2](#), [Blog 3](#), [Blog 4](#)
- [Videos](#), [Sound Cloud](#)
- [Radio Health Checkup](#) to measure broadcasters' dialogue with listeners

A UNESCO partnership with [Farm Radio](#) and its [Uliza platform](#) asked people four questions about how they use radio and why they loved it as part of the "Radio is You" theme. **816** people took part with **4,283** responses to various questions and **580** recordings from **27** countries

Website statistics (February):

Comparable metrics	Dedicated website	Event announcement (NICE)	Message from the DG	News/Media advisory
2017 edition	48,933 visits /126,394 page views (19,372 on 13/02)	6,718 page views	746 views	3,324 page views
2016 edition	38,796 visits /198,186 page views (47,900 on 13/02)	165 page views	636 views	2,589 page views

[World Radio Day 2017](#) registered since Jan. 2017 59,156 visits/158,024 page views. Top visitors 'countries (in order): Spain, Mexico, USA, India, United Kingdom, and France. The key change for the website for 2017 was users' ability to log in and create a profile, ensuring they could manage their own event listings. English page was the most visited with 31% of users, followed by Spanish at 17% and French at 7%.

Press coverage: World Radio Day does not target press coverage but broadcasters and social media. Still, 2017 press coverage was considerable, with more than 730 articles monitored throughout the month (incl. some 430 on 13-14 Feb.). Notable press was with the [Dawn Newspaper](#) in Pakistan, the [Indian Prime Minister](#) and the [Jordan Times](#). UNESCO staff and field offices gave at least 40 interviews globally.

Social media: On [World Radio Day Facebook](#): Reach: **65,058**. Reactions, Comments & Shares: **29,913**.

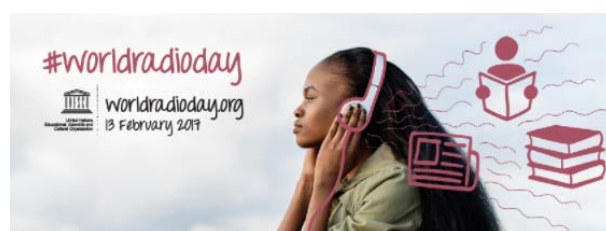
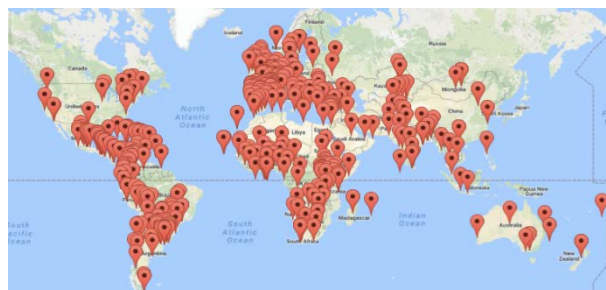
UNESCO Facebook	Reach	Reactions, Comments & Shares	UNESCO Twitter	Impressions	Engagement
En	88 300	6 142	En	551 198	6 215
Es	81 104	2 436	Es	166 388	4 458
Fr	11 133	261	Fr	136 278	919

World Radio Day hashtags were global trending topics on 13 February, in English, French and Spanish.

[World Radio Day 2017 video in Spanish](#) (image to the right) was with 5,828 views the most viewed this month on our Facebook accounts, see details p.18, point 3.3.2.

The best **Instagram** messages were captured [here](#) and a selection of **You Tube** videos can be seen [here](#).

On [SoundCloud](#): 8,470 plays on various interviews and audio offerings during the four-week campaign.



III. International Mother Language Day 2017 (21 February 2017)

On 21 February 2017, UNESCO celebrated International Mother Language Day under the theme: "Towards Sustainable Futures through Multilingual Education" in partnership with the Organisation Internationale de la Francophonie (OIF).



Ms Irina Bokova, UNESCO Director-General, opened the celebration at Headquarters. Then, H. E. Mr M. Shahidul Islam, Ambassador of Bangladesh to France and Permanent Delegate of Bangladesh to UNESCO, Ms Youma Fall Director for French Language, Culture and Diversities, at OIF, and H. E. Mr Sergio Cáceres García, Ambassador Permanent Delegate of Bolivia to UNESCO took the floor to deliver welcoming remarks.

The agenda of the day included presentations and discussions on the contribution of languages to sustainable futures. Four speakers presented on: multilingual education and access to education in the first language; multilingual education and literacy, and the impact of 50 years of celebration of Literacy day on mother tongue education and sustainable development; the concept of "Linguadiversity with the aim to promote it as the equivalent of Biodiversity, and its contribution to sustainable futures; concrete examples related to multilingualism as an asset for learning to better live together.

A special interactive session on Creole languages was held in the afternoon featuring Radio France International and Kreyolofoni.

Participants: 100

Audience: Permanent Delegations, individuals, NGOs, IGOs, Institutes/Centres working on language issues.

Communication materials and activities:

- News: [20/02](#), [23/02](#)
- [DG's message for the Day](#) in 6 languages
- [Dedicated webpage](#) in 6 languages
- [Event announcement](#) (NICE)
- [Infographic](#) in English, French, Spanish
- 2 kakemonos in English and French to be reused for IMLD's
- Social media pack
- Publications: [MTB MLE Resource Kit](#), [Literacy in multilingual and multicultural contexts](#), [Mother Tongue-Based Multilingual Education](#), [If you don't understand, how can you learn?](#) (GEM Report Policy Paper 24), [GEM Report 2016](#), [Atlas of the World's Languages in Danger](#) (and [online edition](#))
- Videos: [What's your Mother language?](#), [UNESCO Atlas of the World's Languages in Danger](#) (series of videos)

Website statistics (February): News: [20/02](#): 1,202 page views, [23/02](#): 120 page views (282 as at 12 March).

Publications: [MTB MLE Resource Kit](#): 578 views, [Literacy in multilingual and multicultural contexts](#): 593 views (En: 473; Fr: 120), [Mother Tongue-Based Multilingual Education](#): 873 views, [If you don't understand, how can you learn?](#): 243,713 views (En: 768, Fr: 170, Es: 259, Ru: 15, Zh: 14, Ar: 10), [GEM Report 2016](#): 10,638 views (En: 9,586, Fr: 712, Ar: 340), [Atlas of the World's Languages in Danger](#): 482 views (En: 241, ES: 203, Fr: 38) + [online edition](#): 8,377 page views. Video: [What's your Mother language?](#): 6,154 views (of which 41% in Bangladesh).

Comparable metrics	Dedicated webpage	Event announcement (NICE)	Message from the DG for the Day
2017 edition	47,980 visits 63,415 page views (21,364 on 21/02)	12,428 page views En: 10,473; Fr: 1,955	3,102 views: Es: 1,496, En: 770, Fr: 311, Ar: 231, Ru: 179, Zh: 115
2016 edition	23,244 visits 32,839 page views (8,942 on 21/02)	4,089 page views	1,701 views: En: 876, Es: 224, Fr: 218; Ar: 170, Ru: 129, Zh: 84

Press coverage: The celebration of International Mother Language Day generated strong interest in the media worldwide. More than 850 articles were monitored throughout the month, including some 550 on 21-22 February. Coverage was particularly strong in Spanish speaking countries, with Mexico as a frontrunner.

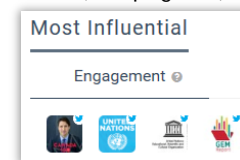
Social media: The Social Media Campaign, result of a close cooperation with the GEM Report and other United Nations sister agencies, created a significant increase in visibility compared to previous IMLDs.

The use of a dedicated hashtag for English #MotherLanguageDay, Spanish #Diadelalinguamaterna and French #LangueMaternelle, in addition to the use of the IMLD visuals by many, has been one of the factor for visibility.

Messages on the occasion of the day are among the top 10 posts of the month both on Facebook and Twitter (see page 15).

UNESCO Twitter	Impressions
En	447 734
Es	195 651
Fr	19 021

UNESCO Facebook	Reach
En	493 900
Es	278 651
Fr	19 478



The video [What's your Mother language?](#) got 6,154 views this month, and was the most viewed video posted in February 2017 on our YouTube Channel, see page 18. The photo [posted on Instagram](#) for the day, was the third most liked on our accounts in February 2017; it gathered 3,651 likes, and 1,115 comments (see page 16).

IV. International Coordination Conference on the Safeguarding of Cultural Heritage in Liberated Areas of Iraq (23-24 February 2017)



1. Conference. 2. Information session for Member States. © UNESCO/C. Alix

The International Coordination Conference on the Safeguarding of Cultural Heritage in the Liberated Areas of Iraq was held at UNESCO Headquarters on 23 and 24 February. The Conference opened by the Director-General brought together key Iraqi and international stakeholders to discuss emergency protective measures, as well as mid-term conservation needs, of tangible cultural heritage affected by ISIL/Daesh presence, as well as military operations, in Northern regions of Iraq.

More specifically, the Conference gathered comprehensive information on destruction and damages inflicted on UNESCO World Heritage and Tentative List sites, on other archaeological sites, on urban heritage, on religious heritage, on museums, and on manuscripts. Protection and conservation needs and priorities were identified, and on-going and future international assistance in support thereof discussed. All these elements will be framed and organized in an Action Plan for the safeguarding of cultural heritage in liberated areas of Iraq, to be issued as the main outcome document of the Conference.

The Conference also agreed on the establishment of a coordination mechanism – the Joint Steering Committee (JSC) – co-chaired by the Ministry of Culture of Iraq and the UNESCO Iraq Office. The JSC will monitor the implementation of the Action Plan and, notably, international assistance and support in this regard.

The meeting was organized by UNESCO and the Iraqi Ministry for Culture, with financial support by the Government of Japan in the framework of the project Preventive Conservation of Iraq’s Museum Collections and Cultural Heritage at Imminent Risk, carried out by the UNESCO Iraq Office in Baghdad. The event included also an information session for representatives of UNESCO’s 195 Member States, crucial to raise funds for strategic safeguarding priorities identified during the meeting, as well as a press conference.

Participants: More than 100 participants. **Audience:** Iraqi high-level officials (including Minister of Culture and Minister of Education in his capacity as Chairman of the Iraqi National Commission for UNESCO), senior representatives of UNESCO’s institutional partners in heritage conservation, Iraqi and international cultural heritage experts. In addition, all conference sessions were open to the press. 18 different media and news agencies were accredited for the Conference, 14 attended the Press conference.

Communication materials and activities:

- Media advisory: [21/02](#)
- News: [24/02](#)
- [Event announcement](#) (NICE)
- [UNESCO Office for Iraq website](#)
- [Concept note](#), [Programme](#)
- [List of confirmed participants](#)
- [Photo gallery 1](#); [Photo gallery 2](#)
- B-roll: Cultural Heritage in Iraq
- [Results of the Conference](#)
- Press conference

Website statistics (1 Feb.-12 March): [Media Advisory](#): 1,985 page views. [News](#): 1,860 page views. [Event announcement](#): 147 page views. [UNESCO Office for Iraq website](#): 13,148 page views.

Press coverage: No less than 300 articles were published on the meeting and its outcomes.

Social media: Coverage on social media focused mainly on Twitter. It started on 22 February and ran until the 24th using the hashtags #unite4heritage and #IraqHeritage, both were widely used and in particular by people attending the conference. The event was promoted on the English and French channels. It was as well extensively covered on the Director-General’s account, @IrinaBokova, and on Unite4Heritage account, @Unite4Heritage.

UNESCO Twitter	Impressions
En	77 597
Es	25 230
Fr	37 284
Ar	9 544

UNESCO Facebook	Reach
En	23 887
Es	25 230
Fr	3 192

Unite4Heritage Twitter	Impressions (21 tweets)
En	26 571

Focus on UNESCO Office in Libreville/Focus sur le Bureau de l'UNESCO à Libreville

Afin de souligner les efforts de sensibilisation des Bureaux hors-Siège, ce rapport met chaque mois depuis 2014 l'un d'eux en lumière, et publie leurs résultats d'activités d'information du public. Pour plus de détails, veuillez contacter directement le Bureau concerné.

Présentation du Bureau

Établi en 1998, le Bureau UNESCO Libreville intervient dans le cadre programmatique de l'UNESCO et des priorités du Gouvernement du Gabon, en collaboration avec le Bureau régional de l'UNESCO à Yaoundé. Il est engagé dans un processus de mobilisation de partenaires pour la réalisation des Objectifs de développement durable (ODD). Le Bureau a pour vision « *Etre un partenaire indispensable de l'Etat gabonais dans la formulation et la mise en œuvre de son programme de développement par : 1. l'importance des missions qui nous sont confiées ; 2. la mobilisation des ressources extrabudgétaires ; 3. la satisfaction des bénéficiaires ; 4. la cohésion de notre équipe et l'épanouissement de chacun* ».

Récents évènements majeurs



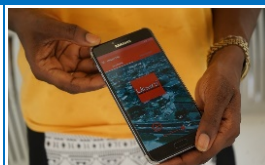
8 mars 2017

Femmes pour la culture de la paix et le développement durable

A l'occasion de la Journée internationale de la femme, le

Médiateur de la République a initié avec le soutien du Système des Nations Unie, la création d'un réseau national des femmes pour la culture de la paix et le développement durable.

[En savoir plus](#)



13 février 2017

Journée mondiale de la radio

Co-production d'émissions spéciales diffusées en tandem par toutes les stations de radio, tenue d'une série de conférences-débats sur la problématique du numérique à la radio et organisation de stands d'exposition des stations de radio. [En savoir plus](#)



20-21 décembre 2016

L'UNESCO et le Gabon amorcent l'élaboration d'une politique nationale de développement social

Le Programme pour la Gestion des transformations sociales (MOST) de l'UNESCO s'est engagé à accompagner le Gabon dans l'élaboration d'une politique nationale de développement social et familial par la signature d'un protocole de convention.

[En savoir plus](#)



16 décembre 2016

L'UNESCO et le Gabon à pied d'œuvre pour l'atteinte d'une éducation de qualité

L'UNESCO, en collaboration avec les Ministères en charge de l'éducation, a organisé le 16 décembre 2016 un atelier technique sur le thème : « Comprendre l'Objectif de développement durable (ODD) 4, la perspective d'un Plan sectoriel de l'éducation ». [En savoir plus](#)



6 décembre 2016

Inauguration du 1er Centre virtuel Avicenne UNESCO d'Afrique centrale

Le Ministre gabonais en charge de l'Economie numérique a inauguré, le 6 décembre 2016, le premier Centre E-learning Avicenne UNESCO d'Afrique centrale implanté à Libreville dans le cadre du projet 'Train My Generation' du Bureau de Libreville. [En savoir plus](#)



30 nov. - 2 déc. 2016

Vers l'inscription d'un élément du patrimoine culturel immatériel gabonais sur les Listes de l'UNESCO

L'UNESCO et le Ministère en charge de la culture et des arts ont organisé au Musée national des arts et traditions du Gabon une formation sur l'élaboration des dossiers de candidature pour l'inscription d'éléments sur la Liste du patrimoine culturel immatériel de l'humanité. [En savoir plus](#)



9 décembre 2016

Signature du programme de Coopération 2016-2017

L'UNESCO et l'Etat gabonais ont signé, le 9 décembre 2016, le programme de coopération 2016-2017 élaboré sur la base des recommandations du premier Conseil exécutif de la ComNat gabonaise pour l'UNESCO tenu en février 2016. [En savoir plus](#)

Programme extrabudgétaire majeur

Former ma génération – Gabon 5000



Fruit du partenariat entre l'UNESCO et la société AIRTEL Gabon SA, le projet prévoit la formation d'au moins 5 000 jeunes gabonais et gabonaises aux TIC sur une période de 3 ans.

[En savoir plus](#)

Site web



Le Bureau de l'UNESCO à Libreville a lancé son site web le 3 février 2017

Le site comporte une présentation des activités et programmes mis en œuvre et du personnel. Les news y sont régulièrement publiées pour informer le public de nos actions. <http://www.unesco.org/libreville>

Réseaux sociaux



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

5 329 J'aime



<https://twitter.com/UNESCOGabon>

21 abonnés

Activités phares en 2016

Campagne des jeunes pour la promotion de la culture de la paix en Afrique centrale



Initiée par les jeunes et pour les jeunes. Le mot paix traduit dans les langues parlées au Gabon a servi à la production de supports de communication et une chanson sur la paix a été réalisée. [En savoir plus](#)

Promotion sécurité des journalistes en période électorale – Juin à octobre 2016



L'initiative a permis la formation de 200 agents des forces de l'ordre et autant de journalistes ainsi que la mise en place pendant l'élection présidentielle 2016 d'un système de monitoring des médias. [En savoir plus](#)

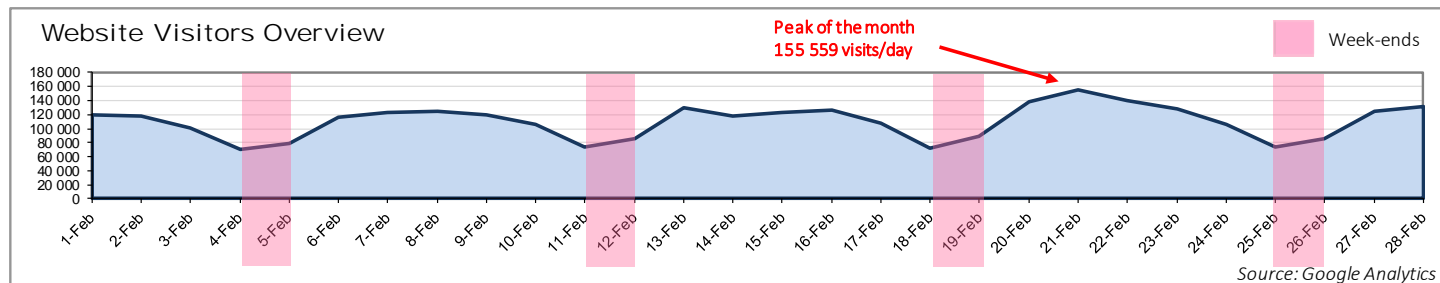
1. UNESCO Website - <http://www.unesco.org>

Both a communication and a knowledge management tool, UNESCO's websites 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 our public website, is steadily growing since early 2017. More than 3 million visits and 7.1 million page views were registered this month, showing a 17% increase in visits compared to February 2016. A peak was marked on 21 February, with the high traffic generated notably by International Mother Language Day. The most visited sections on the site were again [World Heritage](#), and [Careers](#), while the most visited pages were the [World Heritage List](#), and the one [dedicated to International Mother Language Day](#). Google search is still leading the traffic sources to our content (almost 60%), followed distantly by Bing and Yahoo!.

1.1. February 2017 Traffic

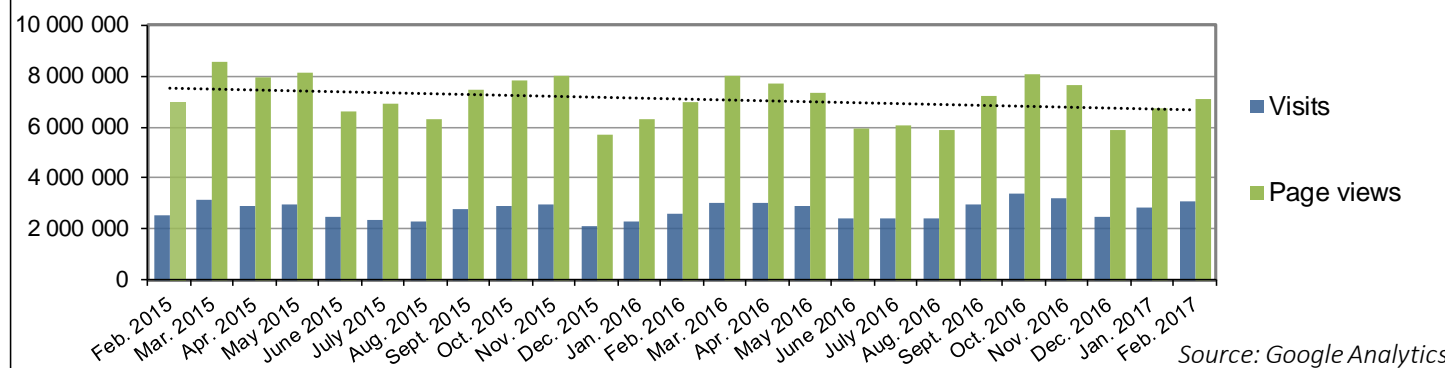
Daily Web Traffic Patterns



1.2. Monthly Visits

	Page views ¹	Variation vs Y-1	Variation vs M-1	Visits ²	Variation vs Y-1	Variation vs M-1	Unique Visitors ³	Variation vs Y-1	Variation vs M-1
Feb. 2017	7 111 869	+1.89%	+5.89%	3 083 271	+17.81%	+9.50%	2 172 832	+20.54%	+9.74%
Feb. 2016	6 979 942	-0.23%	+10.77%	2 617 265	+4.16%	+14.87%	1 802 569	-6.47%	+13.46%

Website traffic on unesco.org



1.3. Visits by Area of Interest in February 2017 (This data only covers tagged subsites)

Areas of interest	Visits ²	Variation vs Y-1**	Variation vs M-1**
UNESCO.ORG	3 083 271	+17.81%	+9.50%
Education for the 21st Century and ED Sector	166 618	+12.50%	-1.64%
One Planet. One Ocean & Science for a Sustainable Future and SC Sector	99 987	+90.27%	+26.59%
Learning to Live Together and SHS Sector	97 550	+71.78%	+11.63%
Protecting our Heritage and Fostering Creativity and CLT Sector	1 302 334	+3.72%	+0.89%
World Heritage	1 075 237	-1.74%	-1.94%
Intangible Heritage	138 813	+45.12%	+16.77%
Culture Sector (excl. Intangible Heritage)	88 284	+34.48%	+16.99%

Fostering Freedom of Expression & Building Knowledge Societies and CI Sector	70 795	+37.72%	+24.70%
Field offices (only those tracked)	235 165	+45.23%	+20.85%
IBE*	23 057	-26.06%	+13.93%
UIL*	37 099	+39.91%	-25.55%
UNEVOC*	47 157	+10.66%	-6.13%

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

1.4. UNESCO Website Visitors

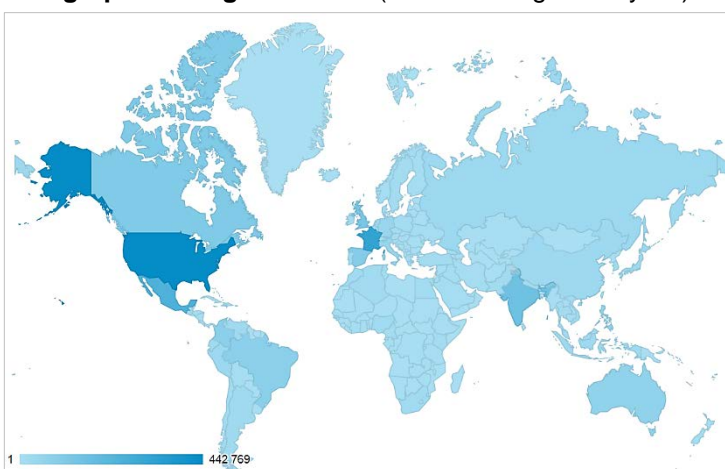
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	442 769	14.36	+9.36	2.39	00:02:16
France	319 174	10.35	-5.79	2.63	00:03:09
Mexico	244 005	7.91	+44.26	2.06	00:02:26
India	157 348	5.10	-19.68%	1.88	00:01:44
United Kingdom	128 783	4.18	-4.27	2.41	00:02:22
Canada	108 690	3.53	+4.49	3.06	00:03:23
Spain	100 223	3.25	+8.77	2.59	00:02:23
Brazil	80 790	2.62	+17.16	1.89	00:01:39
Colombia	80 738	2.62	+152.50	1.79	00:01:49
Australia	66 568	2.16	+92.72	2.71	00:03:06

Top 10 visitors' language

Language	Visits ²	% of Total visits	Variation vs M-1
English	1 535 057	49.79%	+6.90%
Spanish	599 450	19.44%	+38.09%
French	437 216	14.18%	-0.02%
Portuguese	74 399	2.41%	+25.99%
Russian	57 080	1.85%	+6.05%
Chinese	50 035	1.62%	+9.20%
German	45 408	1.47%	-10.28%
Italian	44 700	1.45%	-6.70%
Japanese	27 209	0.88%	-19.45%
Arabic	26 759	0.87%	+15.76%

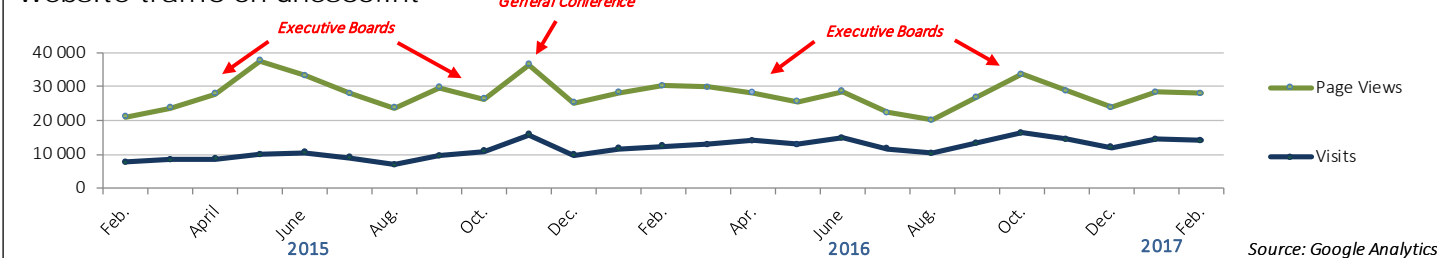
Geographical origin of visits (source: Google Analytics)



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
Feb. 2017	28 074	-7.19%	-0.95%	14 029	+13.08%	-2.33%	2.43	-3.19%	00:03:20
Feb. 2016	30 249	+43.27%	+7.41%	12 406	+63.91%	+6.32%	3.08	+0.98%	00:03:47

Website traffic on unesco.int



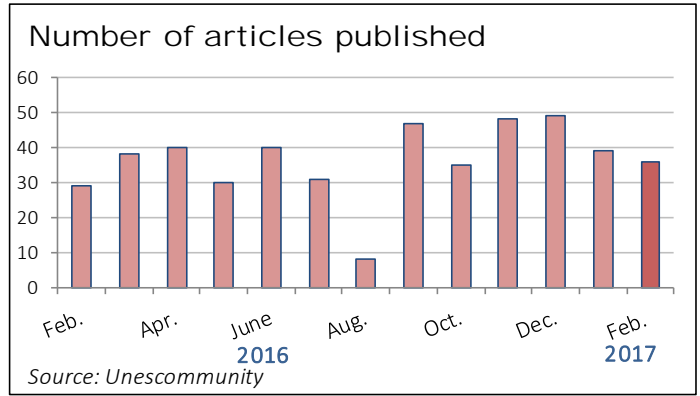
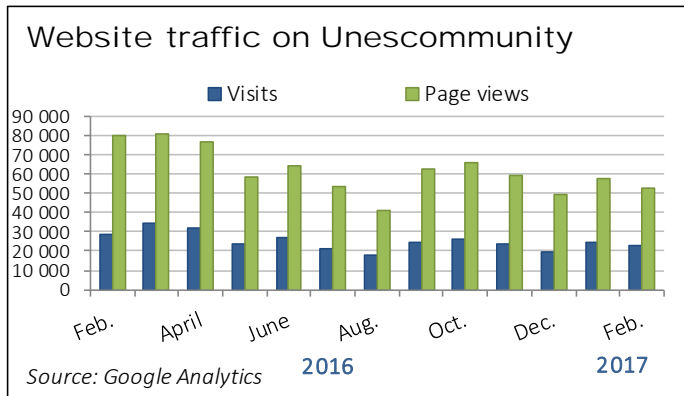
1.6. UNESCO Field Offices Websites/Webpages

Traffic for Field Offices websites, and Field Offices webpages on <http://en.unesco.org/countries> (blue background) for those having no dedicated website.

Field Office	Page views ¹	Variation vs M-1	Visits ²	Variation vs M-1
Abidjan	343	+4.26%	161	-10.56%
Abuja	382	+29.49%	133	+9.02%
Accra	190	-7.32%	90	-12.62%
Addis Ababa	927	+7.42%	377	+1.34%
Almaty*	8 539	+35.69%	4 717	+78.81%
Amman	7 200	-0.41%	3 474	-3.85%
Apia	2 387	-1.40%	1 132	+14.11%
Bamako	403	-0.98%	165	-8.84%
Bangkok*	51 256	+7.35%	29 326	+15.85%
Beijing	642	-2.58%	355	+3.50%
Beirut	7 079	+2.74%	3 362	-2.10%
Brasilia	109 101	+28.40%	66 584	+24.96%
Brazzaville	110	-19.71%	53	-14.52%
Brussels	1 801	+5.20%	748	+12.14%
Bujumbura	71	-33.02%	22	-12.00%
Cairo	8 304	+0.21%	4 334	+2.58%
Dakar	10 979	+1.29%	5 657	+8.94%
Dar es-Salaam*	15 915	-52.37%	8 309	-39.47%
Dhaka	2 539	+28.30%	824	-7.42%
Doha	3 731	+74.26%	1 521	+114.23%
Geneva	1 465	-5.54%	862	-1.26%
Guatemala*	N/A	-	N/A	-
Hanoi	2 392	+37.55%	865	+10.76%
Harare	4 340	+38.35%	1 794	+30.47%
Havana	6 650	+40.35%	4 041	+55.72%
Iraq (Office for)	9 116	+22.35%	5 156	+32.07%
Islamabad*	N/A	-	N/A	-
Jakarta	13 175	+22.52%	6 020	+18.95%
Juba	674	+23.90%	305	+33.19%
Kabul	3 099	+8.24%	1 596	-2.39%
Kathmandu	4 750	+3.80%	2 398	+4.49%
Khartoum	192	-22.89%	63	-8.70%
Kingston	664	-12.17%	197	-34.55%
Kinshasa	269	-7.56%	141	+19.49%
Libreville (just launched)	103	-68.31%	38	-71.21%
Lima	15 720	-33.97%	8 137	-35.21%
Maputo	159	-4.79%	82	+3.80%
Montevideo	27 897	+58.09%	19 061	+70.08%
Mexico	46 962	+41.03%	27 992	+44.44%
Nairobi	4 540	+19.73%	2 014	+8.69%
New Delhi	10 826	-3.08%	5 988	+2.52%
New York	2 544	+0.83%	1 023	-16.83%
Phnom Penh	3 467	-2.48%	1 939	+6.19%
Port au Prince	954	+62.52%	351	+28.57%
Quito	16 027	+59.22%	11 742	+79.54%
Rabat	4 277	+25.20%	2 021	+38.24%
Ramallah	1 497	+67.83%	779	+90.93%
San José	9 703	+16.47%	7 377	+26.21%
Santiago	44 077	+2.44%	22 750	+11.33%
Tashkent	1 860	+19.69%	750	+15.03%
Tehran	1 646	-10.15%	723	-4.62%
Venice	9 325	-7.61%	4 290	-3.47%
Winhoek	251	+38.67%	117	+108.93%
Yaounde	5 297	-0.15%	2 479	-7.50%

*Almaty, Bangkok, Dar es-Salaam, Guatemala and Islamabad Offices websites statistics are tracked separately.

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



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.

1.8. WEBCASTS - Live streaming connections

No webcasts this month.

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

UNESCO products for written and audiovisual media are:

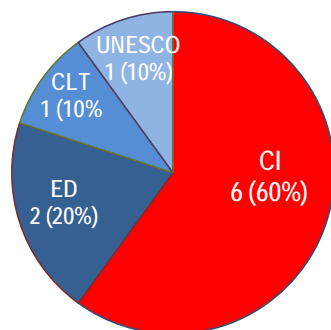
- Save the dates
- Media advisories
- Press releases
- Opinion editorial (Op-Eds)
- Video News Releases (VNR)
- Background Footage (B-Rolls).

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.	02/02	Director-General condemns murder of Guatemalan journalist Manuel Salvador Villagrán Trujillo
2.	03/02	Nine Most populous countries meet in Bangladesh to align on Education 2030 agenda
3.	07/02	Director-General condemns killing of journalist Abdul Hakim Shimul in Bangladesh
4.	10/02	Director-General calls for investigation into death of journalist Mohammed al-Absi in Yemen
5.	15/02	NGOs from Bangladesh and Germany to receive UNESCO King Hamad Bin Isa Al-Khalifa Prize for Innovation in Education
6.	15/02	Director-General condemns killing of TV cameraman Taimur Abbas in Pakistan
7.	17/02	Director-General condemns killing of radio broadcasters Luis Manuel Medina and Leónidas Martínez in the Dominican Republic
8.	21/02	Celebrated Iraqi musician Naseer Shamma named UNESCO Artist for Peace
9.	21/02	Experts gather at UNESCO to determine priority actions to safeguard heritage in liberated areas of Iraq
10.	28/02	Director-General deplores the death of journalist Shifa Zikri Ibrahim in Iraq

Press releases/Media advisories, by Sector

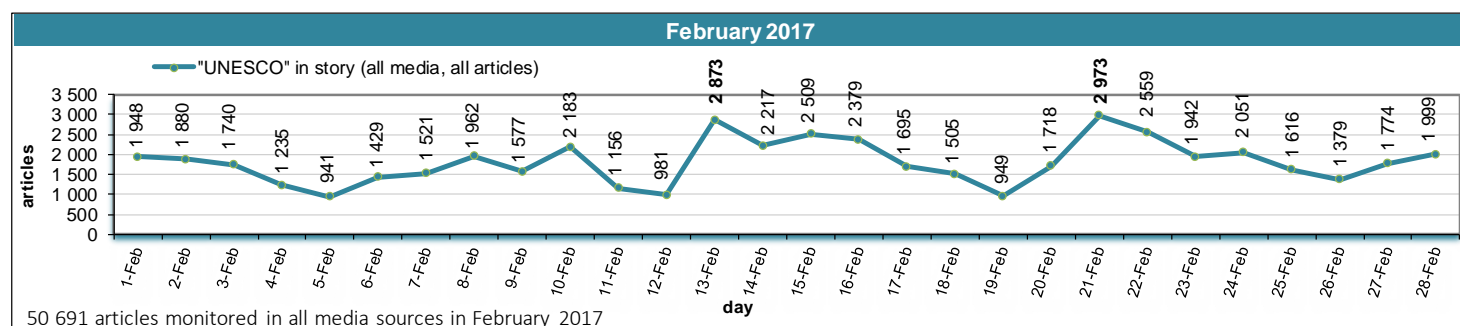


- ▶ 9 Press releases and 1 Media advisory published in February 2017.
- ▶ More than half of these issues- 6 - were condemnations of the killing of journalists/media workers.

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 February (Source: CISION)

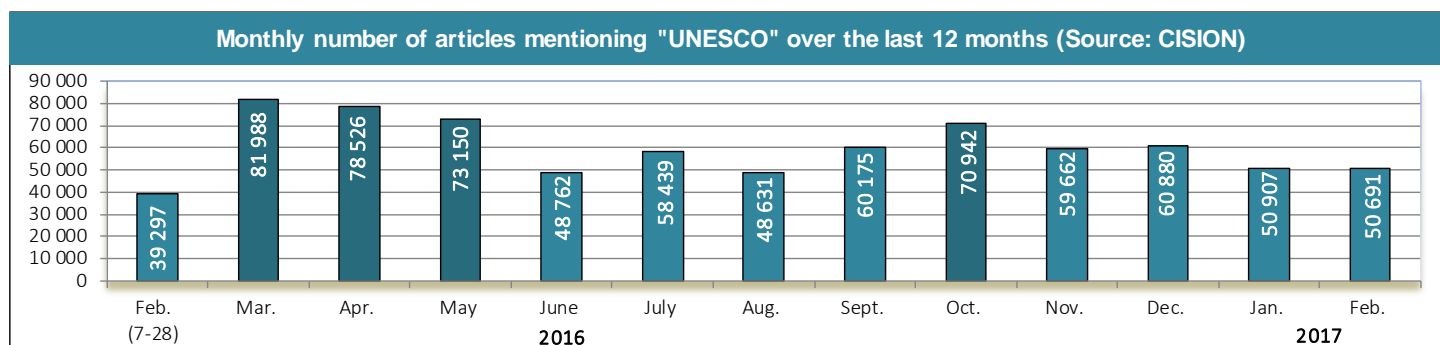


The global observance of International Mother Language Day, 21 February, was a primary driver for UNESCO coverage in the media this month. Coverage was strong on the 21st, but also on the 22nd. The day has global appeal and is widely embraced in the news media, which targets the day as the hook for its primary coverage. World Radio Day, 13 February, similarly garnered wide coverage on the day of its observance and on the following day (see graph to the right). Coverage of both celebrations was significant, not only for their strong showings on their respective days, but also for the generated interest throughout the month. More than 850 articles were published in total on International Mother Language Day, with nearly 700 in Spanish and English, including 550 on 21-22 February only. World Radio Day was right behind with 730 articles published, including more than 430 on 13-14 February, while its Radio coverage – was logically even larger.

Conversely, the E-9 Ministerial Meeting on Education 2030 and the International Coordination Conference on the Safeguarding of Cultural Heritage in Liberated Areas of Iraq, which took place over three days and two days respectively, got increasing coverage on their respective concluding days, as reporters could sum up conclusions of these meetings. Some 80 articles covered the E-9 Meeting, with more than half in the US and Bangladesh. No less than 300 articles were published on the Safeguarding of Cultural Heritage in Liberated Areas of Iraq.

50,691 articles mentioning UNESCO were monitored this month in news outlets worldwide (-0.4% vs January 2017).

This graph shows the number of articles monitored in all media sources per month, over the last 12 months, in which “UNESCO” appeared in the story (Source: CISION)



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

No Op-Eds 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).

80 B-rolls were downloaded in February.

	Subject	Downloads	Media
1.	Man and Biosphere Programme	49	
2.	Global Education Monitoring Report 2015	7	
3.	Cultural Heritage in Iraq	8	NOTIMEX, Associated Press TV
4.	UNESCO Priorities for the 21 st Century	6	
5.	Global Education Monitoring Report 2016	4	
6.	The United Nations World Water Development Report	2	
7.	Archaeological site of Hatra (before destruction)	1	
8.	Launch of the reconstruction of World Heritage Mausoleums in Timbuktu	1	
9.	DG reaction on ICC sentencing in Timbuktu trial	1	
10.	World Radio Day	1	

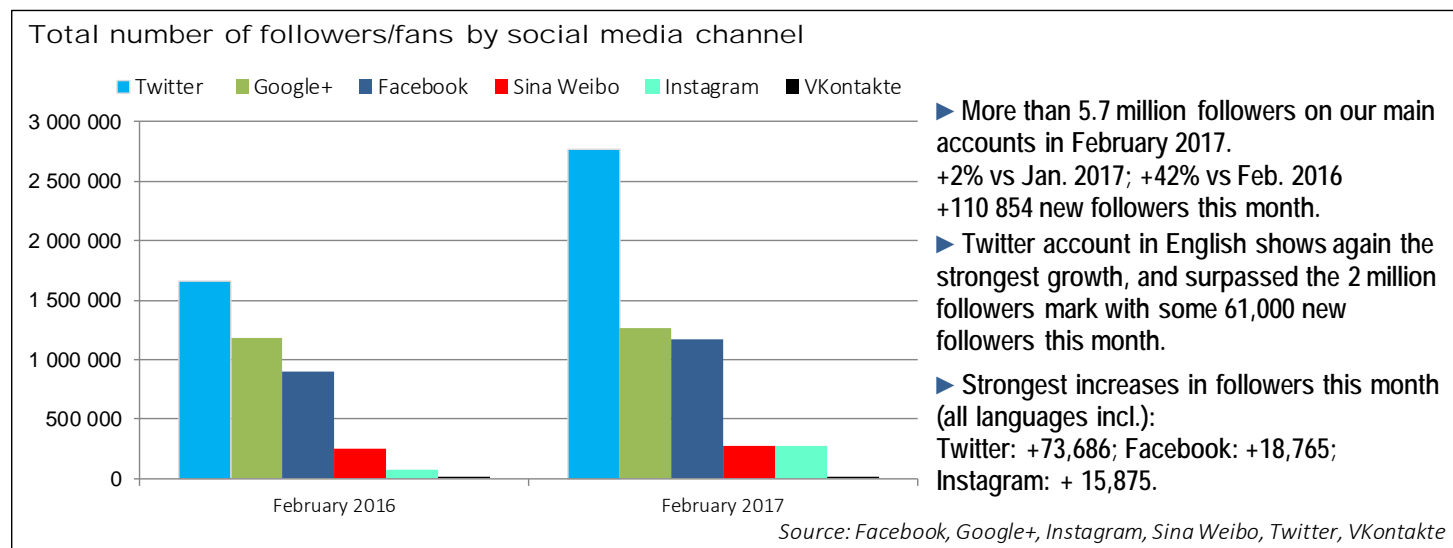
3. UNESCO Social Media Channels

In February 2017, UNESCO Social Media channels hit over 5.7 million followers on key accounts across 6 languages, showing a 42% increase compared to the same month last year.

February was a big month for @UNESCO Twitter account, where it reached its 2 million followers. A special THANK YOU message was tweeted in order to thank our followers.

Coverage of International Day of Women and Girls in Science (11 February) and International Mother Language Day (21 February) – which figure with strong results among our Top 10 Facebook and Twitter posts – was strategically crafted and executed to strengthen UNESCO’s presence on social media. This approach benefited our outreach and visibility, based on tracking success through engagement rates, growth statistics, reader responses and other metrics. The post on [Women in Science](#) on our Twitter account in English is one of the best performing messages of the year, reaching over 600K impressions, with 3, 518 RT and 3, 648 Likes.

Celebration of International World Radio Day was another well received event on our social media with 551,198 Impressions and 6,215 Engagement on the Twitter account in English with #WorldRadioDay hashtag. On our Spanish account, the hashtag #DíaMundialDeLaRadio generated 166,388 Impressions and 4,458 Engagement. World Radio Day was also appreciated on French social media channels; with 136, 278 Impressions and 919 Engagement gathered, it remains the top media tweet of the month on [@unesco_fr](#).



3.1. Social networking sites and Microblogs

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

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

Variation February 2017 vs January 2017



Likes/Followers		February 2017	January 2017	Variation vs January
Total likes/followers (all languages)		5 484 109	5 389 130	+1.76%
Facebook	English	504 525	491 341	+2.68%
	Spanish	389 536	386 279	+0.84%
	Portuguese	209 176	208 524	+0.31%
	Arabic	30 412	29 736	+2.27%
	French	23 268	22 323	+4.23%
	Russian	10 768	10 717	+0.48%
Google+	English	1 268 476	1 266 334	+0.17%
VKontakte	Russian	4 141	4 073	+1.67%
Twitter	English	2 028 422	1 967 076	+3.12%
	Spanish	340 704	338 832	+0.55%
	Arabic	179 663	176 435	+1.83%
	Portuguese	110 501	105 765	+4.48%
	French	79 882	77 404	+3.20%
	Russian	27 495	27 469	+0.09%
Sina Weibo	Chinese	277 140	276 822	+0.11%

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

Subject	Language	Posted	Likes*	Shares
Mother Language Day (21/02)	English	21/02	1 609	1 970
Tribute to philosopher and historian of ideas Tzvetan Todorov + quotation by Tzvetan Todorov	Spanish	08/02	1 592	3 645
Mother Language Day (21/02) + quotation by Nelson Mandela	Spanish	21/02	1 434	1 317
International Day of Women and Girls in Science (11/02)	Spanish	11/02	811	874
33th birthday of Julio Cortázar's death + quotation by Julio Cortázar	Spanish	12/02	961	712
Sustainable Development Goals – Ending Poverty + Quotation by Rigoberta Menchú	Spanish	03/02	746	672
International Day of Women and Girls in Science (11/02)	English	09/02	737	1369
First birthday of Umberto Eco's death + quotation by Umberto Eco	Spanish	20/02	863	706
Mother Language Day (21/02)	Spanish	21/02	625	825
Mother Language Day (21/02)	English	15/02	613	341

*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 (ranked by highest number of re-tweets)

Message	Language	Posted	Re-tweets	Likes
Today we celebrate #WomenInScience because gender equality and women’s empowerment are pre-conditions 4 sustainable development	English	11/02	3 518	3 648
We all stand to benefit frm a greater participation of girls & #WomenInScience bc greater diversity = better science http://bit.ly/2lgJOxr	English	09/02	589	579
Que las niñas y las mujeres participen más en la #ciencia beneficia a todos. Por la diversidad y la inclusión http://on.unesco.org/2kEcXzk	Spanish	11/02	515	454
Languages connect the world. Happy #MotherLanguageDay! More info: http://on.unesco.org/2kUIbU	English	21/02	434	471
Hoy 21 de febrero es el #DíaDeLaLenguaMaterna . Hoy celebramos el multilingüismo, fuente de #paz y #desarrollo http://on.unesco.org/20GGVPR	Spanish	21/02	422	290
The world needs science and science needs women. Join the movement for #WomenInScience http://bit.ly/2jZgylz	English	11/02	338	407
#Languages are who we are. Protecting this identity is a matter of human rights! 21/02 is #MotherLanguageDay >> http://on.unesco.org/2kUIbU	English	15/02	319	278
Todo estudiante debe tener acceso a una #educación en su #LenguaMaterna http://on.unesco.org/20GGVPR El 21 de febrero es el #DíaDeLaLenguaMaterna	Spanish	20/02	300	252
¿Sabías que en 2016 la audiencia de la #radio superó a la de la televisión? Hoy celebramos #DíaMundialDeLaRadio   http://on.unesco.org/1SE7NRC	Spanish	13/02	267	252
La interculturalidad se construye con respeto,tolerancia,amistad y solidaridad. Celebremos el #DíaDeLaLenguaMaterna http://on.unesco.org/20GGVPR	Spanish	21/02	267	241

3.2. Social Apps

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

Variation February 2017 vs January 2017

	Publications		Subscribers	
	February 2017	Variation vs M-1	February 2017	Variation vs M-1
Total (all languages)	882	+5.88%	279 738	+6.02%
English	449	+2.51%	273 596	+6.04%
Spanish	237	+7.73%	4 993	+5.01%
Russian	196	+12.00%	1 149	+5.61%

▪ Top 3 most 'liked' photos (clickable images)

		
World Heritage spotlight: Old City of Dubrovnik, Croatia	International Day of Women and Girls in Science (11/02)	International Mother Language Day (21/02)

3.3. Video Traffic

Video views are tracked on YouTube, Facebook and Instagram. A unique channel is about to be created on YouTube, in the transition period, new videos are posted on the English Channel.

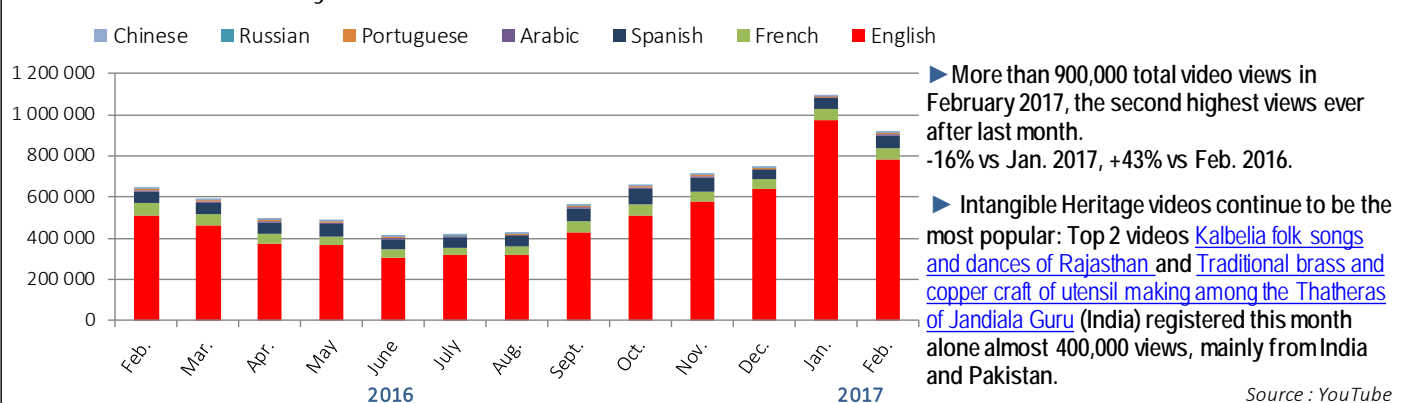
3.3.1 UNESCO Channels on YouTube - <http://www.youtube.com/unesco>

Variation February 2017 vs January 2017

Video views	February 2017	Variation vs M-1
Total (all languages)	912 776	-16.34%
English	784 221	-19.34%
Spanish	59 682	+13.74%
French	54 824	+0.30%
Arabic	5 863	+78.26%
Portuguese	4 923	-8.05%
Russian	3 219	+8.20%
Chinese	44	-15.38%

Subscribers Ratio Diff. between gained & lost	February 2017	Variation vs M-1
Total (all languages)	2 722	-12.98%
English	2 277	-17.41%
Spanish	243	+29.26%
French	125	+1.63%
Arabic	25	+8.70%
Portuguese	37	+68.18%
Russian	10	+25.00%
Chinese	5	-28.57%

Breakdown of views by UNESCO Channel on YouTube



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

	Title	Subject	Total views
1	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	282 871
2	Traditional brass and copper craft of utensil making among the Thatheras of Jandiala Guru	CLT/ITH	113 061
3	Kabuki Theatre	CLT/ITH	21 084
4	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	15 248
5	Baul Songs	CLT/ITH	14 915

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

	Title	Subject	Total views
1	Aprender a Proteger la Biodiversidad	ED	5 691
2	Los Objetivos de Desarrollo Sostenible - qué son y cómo alcanzarlos	SDG's	5 175
3	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	3 479
4	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	3 369
5	La huaconada, danza ritual de Mito	CLT/ITH	2 559

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

	Title	Subject	Total views
1	Bouba & Zaza - le dessin animé pour la jeunesse	ED	6 917
2	Bouba et Zaza protègent la terre	ED	3 752
3	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	3 203
4	La pêche aux crevettes à cheval à Oostduinkerke	CLT/ITH	2 540
5	Le carnaval de Binche	CLT/ITH	1 993

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

	Title	Subject	Total views
1	Manufacture of clay bricks in the hill of Jaber refugee camp-Jericho	CLT	2 425
2	UNESCO Siq Project, MAKING PETRA SAFER FOR ALL!	CLT/WHC	342
3	Tassili n'Ajjer	CLT/WHC	306
4	Archaeological Areas of Pompei, Herculaneum and Torre Annunziata	CLT/WHC	233
5	UNESCO History*	UNESCO	227

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

	Title	Subject	Total views
1	Serra Capivara	CLT/WHC	2 898
2	Boas práticas do Programa Mais Educação	ED	848
3	Museu de Imagens do Inconsciente	CLT	234
4	Vídeo da UNESCO celebra 53 anos de Brasília	CLT/WHC	189
5	CULTRIP, uma viagem pelas indústrias culturais	CLT	50

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

	Title	Subject	Total views
1	Yellowstone National Park	CLT/WHC	311
2	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	297
3	UNESCO History*	UNESCO	228
4	Taj Mahal	CLT/WHC	157
5	Site of Palmyra	CLT/WHC	102

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


	Title	Subject	Total views
1	UNESCO History*	UNESCO	10
2	Aowen Jin, Chinese artist and social commentator	CI	6
3	Video 24	CLT	6
4	Gao Shijun, Director of European HQ of China Radio International	CI	6
5	Interview of Zhang Jun - UNESCO Artist for Peace*	UNESCO	5

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

Top	Title	Length	Posted	Channel	Views as at 10/03/2017
1.	What's your mother language?	2:11	21/02	English	6 482
2.	El Día Mundial de la Radio 2017	0:41	01/02	English	3 263
3.	Water is climate: UNESCO's water-related programmes at COP22	6:50	16/02	English	2 705
4.	UN Ocean Conference	1:55	10/02	English	1 363
5.	Harriet Harden-Davies: UNESCO's IOC potential to advance governance of biodiversity in the high seas	2:46	21/02	English	530
6.	Introducing the Water Information Network System (IHP-WINS)	2:17	08/02	English	458
7.	El Día Mundial de la Radio 2017	0:41	01/02	Spanish	437
8.	Honduras: Cedeño Municipality Becomes First "Tsunami Ready" Community in the Pacific	2:50	21/02	English	380
9.	Explore spectacular Papahānaumokuākea marine World Heritage site	0:39	28/02	English	334
10.	World Radio Day 2017 (Russian)	0:44	01/02	English	326
11.	World Radio Day 2017: ελληνικά (Greek Version)	0:40	13/02	English	324
12.	NET-MED Youth et la communication associative	2:28	13/02	English	268
13.	Sistema de Red de Información sobre el Agua (PHI-WINS)	2:11	13/02	Spanish	268
14.	Cities Welcoming Refugees and Migrants	5:49	01/02	English	257
15.	El Carnaval de El Callao: representación festiva de una memoria e identidad cultural	10:01	27/02	Spanish	252
16.	Promoting a culture of water reuse to save water and improve the standard of living	4:18	27/02	English	249
17.	Inside the #Case4Space Youth Newsroom	2:54	02/02	English	188
18.	Políticas de Juventud y Desigualdades en América Latina. México - 2017"	3:57	10/02	Spanish	96
19.	IHP-WINS : les données mondiales sur le cycle de l'eau accessibles en quelques clics	2:05	16/02	French	58
20.	Lançamento do Relatório sobre Educação de Jovens e Adultos (GRALE III) – América Latina e Caribe	2:18	16/02	Portuguese	51

*Produced by UNESCO Studio.

3.3.2 Top 3 most viewed videos posted this month on Facebook (clickable images)

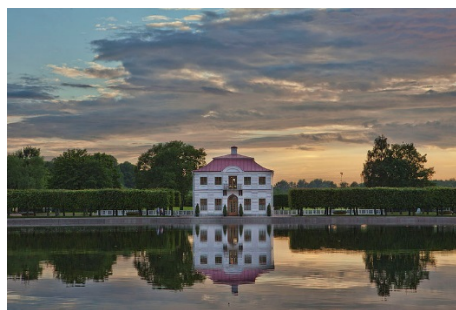
		
World Radio Day (8/02) – on Spanish account	Water Information Network System (IHP-WINS) – on English account	Water Information Network System (IHP-WINS) – on French account
5,828 views	1,893 views	548 views

3.3.3 Top 3 most viewed videos posted this month on Instagram (clickable images)

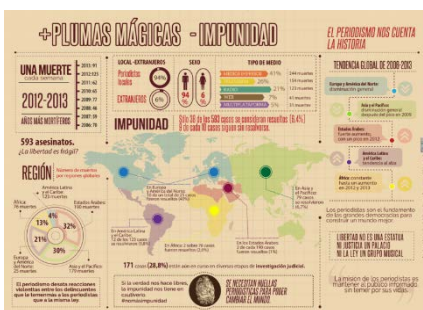
No videos posted this month on our Instagram accounts.

3.4. Content shared by UNESCO on Wikimedia

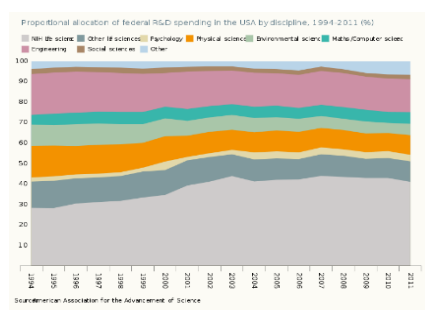
Wikipedia and other Wikimedia projects receive 15 to 20 billion page views per month from 500 million visitors in 285 languages. The websites are created by tens of thousands of volunteers working together with the aim of bringing free educational content to the world. As part of UNESCO's [Open Access Policy](#) it began to share content on Wikimedia projects in December 2014 to increase UNESCO's visibility and share educational content. UNESCO has uploaded around 1,000 media files to Wikimedia including photographs, videos and illustrations and made them available under a Creative Commons Attribution ShareAlike IGO 3.0 license. The number of Wikipedia articles using UNESCO content has been growing over the past year and are now being used on 40 different language Wikipedias.



Photographs



Infographics

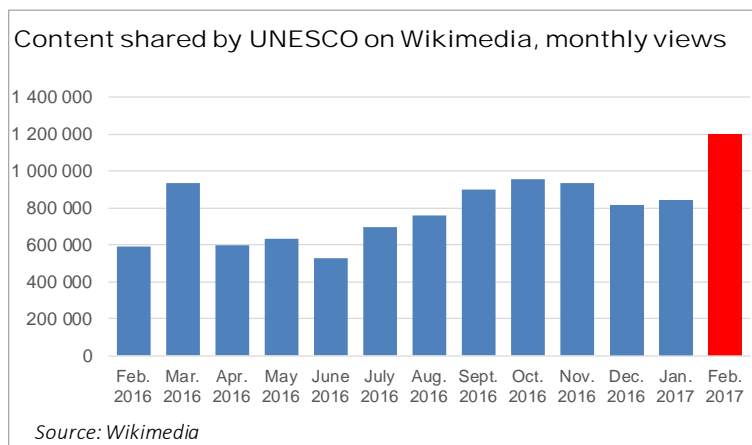


Graphs

In February 2017 UNESCO media content (mainly images) received more than 1.2 million page views, almost doubling last year's traffic during the same month (+102%). This increase is due to the initial stages of work to import Open Access graphics from UNESCO publications into Wikimedia.

Since February 2016 UNESCO media content received over 10.4 million page views on Wikipedia. It is expected the usage and viewing figures of UNESCO content on Wikimedia projects will increase significantly as larger volumes of content will be added in the coming months.

In addition, this month the 2,700 images created as part of Wiki Loves Earth Biosphere Reserves received over 740,000 page views across 23 different language versions of Wikipedia. Wiki Loves Earth Biosphere Reserves is a photography competition run by MAB as part of the international Wiki Loves Earth photography contest in May and June 2016.



[More information](#) on the UNESCO Open Access images available on Wikimedia projects. Please check also the [guide](#) for reusing the 37 million Open Access images available on Wikimedia Commons.

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

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

5. UNESCO Documents and Library

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

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

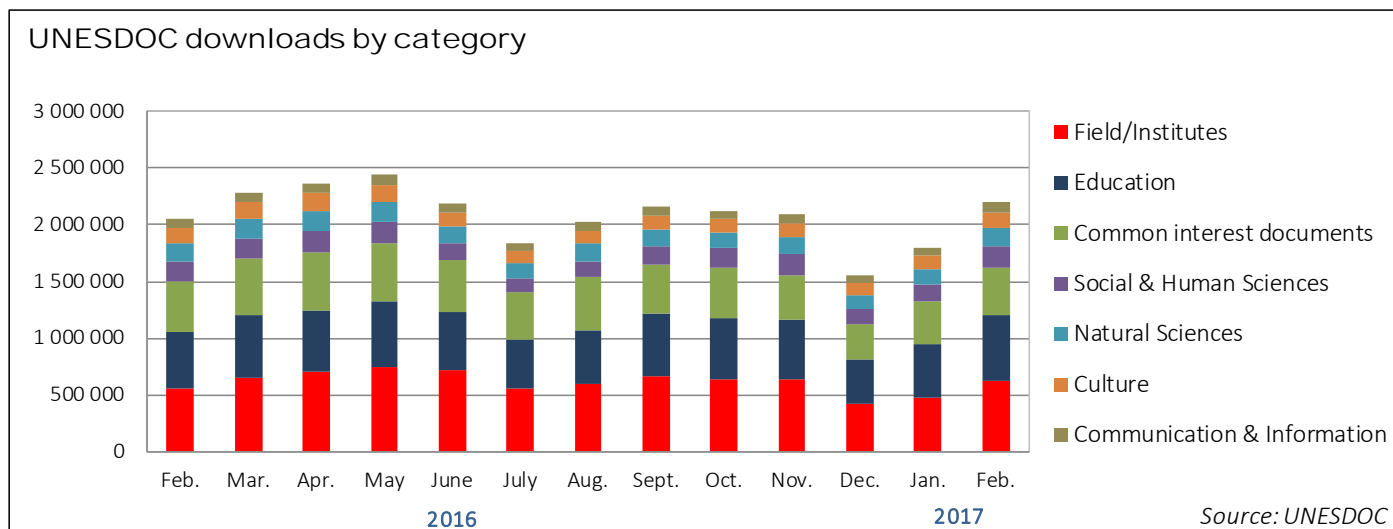
In February 2017, there were **155 388** records available online in PDF format (**155 196** in January 2017), including documents, publications, communication material and other working documents.

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

5.1.1 Statistics of consultation

Total number of downloads in February	2 200 365
--	------------------

Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average number of downloads per PDF
Education	10 278	577 992	+23.32%	56
Natural Sciences	10 124	160 447	+17.87%	16
Social and Human Sciences	6 073	188 395	+30.71%	31
Culture	4 400	141 451	+14.38%	32
Communication and Information	2 918	86 874	+21.23%	29
Field & Institutes	10 797	626 235	+32.52%	58
Common interest documents	NA	418 971	+8.98%	NA



5.1.2 Top 15 Country Origin

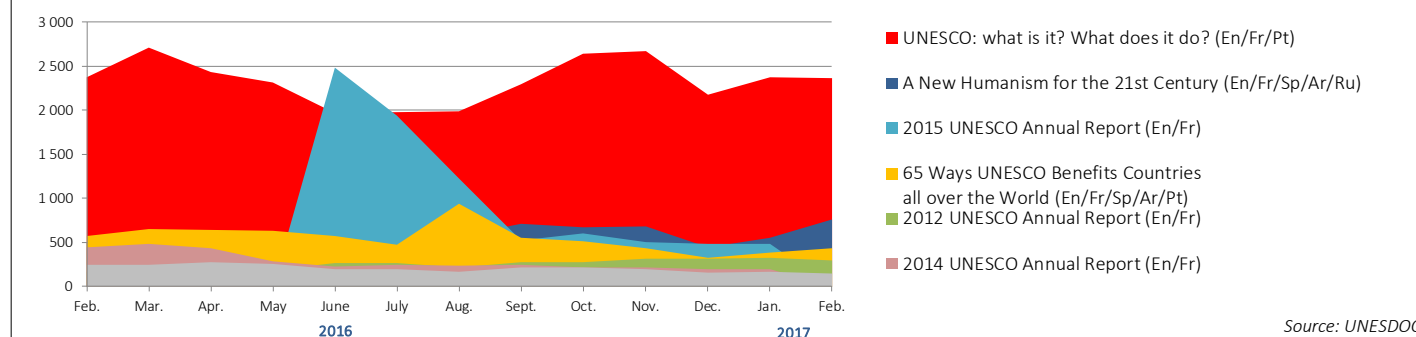
	Country	Downloads
1	United States of America	208 371
2	Mexico	120 891
3	France	88 127
4	China	72 783
5	Philippines	54 403
6	United Kingdom of Great Britain and Northern Ireland	52 041
7	Canada	43 786
8	Spain	38 632
9	Colombia	38 152
10	Germany	33 352
11	Venezuela (Bolivian Republic of)	28 823

12	South of Africa	28 458
13	Brazil	27 102
14	India	22 970
15	Peru	21 756

5.1.3 Printable Communication materials

Title	Total downloads in February							Total
	EN	FR	SP	RU	AR	ZH	POR	
UNESCO: what is it? What does it do?	1 823	455					83	2 361
A New Humanism for the 21st Century	125	148	445	37	6			761
2015 UNESCO Annual Report	395	112						507
2012 UNESCO Annual Report	241	72						313
65 Ways UNESCO Benefits Countries all over the World	190	87	107		1		43	428
2014 UNESCO Annual Report	116	38						154
2013 UNESCO Annual Report	122	26						148
TOTAL	3 012	938	552	37	7	0	126	4 672

Views by Communication material (PDF)

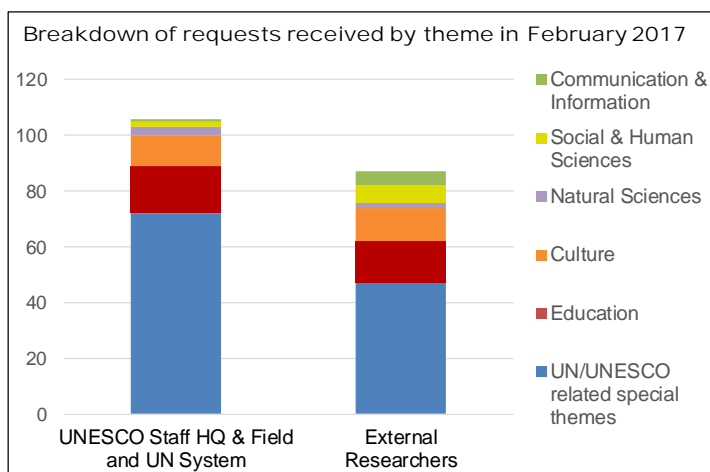


5.2. UNESCO Library - <http://www.unesco.org/library>

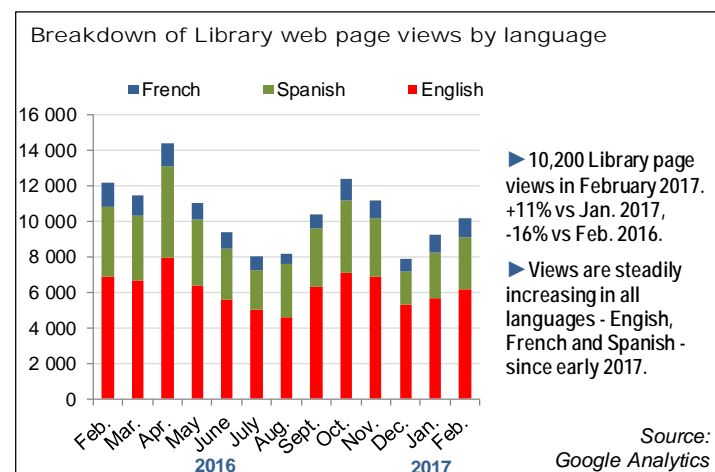
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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 (library@unesco.org) and *in person* via the reference desk in the Library reading room (at Headquarters).

5.2.1 Requests received



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.

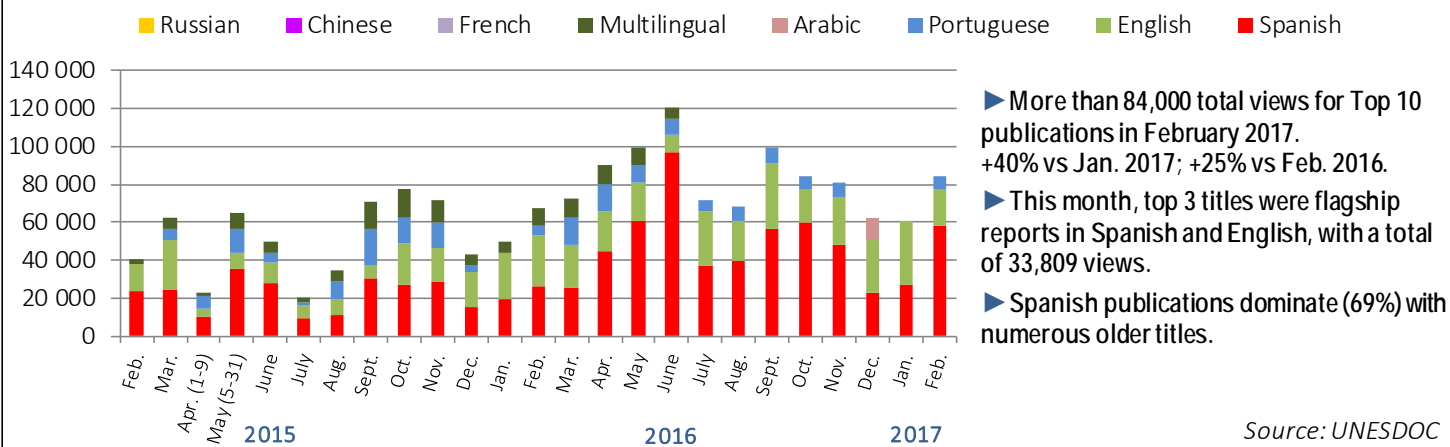
The February 2017 figures for the Top 10 online viewing have risen by 40% since January this year and remain superior to those in 2016 in the same period (+25%). Spanish titles dominate this month with 69% of downloads in this Top 10 category. The English titles that remain very prominent this month are flagship reports, one previous, *Engineering: issues, challenges and opportunities for development; UNESCO report* and one more recent, the main *GEM Report, 2016*. The Publications page views on Google Books continue to slump, -16% compared with January and are lower than last year same period (-22%). In the bookshop and online, World Heritage titles stand out this month. .

6.1. Top 10 most consulted PDFs* (UNESDOC)

Title	Sector	Language	Views*	Published
1. Hacia las sociedades del conocimiento: informe mundial de la UNESCO (Towards knowledge societies: UNESCO world report)	all	Spanish	14 533	Paris, 2005
2. Engineering: issues, challenges and opportunities for development; UNESCO report	SC	English	9 690	Paris, 2010
3. Education for people and planet: creating sustainable futures for all; Global education monitoring report, 2016	ED	English	9 586	Paris, UNESCO, 2016
4. Mantenimiento de instalaciones eléctricas del establecimiento educacional	ED	Spanish	7 917	Santiago, 1998
5. Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	7 406	UNESCO, 1999
6. Manual de gestión para directores de instituciones educativas	ED	Spanish	7 405	Lima, UNESCO Office Lima, 2011
7. 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	7 194	2005
8. Educación para el desarrollo sostenible: libro de consulta	ED	Spanish	7 059	Paris, UNESCO, 2012
9. Cuadernos de ejercicios para la enseñanza de los derechos humanos	ED	Spanish	6 682	Santiago, OREALC/UNESCO Santiago, 2004
10. Declaração Universal dos Direitos Humanos	SHS	Portuguese	6 597	Brasilia, UNESCO Brasilia, 1998

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

Breakdown of the 10 most viewed publications (PDF), by language of publication

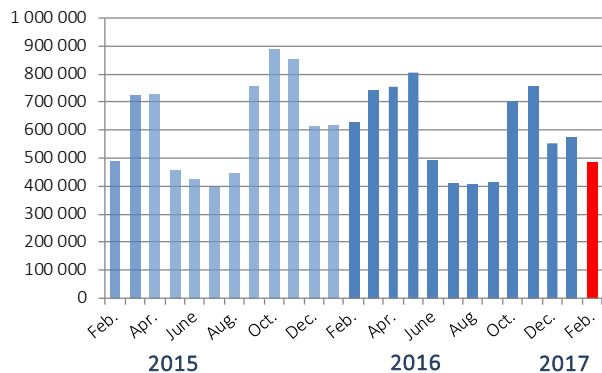


6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **765** 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
Feb. 2017	765	64 536	485 485	277
Feb. 2016	641	65 468	625 293	400

Publications page views



- ▶ 485,485 publications page views in February 2017.
-16% vs Jan. 2017;
-22% vs Feb. 2016.
- ▶ Views on Google Books dropped significantly compared to the last four months. Figures are comparable to those of Feb. 2015, when only 511 titles were available.

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.

Source: Google Books

6.3. UNESCO Bookshop bestsellers

Bookshop sales of UNESCO publications top 5 (clickable covers)

Publication	Copies sold	Sector
	20	CLT/WHC
	9	CLT/WHC
	9	CLT/WHC
	6	ED
	4	ED

Bookshop sales of non-UNESCO publications, top 5

Publication	Copies sold	Publisher
	5	Alamo Consultants
	2	Editions du patrimoine
	1	Editions l'Infini
	1	Editions l'Infini
	1	Editions Gelbart

6.4. Online and international sales

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

Publication	Copies sold	Sector
	25	CLT/WHC
	23	ED
	12	CLT/WHC
	8	CLT/WHC
	5	SHS

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

Bookshop sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
From Ideas to Actions: 70 Years of UNESCO	0	ERI
Global Education Monitoring Report 2016 – Education for People and Planet: Creating Sustainable Futures for All	0	ED
Rapport de l'UNESCO sur la science - Vers 2030	0	SC
The Different Aspects of Islamic Culture – Volume VI: Islam in the World Today - Part I: Retrospective of the Evolution of Islam and the Muslim World	0	SHS
World Heritage review N° 81 – World Heritage and Urban Heritage	0	CLT

Online and international sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Le Patrimoine mondial en Europe aujourd'hui	0	CLT/WHC
Rapport de l'UNESCO sur la science 2015 vers 2030	0	SC
The Different Aspects of Islamic Culture Volume VI Part 1	0	SHS
The Power of Sport Values / Le Pouvoir des Valeurs du Sport	0	SHS
World Heritage in Europe Today	0	CLT/WHC

* 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, February

Contract No.	Title	Publisher	Language	Date signed
J.2017-002	Model Course on Safety of Journalists. A Guide for Journalism Teachers in the Arab States	International Federation of Journalists	English/Arabic	06/02/2017

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

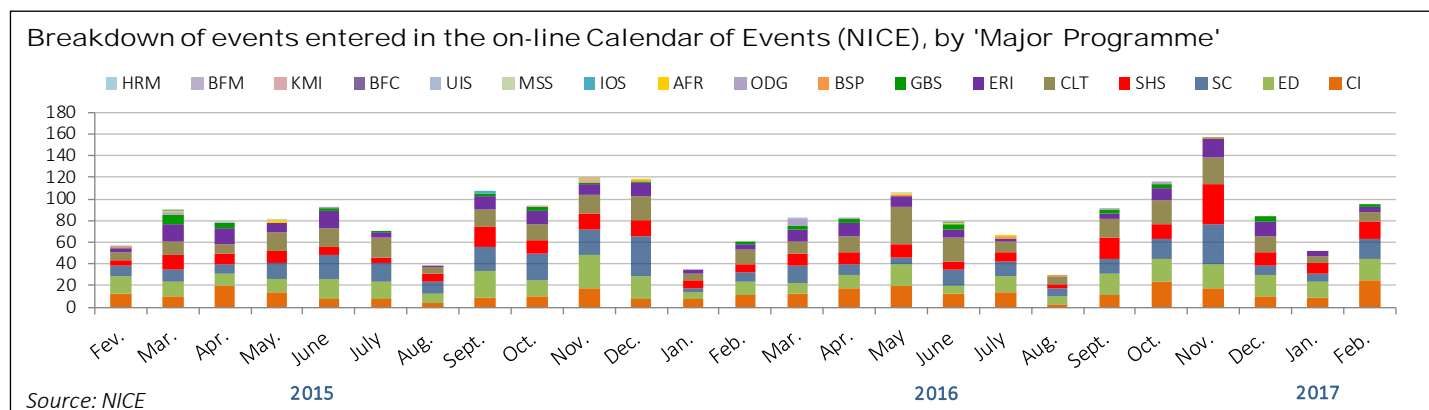
Launched in January 2010, the New Integrated Calendar of Events (NICE) available on Internet and Intranet should reflect all Events organized by UNESCO Headquarters, Field Offices, Permanent Delegations, and/or in which UNESCO is implicated. The tables below reflect only the events entered respectively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

7.1. Number of events by “Major Programmes”

Major Programme	Total	Organized by		
		Headquarters	Field Offices	Institutes
CI	25	11	14	0
CLT	9	1	8	0
ED	20	5	13	2
ERI	5	5	0	0
SC	18	13	5	0
SHS	16	6	10	0
GBS	2	2	0	0
Total	95	43	50	2

7.2. Events organized by Field Offices/ Institutes

Almaty	5
Apia	1
Baghdad	1
Brasilia	2
Dakar	2
Jakarta	4
Kathmandu	5
Kingston	1
Libreville	6
Nairobi	6
Phnom Penh	1
Ramallah	1
San Jose	8
Tashkent	3
Venice	4
IBE	1
UIL	1
Total	52



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 organized 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
06-07/02	Convention 1972 - Advisory Bodies	CLT/CCS	Salle VI	50
07-08/02	Formation Ethique	ETH	Salles IX, XIII	160
09/02	Journée internationale des femmes et des filles en science (11 février)	SC/PCB/ICB	Salle XI	200
10/02	Réunion de l'UNESCO-PHI	SC/HYD/GSS	Salle VIII	25
13-14/02	Gender Equality Training	ODG/GE	Salles III, VI	70
13-15/02	3rd Meeting of the Drafting Committee for a Global Convention	ED/IPS/HAE	Salle VII	40
14-15/02	6e réunion ordinaire du FIPC	CLT/CRE/DCE	Salle VI	40
15-17/02	IUGS-UNESCO EC meeting	SC/EES/EGR	Salle VI	30
16/02	« Patrimoine mondial et tourisme »	CLT/HER/WHC/LAC	Salle VIII	20
16-17/02	Réunion exploratoire pour publication sur les orientations pour la mise en œuvre de l'accès ouvert	CI/KSD/ICT	Salles III, V	35
20/02	Lancement du Laboratoire de politiques inclusives	SHS/RPF	Salle VIII	30
20-22/02	IGCP Scientific Board	SC/EES/EGR	Salles VI, IX	110
21/02	Dialogue Chine-Afrique	AFR/CAF	Salle XI	100
21/02	Journée internationale de la langue maternelle	ED/IPS/ESG	Salle IX	70
21-24/02	10e session du Groupe de travail sur les systèmes d'alerte aux tsunamis (TOWS-WG-X)	IOC/TSU	Salles VII-VIII	25
22/02	Réunion COI/Plateforme Océan et Climat pour la mise en place d'une Alliance pour l'Océan	COI	Salle XI	150
23/02	Grande analyse de données pour le Développement durable	CI/KSD/ICT	Salle XIV	40
23-24/02	Conférence internationale de coordination sur la sauvegarde du patrimoine culturel dans les zones libérées d'Iraq	CLT/CCS	Salles III, IV, VI, IX	120
27/02	27e réunion du Bureau du Conseil du PIPT	CI/INF	Salle IX	20
28/02	Examen des interprètes de l'ONU	HRM/SPL/L	Salle IX	6
Total participation				1 341

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

8.1.2 Meetings of Governing Bodies

Date	Title	Organizer	Place	Public
22/02	Intersession du Conseil exécutif	GBS/DIR	Salles X, XII	150
28/02	Réunion du Sous-groupe 2 du Groupe de travail de la Conférence générale	GBS/SCG	Salle XI	150
Total participation				300

8.1.3 Information Meetings for Permanent Delegations

Date	Title	Organizer	Place	Public
02/02	« Politique d'engagement de l'UNESCO envers les peuples autochtones »	SC/PCB/SII	Salle XI	200
21/02	« Conférence mondiale des Humanités »	SHS/RPF	Salle IV	150
Total participation				350

8.1.4 Electoral Groups Meetings (Plenaries)

Date	Title	Organizer	Place	Public
01/02	Réunion plénière du Groupe OCI	OCI	Salle XVI	30
09/02	Réunion plénière du Groupe ASPAC	Délég. perm. du Japon	Salle XIII	60
16/02	Réunion plénière du GRULAC	Délég. perm. du Nicaragua	Salle XVI	40
Total participation				130

8.1.5 External rentals

Date	Title	Organizer	Place	Public
03/02	ISSC meeting	ISSC	Salle XVI	30
06/02	Présentation de l'UNESCO à des étudiants chinois	FMACU - WFUCA	Salle II	300
18/02	Défilé Loewe	Loewe	Hall Ségur + Salles Miró	560
22/02	« La science et la technologie au service de la culture et du patrimoine culturel »	Délég. perm. de la Rép. arabe d'Égypte	Salle IV	300
Total participation				1 190

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

8.2.1 Exhibitions, Shows, Screenings and Conferences

Date	Title	Organizer	Place	Public*
01-09/02	Exposition : « Un peuple dans l'ombre : la Nation métisse »	Délég. perm du Canada	Hall Ségur	200 (Inauguration)
09/02	Exposition : « Infinités plurielles »	SC/PCB/ICB	Grilles Suffren	N/A
21/02	Award Ceremony of the UNESCO King Hamad Bin Isa Al-Khalifa Prize for the Use of ICTs in Education	ED/PLS/ICT	Salles II, IV	400
22/02	Conférence « Les nouvelles technologies revisitent les mystères de l'Égypte »	Délég. perm. de la Rép. arabe d'Égypte	Salle IV	300
24/02	Récital de musique de chambre libanaise « Évocation musicale du Liban »	Délég. perm du Liban	Salle II	400

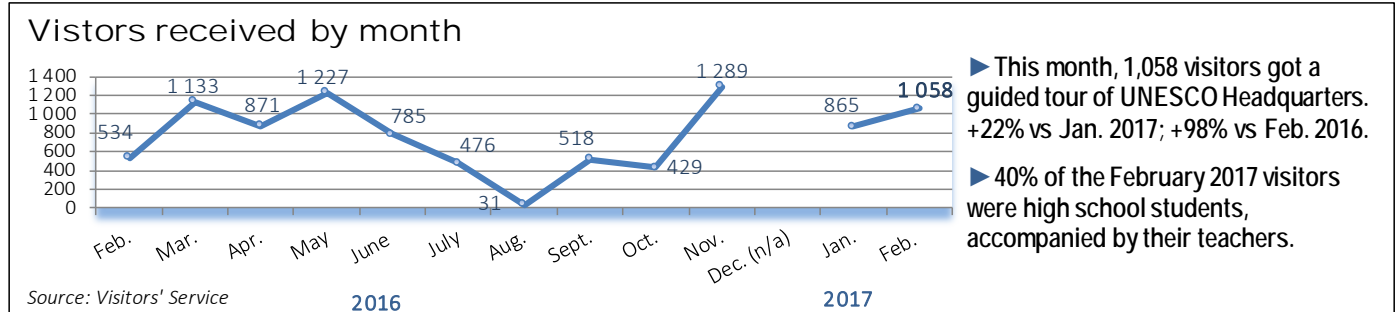
* Source: the number of participants for the rooms is estimated by ERI/DPI/PRP and MSS/CLD. Neither means nor tools are available to monitor exhibitions visitors.

- **4 events** were promoted in the February 2017 monthly *Calendar of cultural events in electronic version*, sent out to 28,975 subscribers, and on <http://on.unesco.org/cultural-events>.
- **5 events** were organized, co-organized and/or promoted in February 2017 by DPI/PRP (Public Relations and Partnerships Section).

8.3 UNESCO Visits

33 guided tours of Headquarters for 1,058 visitors were organized in February 2017. More than half of the visits/presentations were conducted in French, and a large majority of the visitors came from Europe and North America.

1. Requests		2. Languages			
Number of emails received	n/a	Visits/Presentation in French	20	61%	
Number of requests received	n/a	Visits/Presentation in English	11	33%	
Accepted requests	33	Other	2	6%	
3. Type of visits		4. Origin			
Group Visits	32	100%	Europe and North America	610	58%
Individual Visits	0	0%	Asia and Pacific	448	42%
Thematic Presentations	0	0%	Latin America and the Caribbean	0	0%
			Arab States	0	0%
			Africa	0	0%



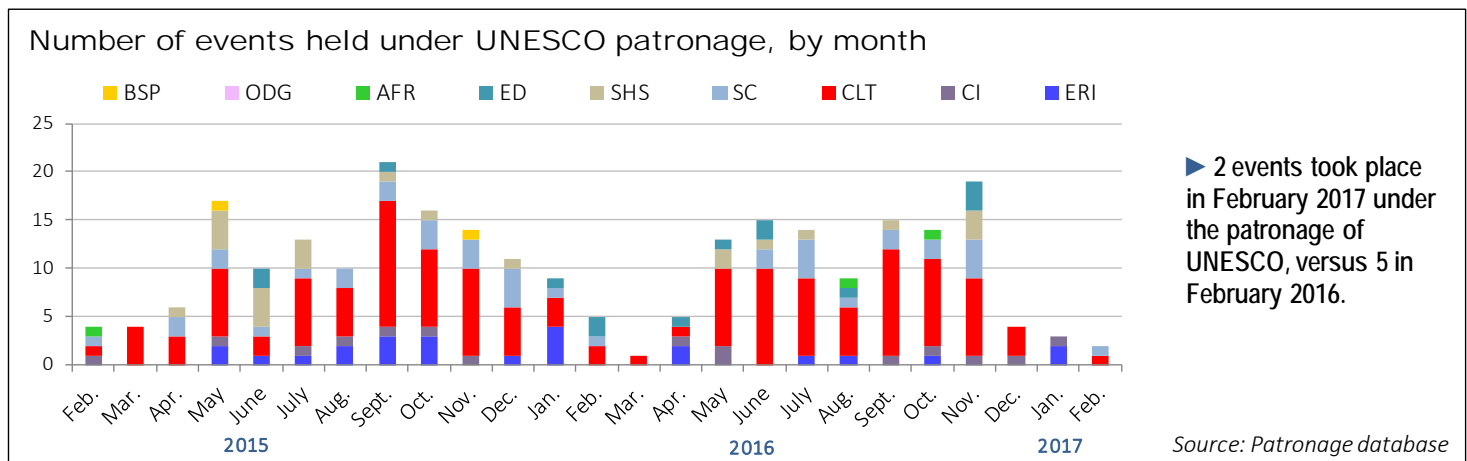
9. UNESCO logo exposure

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.

- 2 events which have been granted UNESCO's patronage took place in February 2017:

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/02	France	"Patrimoines culturels immatériels de l'UNESCO en France", une exposition organisée par France PCI, l'association française des éléments du patrimoine culturel immatériel de l'UNESCO.	General public	CLT
28/02	Russian Federation	Expedition to the shores of Antarctica within the framework of the international socio-cultural Antarctic Biennale project, bringing together 100 participants to promote cultural exchange.	Young people	SC



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 Inc.

Date	Subject	Format	Audience share
05/02	Gusuku Sites and Related Properties of the Kingdom of Ryukyu (Japan)	30 min	6.9%
12/02	Srebarna Nature Reserve (Bulgaria)	30 min	4.1%
19/02	Archaeological Sites of the Island of Meroe (Sudan)	30 min	4.8%
26/02	Joggins Fossil Cliffs (Canada)	30 min	4.6%

Average audience share in February: **5.1%** (for the first broadcast). Estimate number of viewers in Japan: **4,634,000** (for the first broadcast). The total audience for the programmes in February was estimated at **18,534,000** 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	13
Spanish	8
French	7
Arabic	2
Russian	1
In February a total of 31 reports were released on UNESCO through Xinhuanet	

10.2 Ad Hoc Communication partnerships

Event/Activity	Partners	Benefits
UNESCO Green Citizen travelling exhibition presented at the Casablanca airport (Morocco) 16 Jan. - 3 March 2017	<ul style="list-style-type: none"> ▪ Klorane Botanical Foundation ▪ SIPA Press ▪ Foundation Mohammed VI pour la Protection de l'Environnement ▪ Royal Air Maroc ▪ Office National Des Aéroports (ONDA) 	Visibility for the public at large of the airport, and on Royal Air Maroc planes.

10.3. Media partnerships

Partner	Event	Coverage
Radio Televisión Española (RTVE)	Collaboration agreement signed on 24 Feb. 2017	Production of 30 short TV programmes (to be broadcasted during this year), in the framework of the #Unite4HeritageCampaign to sensitize the general public to cultural diversity and the importance of safeguarding natural and cultural heritage. UNESCO Goodwill Ambassador, Kitín Muñoz, renowned navigator and scientific explorer, will host the short-format TV series that will take viewers on a journey through diverse cultures, traditions and sites.