



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

ERI/DPI/2016/PIPMR/59/REV

Monthly Visibility Report

January 2016

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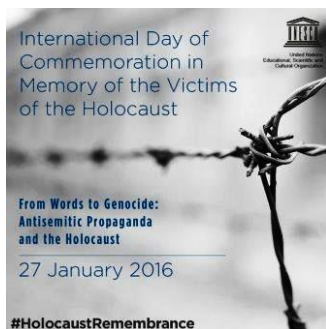
Executive Summary

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

Media and Major Events

- The year got off to a slow start, but on 27 January UNESCO hosted its first major event of the year, the annual Holocaust Remembrance, highlighted page 5. Some 200 news items tracked the UNESCO commemoration beginning the week before the events and through 5 February. The majority of the items appeared in US media and websites, hitting a number of major media and spread throughout the country. Geographic distribution of the remainder of coverage was in Europe, Asia and Africa in that order.

- The [Op-Ed](#) by the Director-General and Sara Bloomfield, Director of the United States Holocaust Memorial Museum, "Did Goebbels Win?" was published in 7 languages, in some 15 media in 14 countries (in Jan.-Feb. 2016), and was seen more than 2 million times on social media platforms, according to Project Syndicate Report (February 2016).



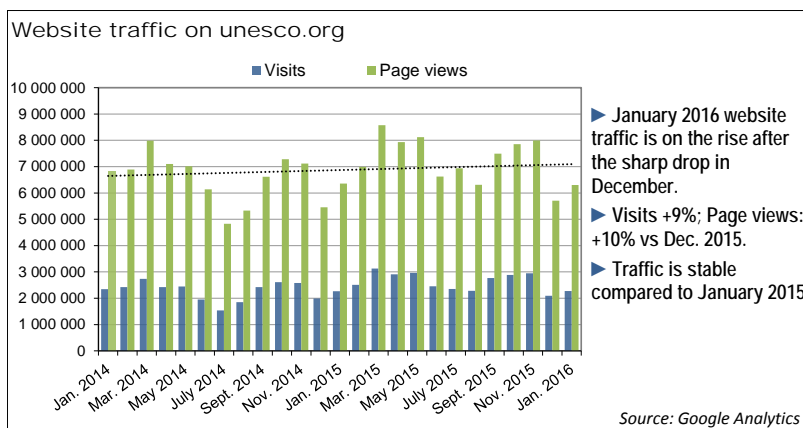
UNESCO Website and Social Media Channels

- Traffic performed well this month on [UNESCO's public website](#) with an increase by 10% in page views, and by 9% in visits; figures are stable compared to January last year.

- On [unesco.org](#) the "International Holocaust Remembrance Day" drove a spike in traffic with the registration to the commemorative event.

- The external website that generated most traffic to our pages was *The New York Times* interactive article [52 places to go in 2016](#) linking to items on the World Heritage List.

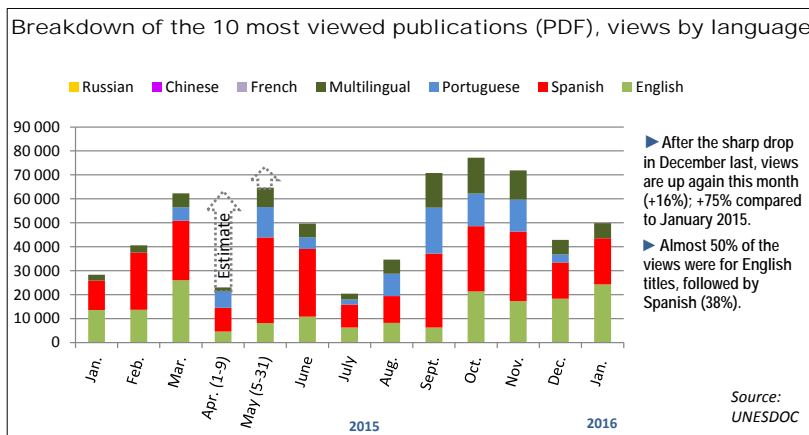
- @UNESCO Twitter account hit this month over 1 million followers - a flying start for our social media channels. Social media efforts for International Day of Commemoration in Memory of the Victims of the Holocaust with [#HolocaustRemembrance](#) generated more than 7 million impressions/exposures, placing us on the 2nd place after @UN Twitter account, and on the 4th place of Twitter Influencers with this hashtag.



Publications

- January 2016 figures for the Top 10 online viewing increased by 16% compared to December 2015, and by 75% versus January 2015. English titles are the highest language-wise with the *EFA GMR, 2015* showing good progression due to the release of the related publication on textbooks for children. The *UNESCO Science Report: towards 2030* is still doing relatively well, as is the *WWDR, 2015*.

- Sales in the book shop were dominated by the 70th anniversary publication *70 Quotes for Peace* (co-published with Gallimard) and the *Series on Woman in African History* (co-published with Collins). International sales were dominated by *Re|Shaping Cultural Policies. 2005 Convention Global Report*.



Focus on a UNESCO Institute/Bureau

This topic aiming to highlight the outreach efforts in the field focuses this month on our **International Bureau of Education – IBE** in Geneva, Switzerland.

Major event:

International Day of Commemoration in Memory of the Victims of the Holocaust (27 January)

This year the International Day of Commemoration in Memory of the Victims of the Holocaust was placed under the theme "From Words to Genocide: Antisemitic Propaganda and the Holocaust". On that day, two roundtable debates, two exhibitions, an official ceremony and a UNESCO Campus were organized at UNESCO Headquarters to examine the roots and consequences of hate speech and the need to promote human rights-based education. Particular efforts were put on mobilizing social media. This implied to develop partnerships with organizations with strong outreach capacities and also to create specific contents and visuals for dissemination through social media.



The roundtable debates, *A history of Hate Speech and Genocide* and *In the Shadow of the Past: Countering Antisemitism and Hate Speech Today* were hosted by Emmanuel Laurentin, journalist at France Culture, and were followed by a video intervention by Mr Heiner Bielefeldt, United Nations Special Rapporteur on the Freedom of Religion or Belief at the Office of the High Commissioner for Human Rights of the United Nations.



Two exhibitions were on display during the commemoration: *State of Deception: The Power of Nazi Propaganda*, produced by the United States Holocaust Memorial Museum (25 Jan. to 11 Feb.), and *A is for Adolf: Teaching German Children Nazi Values*, presented by [The Wiener Library](#) (UK) on UNESCO Headquarters fences (25 Jan. to 28 Feb.).

The Official ceremony, taking place in the evening, included films, musical performances and a speech by Mr Roman Kent, President of the Auschwitz International Committee, Chairman, of the American Gathering of Holocaust survivors and their descendants, President of the Jewish Foundation for the Righteous, and UNESCO guest of honour for the event.



Participants: Round table: 350; Ceremony: 600, Opening of the exhibition *State of Deception*: 120; UNESCO Campus: 130

Audience: Permanent delegations, university students, high-school classes and teachers, Holocaust organizations' representatives from France, Germany, Poland, the United Kingdom and the United States, Jewish community organizations, Holocaust survivors and families.

Communication materials

- [Media advisory](#) (22/01)
- News : [26/01](#), [28/01](#)
- [Dedicated webpage](#)
- [Message from the Director-General](#) (6 lang.)
- [Op-Ed by the Director-General and Sara Bloomfield](#) (see p. 11), and [by Steven Luckert](#), US Holocaust Memorial Museum exhibition curator
- Video messages by: [Sara Bloomfield](#), Director of the US Holocaust Memorial Museum (English with French subtitles); [Piotr Cywinski](#), Director of the Auschwitz-Birkenau museum (in French and English); [Video interview with Marcel Kabanda](#), President of IBUKA on hate speech and genocide
- [Interview and article with Roman Kent](#) (UNESCO guest of honour for the ceremony) and [link](#) to a film about his life
- [Wide angle: Rabbi Andrew Baker](#), Personal Representative of the OSCE Chair-in-Office on Combating Anti-Semitism
- Speech by [Beate Klarsfeld](#), UNESCO Honorary Ambassador and Special Envoy for Education
- Social media pack for partners

Activities

- Exhibitions at HQ and online on the [United States Holocaust Memorial Museum](#) and [The Wiener Library](#)
- Round tables on the theme "From Words to Genocide"
- Ceremony
- Visit of the Director-General at the Shoah Memorial with French Prime Minister Manuel Valls
- [UNESCO Campus](#) on 26 January on the theme *From Words to Genocide*, and [exhibition visit](#)
- Speech by [Beate Klarsfeld](#), UNESCO Honorary Ambassador and Special Envoy for Education about the Holocaust and for the Prevention of Genocide at United Nations Headquarters on 27 January
- Live webcast for the Round Tables and Ceremony
- [UNESCO Campus](#) on 26 January on the theme from Words to Genocide, and [exhibition visit](#)
- [Photo galleries](#)

Webcast/Live streaming connections: Round table: 31 (24 external/7 internal). Ceremony: 7 (5 external/2 internal)

Website statistics (1 Jan.-10 Feb.): [Media advisory](#): 517 visits/1,066 page views. News: [26/01](#): 132 visits/265 page views; [28/01](#): 428 visits/826 page views. [Message from the Director-General](#): 904 views. [Dedicated webpage](#): 3,225 visits/4,995 page views. [Interview and article with Roman Kent](#): 520 visits/1,019 page views. [Wide angle: Rabbi Andrew Baker](#): 66 visits/113 page views. [Photo galleries](#): 88 visits/260 page views. [Auschwitz Birkenau](#) (WHC List): 3,458 visits/7,254 page views. Video messages by: [Sara Bloomfield](#): 427 views; [Piotr Cywinski](#): 166 views; [Video interview with Marcel Kabanda](#): 79 views.

Press coverage: 188 news items tracked the UNESCO commemoration beginning on 19 January, the week before the events and through 5 February. The majority of the items appeared in US media and websites, hitting a number of major media and spread throughout the country, including several conservative news sites, such as Breitbart and CNSNews, which are normally hostile toward UNESCO. Geographic distribution of the remainder of coverage was in Europe, Asia and Africa in that order.






The [Op-Ed](#) by the DG and Sara Bloomfield "Did Goebbels Win?" was published in 7 languages, in some 15 media in 14 countries (in Jan.-Feb. 2016), and was seen more than 2 million times on social media platforms, according to Project Syndicate Report (February 2016).

Social media: Strong efforts were deployed for the event, notably with a social media pack for partners. As a result, [#HolocaustRemembrance](#) generated 7,054,159 Impressions with 7,228,228 exposures, placing us on the 2nd place after @UN Twitter account. Twitter analysis shows that we were on 4th place of Twitter Influencers with the dedicated hashtag. Out of the numerous messages sent, 6 Tweets and 2 Facebook posts are among our Top 10 most retweeted and most "liked" messages in January.

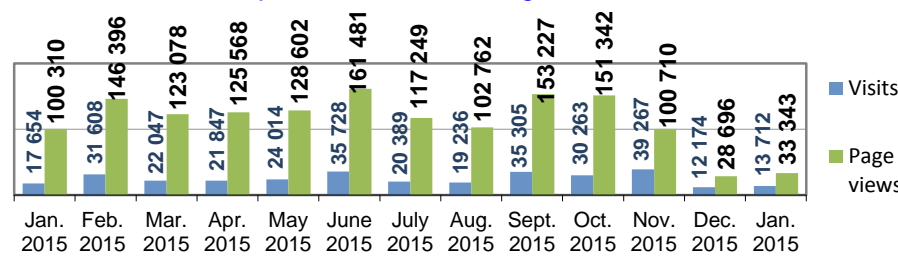
Focus on UNESCO International Bureau of Education - IBE

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.

The IBE is the Global Centre of excellence in Curriculum and related matters. As a leading UNESCO Category 1 Institute, it is recognized and valued for the specialist knowledge and expertise that it brings to Member States promoting shared understanding of norms and standards in curriculum, learning, teaching, and assessment practices and policies. The IBE provides practical technical support addressing critical areas that impact provision and delivery of equitable quality education within the framework of SDG4 & Education 2030. Based in Geneva, Switzerland, the IBE is headed by Dr. Mmantsetsa Marope.

 <p>United Nations Educational, Scientific and Cultural Organization</p>  <p>International Bureau of Education</p>	<p>1925-2015: Celebrating 90 years! (December 2015-March 2016)</p> <p>In December 2015 the IBE turned 90! For nine decades, the IBE has been central to educational progress and innovation that gives it the global recognition it enjoys today. Established in 1925 in Geneva as a private institute, it became the first intergovernmental organization in the field of education in 1929, and since then has relentlessly sought to ensure excellence in education worldwide. As part of its anniversary celebration, the IBE organized a temporary exhibition at the UN in Geneva (UNOG) open to the public until 31 March 2016. The opening ceremony was held on 10 December 2015, at the UNOG Library and League of Nations Museum with the participation of M. Møller, Director-General of the UNOG, M. Longchamp, President of the State Council of Geneva, as well as M. Fasel, Swiss Ambassador to the UN in Geneva.</p>
	<p>STEM curricula for girls (January 2016)</p> <p>The Malaysia/IBE-UNESCO project "Strengthening STEM curricula for girls in Africa & Asia and the Pacific" carried out a Needs Assessment Workshop in January 2016, hosted by SEAMEO-RECSAM, Penang, Malaysia. The workshop gathered nearly 40 experts in STEM education and related issues, policy planning, curriculum, pedagogy and teacher education from Cambodia, Cameroon, Indonesia, Kenya, Malaysia, UNESCO Bangkok Office and the IBE. The objective of the workshop was to share experiences on female participation in STEM in different cultural and social contexts as well as to develop country roadmap interventions to mainstream gender sensitive STEM education into the national policies and the curriculum.</p>
	<p>IBE-UNESCO and Worliddidac Association</p> <p>The IBE and Worliddidac Association have recently signed a partnership agreement as part of their mutual efforts towards implementation of Education 2030 and improving the quality of education through the use of tailored educational technologies and services. This agreement marks an unprecedented milestone in IBE's history as the Institute joins forces with major world-renowned education stakeholders. As part of this partnership, the IBE will be participating in the upcoming Worliddidac international exhibitions (GESS Dubai 2016 and Worliddidac Asia-Hong Kong) and the IBE Director will be addressing the Ministerial meeting at Asia Education leaders Forum (AELF) on the topic of 'Embracing a Shifting World'.</p>
	<p>Launching of the Global Curriculum Network (GCN)</p> <p>The Global Curriculum Network GCN is an IBE initiative bringing UNESCO Member States' institutions and their experts in curriculum and related matters together in order to facilitate articulation and endorsement of common norms, standards, and action plans in curriculum, teaching, learning and assessment within the framework of SDG4 and Education 2030. The GCN will be formally launched early 2016 with the participation of more than 120 Member States.</p>

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



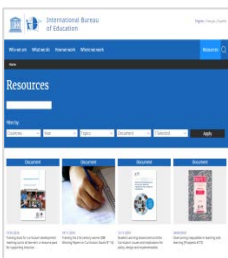
Total IBE-UNESCO web traffic in 2015: 323 244 visits 1 472 764 page views. Dec. 2015 and Jan. 2016 traffic monitoring is not complete due to a technical problem. Source: Google Analytics

Social media

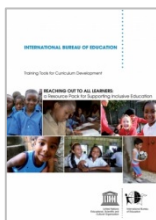
	https://www.facebook.com/IBEUNESCO 550 followers
	https://twitter.com/IBE_UNESCO 656 followers – 816 tweets
	https://www.youtube.com/user/UnescoIBE 3,679 views
	https://www.flickr.com/photos/ibe-unesco/

Recent publications (click on the icons to access)

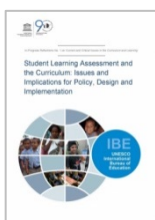
View all IBE publications and documents:



Training tools for curriculum development: reaching out to all learners



Student Learning Assessment and the Curriculum: issues and implications for policy, design and implementation (EN/SP)



Training the 21st-century worker (IBE Working Papers on Curriculum Issues N° 16)



The Curriculum in Debates and in Educational Reforms to 2030 (IBE Working Papers on Curriculum Issues N° 15 (EN/SP))



Prospects: quarterly review of comparative education



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

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

Traffic performed well this month with an increase by 10% in page views, and by 9% in visits; figures are stable compared to January last year.

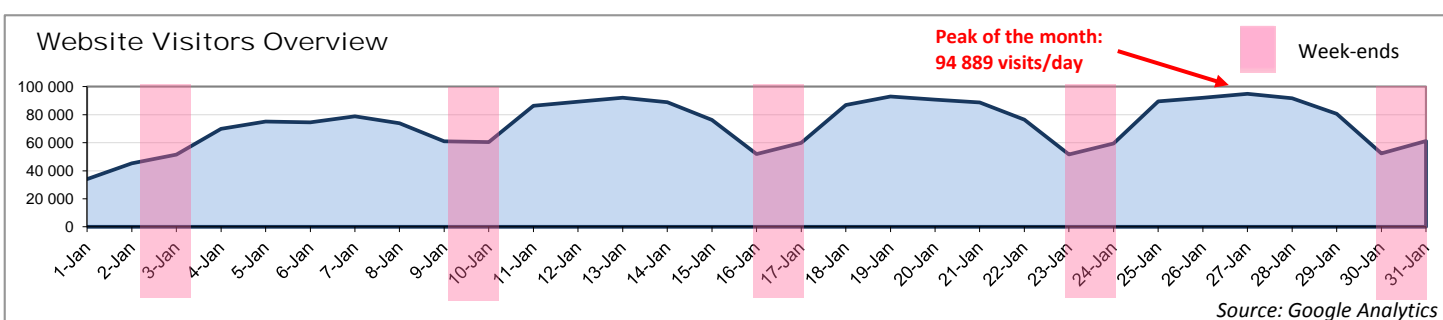
Internet Explorer which was so far the most used browser has been superseded by Chrome, Safari and the new Microsoft Edge. Although 73% of our traffic comes from desktop computers (incl. laptops), visits via tablets dropped by 7%, while mobile devices, i.e. smartphones, registered a 14% growth. This observation is consistent with the global trend.

On unesco.org the "International Holocaust Remembrance Day" drove a spike in traffic with the registration to the commemorative event.

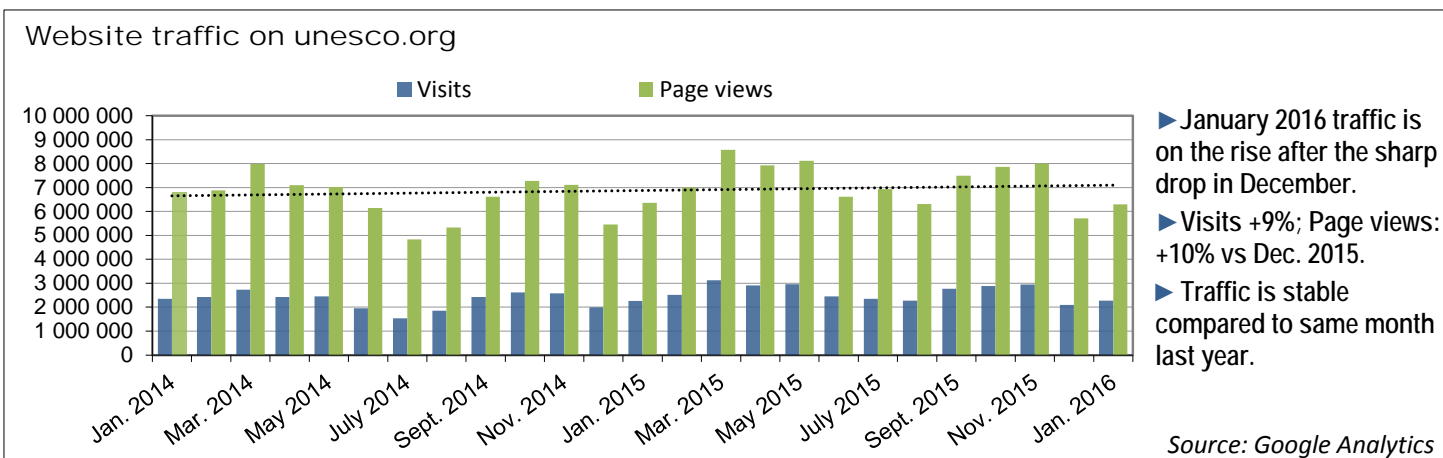
The external website that generated most traffic to our pages was *The New York Times* interactive article [52 places to go in 2016](#) linking to items on the World Heritage List. Email campaigns resulted this month in only 600 back clicks, and proved again to be ineffective while social media were led by Facebook with 31K references.

1.1. January 2016 Traffic

Daily Web Traffic Patterns



1.2. Monthly visits



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

Areas of interest	Visits ²	Variation vs Y-1**	Variation vs M-1**
UNESCO.ORG	2 278 399	+0.58%	+8.92%
Education for the 21st Century and ED Sector	105 483	-32.11%	+16.46%
One Planet. One Ocean & Science for a Sustainable Future and SC Sector	39 467	-32.25%	+15.49%
Learning to Live Together and SHS Sector	37 540	-34.69%	+3.76%
Protecting our Heritage and Fostering Creativity and CLT Sector	1 241 327	+7.51%	+10.86%
World Heritage	1 111 161	+9.69%	+15.83%
Intangible Heritage	78 921	+24.89%	-24.43%
Culture Sector (excl. Intangible Heritage)	51 245	-34.63%	-8.54%

Fostering Freedom of Expression & Building Knowledge Societies and CI Sector	33 626	-43.11%	+9.76%
Field offices (only those tracked)	90 318	-36.53%	+4.90%
IBE*	13 712	-22.63%	+12.63%
UIL*	29 250	+31.43%	+25.83%
UNEVOC*	44 300	-10.94%	+3.10%

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

1.4. UNESCO Website Visitors

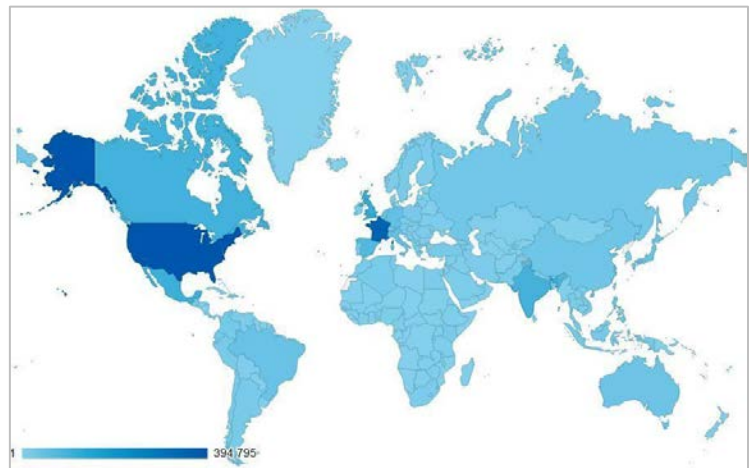
Top 10 domains/countries

Country	Visits ²	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	394 795	17.33%	+7.04%	2.98	00:02:24
France	350 548	15.39%	+19.75%	2.76	00:03:29
United Kingdom	117 629	5.16%	+25.17%	2.57	00:02:08
Mexico	107 867	4.73%	+32.40%	2.48	00:02:39
Canada	97 133	4.26%	+20.12%	3.34	00:03:28
India	94 451	4.15%	+4.30%	2.32	00:02:12
Spain	71 454	3.14%	+9.54%	3.04	00:02:40
Italy	47 965	2.11%	+17.01%	3.22	00:02:58
Germany	45 048	1.98%	+13.16%	3.01	00:02:52
Brazil	38 071	1.67%	-7.25%	2.33	00:02:04

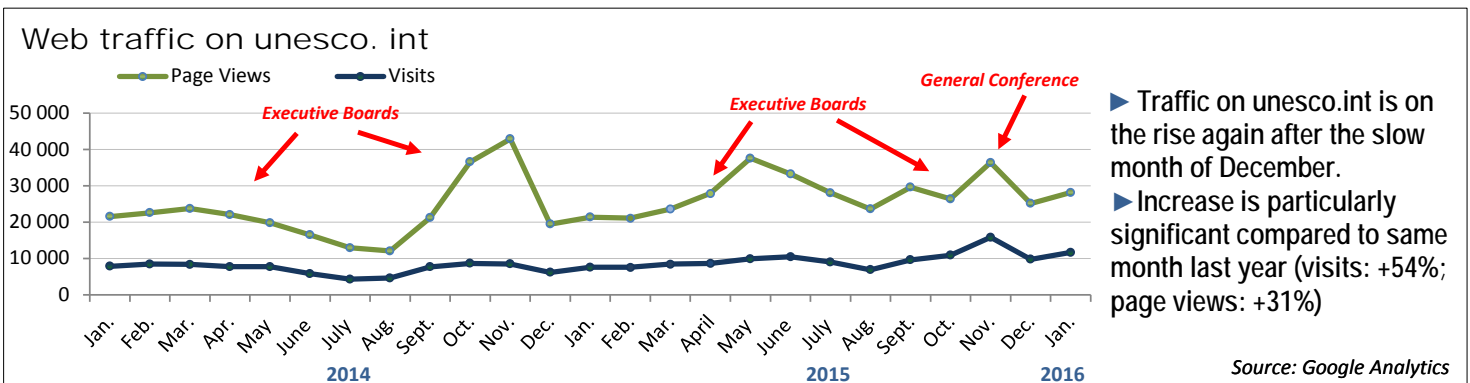
Top 10 visitors' language

Language	Visits ²	% of Total visits	Variation vs M-1
English	1 156 893	50.78%	+9.74%
French	405 733	17.81%	+19.26%
Spanish	279 253	12.26%	+11.31%
Portuguese	49 257	2.16%	-3.18%
Chinese	48 395	2.12%	-8.20%
German	44 181	1.94%	+14.08%
Italian	44 129	1.94%	+20.71%
Russian	38 838	1.70%	-14.79%
Japanese	28 627	1.26%	-8.65%
Dutch	22 549	0.99%	+22.28%

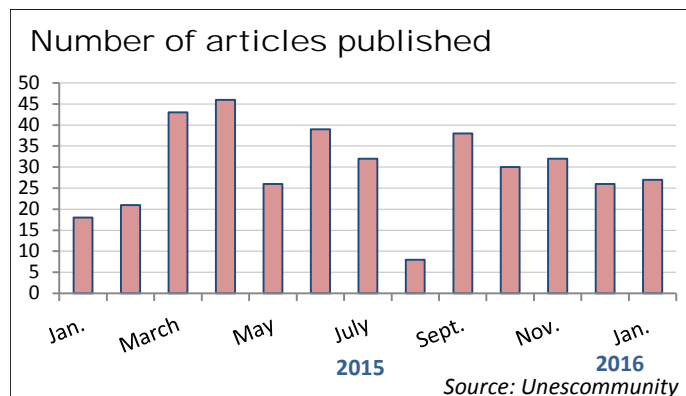
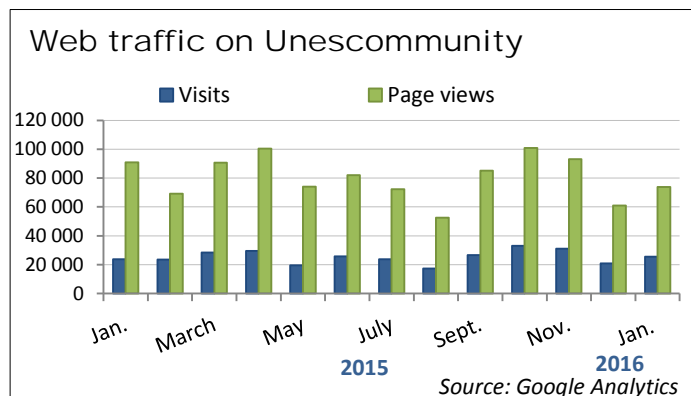
Geographical origin of visits (source: Google Analytics)



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



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
International Symposium on Education Policies (18-20/01)	18/01 For technical reasons, figures are only available for the 18/01 am session	<ul style="list-style-type: none"> Floor: 3 English: 13 French: 5 	<ul style="list-style-type: none"> Floor: 2 English: 3 French: 1 	27
International Day of Commemoration in Memory of the Victims of the Holocaust	Round Table	<ul style="list-style-type: none"> Floor: 2 English: 4 French: 18 	<ul style="list-style-type: none"> Floor: 1 English: 2 French: 4 	31
	Ceremony	<ul style="list-style-type: none"> Floor: 2 English: 3 French: 0 	<ul style="list-style-type: none"> Floor: 1 English: 1 French: 0 	7

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

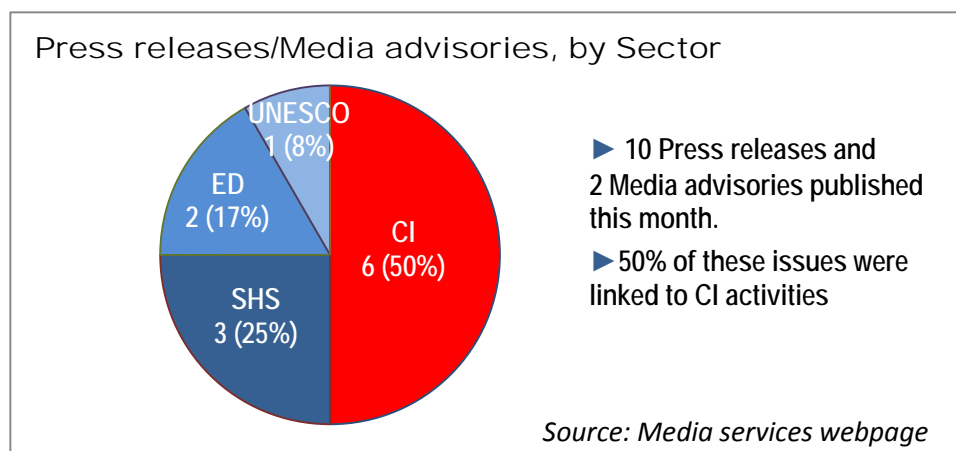
UNESCO products for written and audiovisual media are:

- 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.	06/01	Director-General condemns the killing of Syrian journalists Naji Jerf, Zakaria Ibrahim and Batoul Mokhles al-Warrar
2.	15/01	Director-General condemns murder of Iraqi journalists Saif Talal and Hassan al-Anbaki
3.	19/01	UNESCO presents new finance model that could triple the availability of textbooks
4.	19/01	Director-General deplores death of journalist Almiqdad Mojalli in Yemen
5.	20/01	Writer Elias Sanbar and Spain's Biblioteca Islámica to receive 2015 UNESCO Sharjah Prize for Arab Culture
6.	21/01	Fashion designer Alphadi of Niger designated UNESCO Artist for Peace
7.	22/01	Director-General condemns killing of seven media workers in the capital of Afghanistan
8.	22/01	Alfonso Herrera Franyutti, laureate of the 2016 International UNESCO/José Martí Prize
9.	22/01	"From Words to Genocide", theme of International Day of Commemoration in Memory of the Victims of the Holocaust
10.	25/01	Radio France International (RFI) and UNESCO work together to promote the General History of Africa
11.	28/01	Media executives and UNESCO Members States meet to reinforce safety of journalists at Paris Conference
12.	29/01	Director-General denounces killing of journalist Marcos Hernández Bautista in Mexico



2.2. Statistics on articles referring to UNESCO

The year got off to a slow start, but on 27 January UNESCO hosted its first major event of the year, the annual Holocaust Remembrance. This year's commemoration featured several components, including the outdoor exhibit, *A is for Adolph: Teaching German Children Nazi Values*, the indoor exhibit, *State of Deception: the Power of Nazi Propaganda* and on the 27th, specifically, two roundtable discussions in accordance with the theme *From Words to Genocide: Antisemitic Propaganda and the Holocaust*, and an evening concert. Some 200 news items tracked the UNESCO commemoration beginning the week before the events and through 5 February. The majority of the items appeared in US media and websites, hitting a number of major media and spread throughout the country. Geographic distribution of the remainder of coverage was in Europe, Asia and Africa in that order.

In January, UNESCO-DPI ended its relationship with Meltwater News, which provided our media monitoring component and expanded a relationship with Cision. The decision was the result of a review of the Meltwater News product, comparing it to

other similar tools. Critical factors were Meltwater's lack of transparency regarding its news database and the underrepresentation of African and Asian news support. Cision provides a means for measuring social media impact and has a worldwide database of journalists that we can access to better target our media relation activities. The new monitoring tool is in a configuration phase and no reliable data could be highlighted for the full month of January.

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

Date	Subject / Title	Author	Language	Media
18/01	Terrorists are destroying our cultural heritage. It's time to fight back	Irina Bokova	English	World Economic Forum website
25/01	Did Goebbels Win?*	Irina Bokova and Sara Bloomfield, Director of the United States Holocaust Memorial Museum	English	Project Syndicate (Poland)
27/01	The Holocaust started with words, not mass killings		English	Irish Examiner (Ireland)
27/01	Did Goebbels' message win out in the long run?		English	The Korea Herald (South Korea) NewsUnited.com (US)
27/01	Goebbels a-t-il gagné?		French	Le Huffington Post , GERM (France)
27/01	¿Goebbels Ganó?		Spanish	Grupo Avila-Blog Expreso.ec (Ecuador) El Nacional (Venezuela) Confidencial (Nicaragua)
28/01	Did Goebbels Win? Nazis Are Gone (Mostly), But Deadly Propaganda Is Thriving		English	FlaglerLive.com (US)

*Op-Ed published in additional media in February 2016.

2.5 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).

8 B-rolls were downloaded in January.

	Subject	Downloads	Media
1	UNESCO Priorities	1	
2	International Jazz Day	1	Juice TV
3	French President Hollande at the Leaders' Forum of the General Conference	1	
4	Kosovo (Request for admission; result of the vote)	1	
5	MAB	1	
6	WHC	1	
7	Visit of the President of the Republic of Peru	1	
8	Director-General about Palmyra	1	

3. UNESCO Social Media Channels

In January 2016 our @UNESCO Twitter account hit over 1 million followers - a flying start for UNESCO's social media channels. Our #Unite4Heritage campaign continues to produce exceptional visuals, and notably for a digital card to wish our followers a happy new year, which was very successful (1,177 likes on [Instagram](#), 498 on Twitter, and 229 on [Facebook](#)).

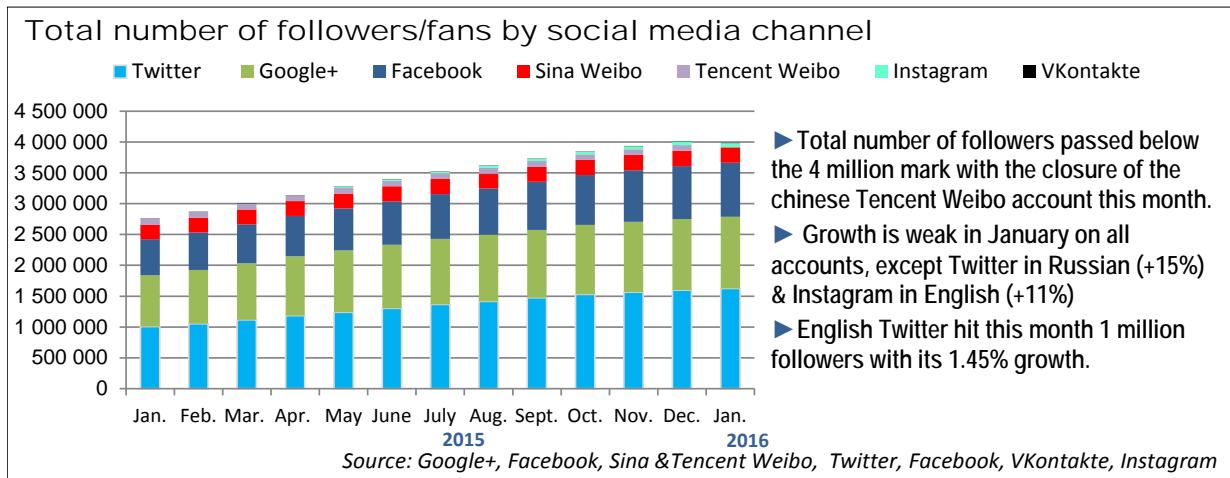


This month, social media efforts were massively dedicated to events around International Day of Commemoration in Memory of the Victims of the Holocaust. Overall, our #HolocaustRemembrance generated 7,054,159 impressions with 7,228,228 exposures, placing us on the 2nd place after @UN Twitter account. However, our post remains the top tweeted and liked. Overall, from 22 to 29 January 3,711 users sent 4,506 posts using #HolocaustRemembrance. Also, based on the statistics, @UNESCO was positioned in influential conversations among experts and general public. Twitter analysis shows that we were on 4th place of Twitter Influencers via #HolocaustRemembrance.

We can proudly say, that UNESCO social media channels were positioned as the “it” agency for Holocaust Day. Auschwitz Museum account associated the Day with UNESCO and referenced the Museum as UNESCO World Heritage:

E.g.: @AuschwitzMuseum: Auschwitz Memorial is a [#unesco](#) [#worldheritage](#) site. Read the [message](#) for [#IHRM](#) by the [@UNESCO](#) Director-General.

Worth mentioning, that by sending out a social media pack about the event, we did not only manage to get our partners to re-tweet but also to use our material and put it on their channels as a native content. @UN is an example, where our proposed posts have been tweeted, and generated traffic back to @UNESCO and [unesco.org](#). As a result UNESCO domain was recognized second top site.



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 January 2016 vs December 2015

Likes/Followers		January 2016	December 2015	Variation vs December
Total likes/followers (all languages)		3 917 008	3 861 046	+1.45%
Facebook	English	332 458	326 277	+1.89%
	Spanish	308 156	301 129	+2.33%
	Portuguese	181 570	178 344	+1.81%
	Arabic	23 662	23 196	+2.01%
	French	17 429	17 134	+1.72%
	Russian	9 814	9 760	+0.55%
Google+	English	1 163 972	1 153 619	+0.90%
VKontakte	Russian	3 102	3 007	+3.16%
Twitter	English	1 010 290	995 893	+1.45%
	Spanish	312 569	309 860	+0.87%
	Arabic	133 370	129 533	+2.96%
	Portuguese	93 427	91 620	+1.97%
	French	56 455	55 733	+1.30%
	Russian	19 343	16 709	+15.76%
Sina Weibo	Chinese	251 391	249 232	+0.87%

*UNESCO Tencent Weibo (Chinese) account has been deleted as of January 2016.

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

Subject	Language	Posted	Likes/ Shares
José Martí. Read full message.	Spanish	22/01	L: 1 710 S: 903
International Day of Commemoration in Memory of the Victims of the Holocaust. Read full message.	Spanish	27/01	L: 1 536 S: 976
Angkor. Read full message.	Spanish	05/01	L: 1 505 S: 443
World Heritage Map 2015-2016. Read full message.	Spanish	04/01	L: 1 371 S: 1 283
From UNESCO na rede-UNESCO Office in Brasilia Quotation by Paulo Freire. Read full message.	Portuguese	22/01	L: 1 230 S: 1 067
From UNESCO na rede-UNESCO Office in Brasilia Quotation by Malala Yousafzai. Read full message.	Portuguese	29/01	L: 697 S: 459
World Heritage Web Calendar 2016. Read full message.	Spanish	07/01	L: 623 S: 409
From UNESCO na rede-UNESCO Office in Brasilia International Day of Commemoration in Memory of the Victims of the Holocaust. Read full message.	Portuguese	27/01	L: 587 S: 770
Borobudur. Read full message.	English	11/01	L: 538 S: 111
Teachers. Read full message.	Spanish	13/01	L: 548 S: 332

*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 January (ranked by highest number of re-tweets)

Message	Posted	Re-tweets	Likes
Genocide prevention starts with #education http://on.unesco.org/1P2vnEt #holocaustremembrance	27/01	775	577
Wishing you a #HappyNewYear & a peaceful 2016 celebrating diversity, tolerance & understanding #Unite4Heritage	01/01	498	711
Never forget the #Holocaust ! Please join & share our messages http://on.unesco.org/1P2vnEt #holocaustremembrance	26/01	422	251
#OnthisDay : 71y ago today, #Auschwitz was liberated. Jan 27 is Intl #HolocaustRemembrance Day @AuschwitzMuseum http://on.unesco.org/1P2vnEt	27/01	257	101
#Education is the foundation of any lasting peace. It's the driving force behind freedom & tolerance	06/01	249	159
TODAY we mark Intl #HolocaustRemembrance Day. Please join & share our messages http://on.unesco.org/1P2vnEt	27/01	220	148
"La prevención del genocidio comienza en los pupitres del colegio" @IrinaBokova http://on.unesco.org/1ISnjKU	27/01	220	145
Education is the foundation for any lasting #peace . http://bit.ly/UNdsJ3	12/01	212	170
71 años de la liberación d #Auschwitz . Conmemoramos el #Holocausto para no olvidar ni repetir http://on.unesco.org/1ISnjKU	28/01	196	91
The "C" in UNESCO = Culture, our tool for building a harmonious society, based on knowledge of others, tolerance & human dignity	06/01	189	170

3.2. Social Apps

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

Variation January 2016 vs December 2015

	Publications		Subscribers	
	January 2016	Variation vs M-1	January 2016	Variation vs M-1
Total (all languages)	365	+5.19%	67 249	+11.43%
English	231	+5.48%	64 880	+11.73%
Spanish	52	+4.00%	2 044	+3.08%
Russian	82	+5.13%	325	+8.33%

Top 3 photos (clickable images)



3.3. Video Traffic

Video views are tracked on YouTube.

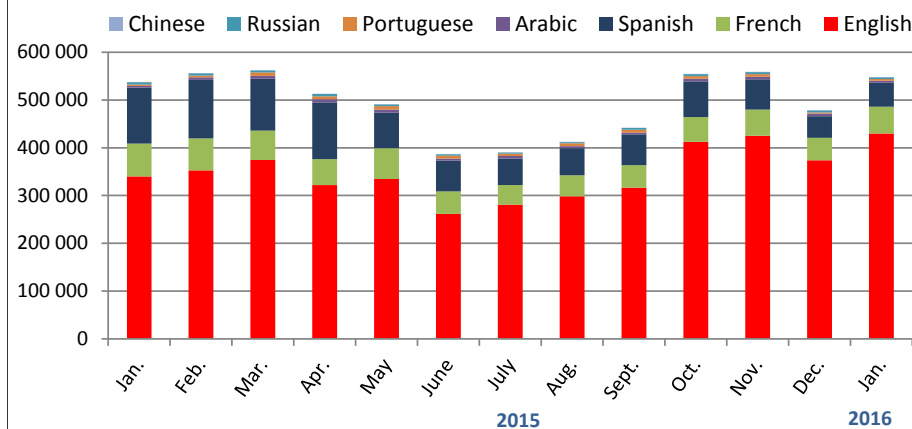
3.3.1 UNESCO Channels on YouTube - <http://www.youtube.com/unesco>

Variation January 2016 vs December 2015

Video views	January 2016	Variation vs M-1
Total (all languages)	547 846	+14.62%
English	429 714	+15.01%
French	56 060	+18.50%
Spanish	50 116	+11.46%
Arabic	4 592	-14.23%
Russian	3 751	-3.05%
Portuguese	3 546	+25.70%
Chinese	67	+59.52%

Subscribers	January 2016	Variation vs M-1
Total (all languages)	1 383	+7.13%
English	1 059	+5.06%
Spanish	147	+23.53%
French	101	+1.00%
Portuguese	25	+56.25%
Arabic	24	-29.41%
Russian	18	+80.00%
Chinese	9	+125.00%

Breakdown of views by Channel



► More than 547 000 video views this month on our YouTube Channels ; +14% vs Dec. 2015 and +2% vs Jan. 2015.

► [Shrimp fishing on horseback in Oostduinkerke](#) registered this month the highest watch time: 197 601 min.

Source : YouTube

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

	Title	Subject	Total views
1	Kalbelia folk songs and dances of Rajasthan	CLT/ITH	60 849
2	Shrimp fishing on horseback in Oostduinkerke	CLT/ITH	37 456
3	The Polyphonic Singing of the Aka Pygmies of Central Africa	CLT/ITH	22 832
4	Kabuki Theatre	CLT/ITH	21 067
5	Daemokjang, traditional wooden architecture	CLT/ITH	9 108

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

	Title	Subject	Total views
1	Bouba & Zaza - le dessin animé pour la jeunesse	ED	5 457
2	Les chants polyphoniques des pygmées Aka de Centrafrique	CLT/ITH	3 913
3	Le chant polyphonique géorgien	CLT/ITH	1 957
4	La pêche aux crevettes à cheval à Oostduinkerke	CLT/ITH	1 956
5	Le repas gastronomique des Français	CLT/ITH	1 945

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

	Title	Subject	Total views
1	Los cantos polifónicos de los pigmeos aka de Centroáfrica	CLT/ITH	4 739
2	La huaconada, danza ritual de Mito	CLT/ITH	4 425
3	Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas	UNESCO	3 498
4	Aprender a Proteger la Biodiversidad	ED	2 556
5	Los parachicos en la fiesta tradicional de enero de Chiapa de Corzo	CLT/ITH	1 852

▪ **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	523
2	Lynes and Geoglyphs of Nasca and Pampas de Jumana	CLT/WHC	506
3	Petra	CLT/WHC	464
4	UNESCO Siq Project, MAKING PETRA SAFER FOR ALL!	CLT/WHC	242
5	Journeys to School	ED	220

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

	Title	Subject	Total views
1	Taj Mahal	CLT/WHC	273
2	Prehistoric Sites and Decorated Caves of the Vézère Valley	CLT/WHC	231
3	Interview with Alsou Abramova, UNESCO Artist for Peace*	UNESCO	182
4	UNESCO History*	UNESCO	179
5	Lake Malawi National Park	CLT/WHC	153

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

	Title	Subject	Total views
1	Serra Capivara	CLT/WHC	1 871
2	Vídeo da UNESCO celebra 53 anos de Brasília	CLT/WHC	648
3	Boas práticas do Programa Mais Educação	ED	278
4	Dia Nacional de Visibilidade Trans: 29 de janeiro.mp4	SHS	76
5	Museu de Congonhas	CLT	72

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

	Title	Subject	Total views
1	UNESCO History*	UNESCO	15
2	Gao Shijun, Director of European HQ of China Radio International	CI	12
3	Interview of Zhang Jun - UNESCO Artist for Peace*	UNESCO	9
4	40th anniversary of the World Heritage Convention	CLT/WHC	7
5	Cheng Yizhong, laureate of the 2005 UNESCO/Guilhermo Cano World Press Freedom Prize	CI	4

* Produced by UNESCO Studio.

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

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.

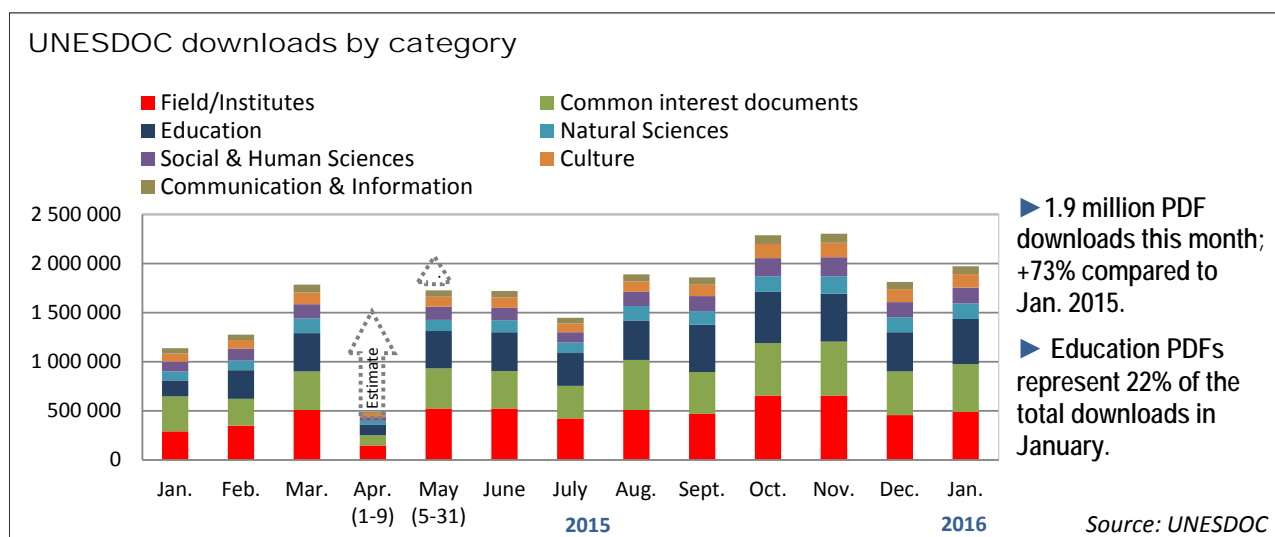
In January 2016, there were **151 707** records available online in PDF format (**151 525** in December 2015), including documents, publications, communication material and other working documents.

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

5.1.1 Statistics of consultation

Total number of downloads in January	1 973 066
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Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	10 134	458 940	15.45%	45
Natural Sciences	10 003	160 561	4.17%	16
Social and Human Sciences	5 915	158 173	3.98%	26
Culture	4 166	139 180	5.26%	33
Communication and Information	2 845	80 173	7.41%	28
Field & Institutes	10 246	490 478	7.21%	48
Common interest documents	NA	485 561	9.37%	NA



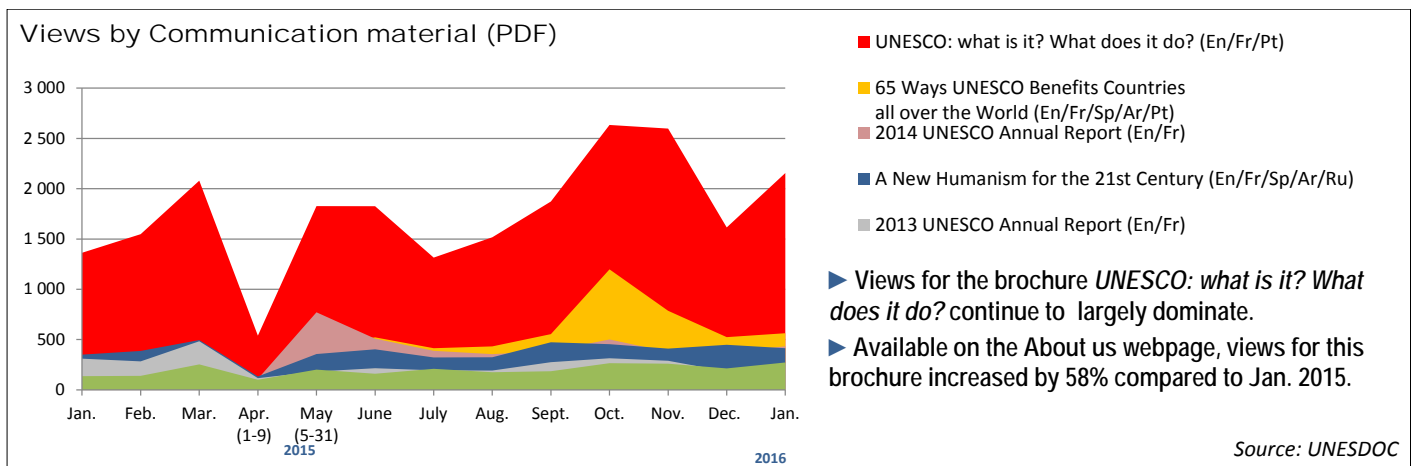
5.1.2 Top 15 Country Origin

	Country	Downloads
1	United States of America	438 492
2	Germany	85 631
3	Mexico	73 986
4	France	67 785
5	China	60 758
6	United Kingdom of Great Britain and Northern Ireland	54 400
7	Philippines	35 503
8	Spain	31 531
9	Japan	27 492
10	India	25 958

11	Brazil	23 209
12	Canada	22 145
13	Vietnam	17 271
14	Venezuela (Bolivarian Republic of)	13 506
15	Colombia	13 254

5.1.3 Printable Communication materials

Title	Total downloads in January							Total
	EN	FR	SP	RU	AR	ZH	POR	
UNESCO: what is it? What does it do?	1 378	601					177	2 156
65 Ways UNESCO Benefits Countries all over the World	250	147	110		5		51	563
2014 UNESCO Annual Report	377	56						433
A New Humanism for the 21st Century	164	103	100	39	8			414
2012 UNESCO Annual Report	215	57						272
2013 UNESCO Annual Report	236	30						266
TOTAL	2 620	994	210	39	13	0	228	4 104

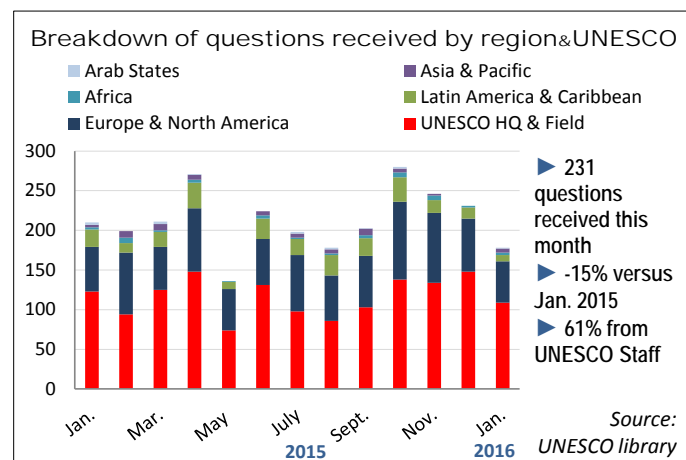


5.2. UNESCO Library - <http://www.unesco.org/library>

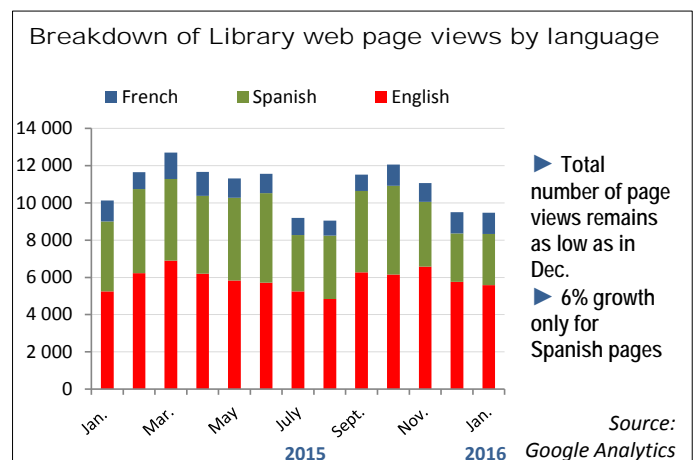
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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/>

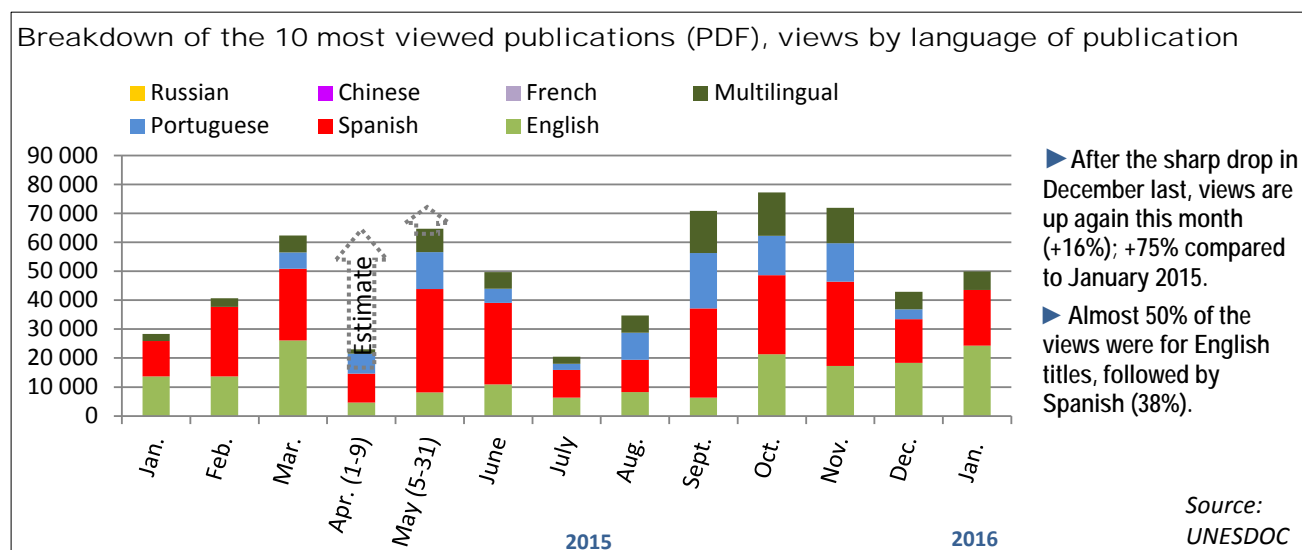
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical 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 January 2016 figures for the Top 10 online viewing have increased somewhat (+16%) compared to December 2015 but remain significantly higher than those of January 2015 (+75%). English titles are the highest language-wise with the English version of the *EFA GMR, 2015* showing good progression due to the release of the related publication on textbooks for children. The *UNESCO Science Report: towards 2030* is still doing relatively well, as is the *WWDR, 2015*. Publications page views on Google Books in January 2016 have increased very slightly (+0.95%) and are relatively higher than the same month last year (+30%). Sales in the book shop were dominated by the 70th anniversary publication *70 Quotes for Peace* (co-published with Gallimard) and the *Series on Woman in African History* (co-published with Collins). International sales were dominated by *Re| Shaping Cultural Policies. 2005 Convention Global Report*.

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	6 376	Brasilia, UNESCO Brasilia/CECRIA, 1995
2. Declaración Universal de Derechos Humanos	SHS	Plurilingual	6 329	Santiago de Chile, OREALC, 2008
3. Education for All 2000-2015: achievements and challenges; EFA global monitoring report, 2015	ED	English	5 671	Paris, UNESCO, 2015
4. Every child should have a textbook	ED	English	4 854	2016
5. UNESCO science report: towards 2030	SC	English	4 652	Paris, UNESCO, 2015
6. Science laboratory technology, National Diploma (ND): curriculum and course specifications	ED	English	4 511	Nov. 2004
7. Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future)	ED	Spanish	4 387	UNESCO, 1999
8. Replantear la educación: ¿Hacia un bien común mundial? (Rethinking education: towards a global common good?)	ED	Spanish	4 258	Paris, UNESCO, 2015
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	4 221	UNESCO 1976
10. The United Nations world water development report 2015: water for a sustainable world	SC	English	3 894	Paris, UNESCO, 2015

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

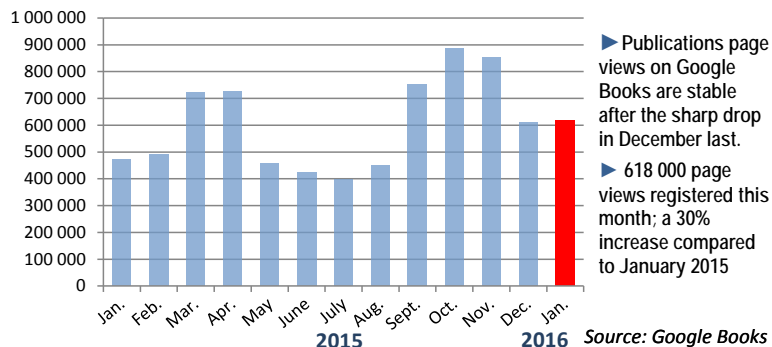


6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **633** 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
January 2016	633	63 361	618 293	378
January 2015	500	45 416	473 770	252

Publications page views



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
	220	ERI/DPI
	151	CI
	150	CI
	150	CI
	150	CI

Bookshop sales of non-UNESCO publications, top 5

Publication	Copies sold	Publisher
	13	Panasonic
	1	Sillabe
	-	
	-	
	-	

6.4. Online and international sales

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

Publication	Copies sold	Sector
	22	CLT
	22	ED
	19	ED
	19	CLT
	14	CLT

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

Bookshop sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Investing against Evidence The Global State of Early Childhood Care and Education	0	ED
Re Shaping Cultural Policies 2005 Convention Global Report 1	0	CLT
Replantear la educación ¿Hacia un bien común mundial?	0	ED
The State of Broadband 2015	0	CI
World Heritage Review n°77 - World Heritage and climate change	0	CLT/WHC

Online and international sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
¿Por qué una Bioética Global?	0	SHS
Replantear la educación - ¿Hacia un bien común mundial?	0	ED
Wangari Maathai and the green belt movement	0	CI
70 citations pour la paix / 70 Quotes for Peace	0	ERI/DPI
Ocean Sustainability in the 21st Century	0	SC

* 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 January

Contract No.	Title	Publisher	Language	Date signed
Memorandum of Understanding for the distribution of ebooks	General History of Africa volumes I-VIII + volume IX to be published	Worldreader (appointed by UNESCO as distributor of the titles in electronic form via all Worldreader Digital Applications)	English/French/Portuguese (main paperback edition) English/French/Kiswahili (abridged paperback edition)	21/01/2016
Amendment n° 3 to co-publishing agreement n° J.2013-009	World Heritage	PFD Publications/UNESCO	English/French/Spanish	22/01/2016

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

Requestor	UNESCO Content	To be reproduced in	Conditions	Date signed
CNED	Texte du site de la Liste du Patrimoine mondial en ce qui concerne le plan de Timgad, © UNESCO/WHC 1992-2016	Pour inclusion dans un fascicule de corrigé-type (1-6015-CT-WB-02-16) pour préparation au Capes externe d'histoire-géographie qui sera mis en ligne sur la plateforme de formation du CNED http://www.cned.fr avec accès sécurisé (identifiant et mot de passe) pour les 550 inscrits par an à la préparation. Durée : 2 ans à compter du 06 janvier 2016.	Autorisation accordée par mail. A titre gratuit. Pour l'usage et la durée indiquée. Concerne le texte seulement (les relevés archéologiques n'appartenant pas à l'UNESCO)	13/01/2016

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	7	2	5	
CLT	6	1	5	
ED	7	4	1	2
ERI	4	4		
SC	4	3	1	
SHS	7	6	1	
Total	35	20	13	2

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

Type of Events taking place	at HQS	away from HQS
Category 1 - International Conference	-	-
Category 2 - Intergovernmental meeting	1	-
Category 3 - Non-governmental conference	1	-
Category 4 - International Congress	-	-
Category 5 - Advisory Committee	2	-
Category 6 - Expert Committee	-	1
Category 7 - Seminars and Workshops	3	6
Category 8 - Symposium	1	1
Reception	-	-
Exhibition	-	-
Event under patronage	1	-
Concert	1	-
Interagency Meeting	-	-
Consultative Meeting	2	-
Meeting by Member States or Institutions	-	1
Prize giving ceremony	1	2
Film Projection	-	-
Special Event	4	5
Working group/Expert Meeting	-	1
Headquarters Committee	-	-
Executive Board	-	-
Show	1	-
Total	18	17

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
07-08/01	Plateforme Océan et Climat	SC/IOC	Salle VII	20
11-13/01	IPBES ILK dialogue workshop for the Europe and Central Asia Assessment	SC/PCB/SII	Salle VII	40
11-15/01	Advisory Body Convention 1972	CLT/CCS	Salle VI	180
12/01	Réunion du COPIL de la Plateforme Océan et Climat	IOC/EXS	Salles III, XIV	15
13/01	12e réunion de consultation du Groupe international de soutien pour le Programme sur l'Homme et la biosphère (GSI-MAB)	SC/EES/ESP	Salle XIII	80
13-14/01	Cadres communs sur l'utilisation des TIC dans l'enseignement : Formation des enseignants et enseignants compétents en termes de TIC.	CI/KSD/ICT	Salle VIII	25
14/01	Présentation du Programme jeunesse auprès des étudiants de l'université California State San Marcos, USA	SHS/YES/YSS	Salle VII	25
18-20/01	Symposium international sur les Politiques éducatives	ED/THE/TEP	Divers	200
19/01	Réunion d'experts pour l'organisation de la prochaine session du CIGEPS et MINEPS VI	SHS/YES/YSS	Salle VI	20
20-21/01	Urban Thinkers Campus	CLT/HER/WHC/EUR	Divers	150
25-28/01	22e réunion du Comité consultatif international pour les réserves de biosphère (MAB)	SC/EES	Divers	40
26/01	Réunion des membres de la Plateforme Océan et Climat	IOC/EXS	Salles VI, IX	50
27/01	Conférence de presse avec Johann Chapoutot	ERI/DPI/MER	Salle VI	25
27/01	Interview avec Vincent Moissenet sur le patrimoine menacé par le fanatisme	ADG/CLT	Salle IX	50
27-28/01	Réunion du Bureau du Conseil intergouvernemental (CIG) du programme MOST	SHS/TSD/RPF	Salle VIII	45
Total participation				965

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

8.1.2 Electoral Groups Meetings (Plenaries)

Date	Title	Organizer	Place	Public
12/01	Réunion plénière du Groupe ASPAC	Déleg. perm. de la Malaisie	Salle XVI	35
20/01	Réunion plénière du groupe AUC	Déleg. perm. de la Malaisie	Salle XVI	30
25/01	Réunion plénière du Groupe II	Déleg. perm. de la Roumanie	Salle XVI	35
28/01	Réunion plénière du GRULAC	Déleg. perm. du Guatemala	Salle XIII	40
29/01	Réunion plénière du Groupe africain	Déleg. perm. du Cameroun	Salle XIII	40
Total participation				180

8.1.3 External rentals

Date	Title	Organizer	Place	Public
08/01	Cérémonie de remise de diplômes	ISG	Salle I	1 300
15/01	Ethique et développement durable	UATI	Salle II	450
18/01	Soirée "Semaine du Son"	Déleg. perm. de la France	Salle I	700
22/01	Cérémonie de remise de diplômes	Novancia Business School Paris	Salle I	1 300
28-29/01	Journées d'étude annuelles	APF Formation	Salle I	1 000
Total participation				4 750

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

8.2.1 Shows, Screenings, Conferences, Exhibitions and Prize-giving ceremonies

Date	Title	Organizer	Place	Public*
13/01	Cérémonie de remise du Prix UNESCO-Roi Hamad bin Isa Al-Khalifa pour l'utilisation des TIC dans l'éducation	ED/PLS/ICT	Salle I	300
14/01	« Antigone » de Sophocle par Milan Sládek	Délég. perm. de la Slovaquie	Salle I	650
18/01	Soirée d'ouverture de la 13 ^e édition de La Semaine du Son : « Les enjeux sociétaux du sonore »	Délég. perm. de la France	Salle I	700
25-31/01	Journée internationale dédiée à la mémoire des victimes de l'Holocauste 2016 : « Des mots au génocide : la propagande antisémite et l'Holocauste » <ul style="list-style-type: none"> • Tables rondes (27/01) « Une histoire de génocide et de discours de haine » et « A la lumière du passé : lutter contre l'antisémitisme et le discours de haine au temps présent » • 9^e cérémonie dédiée à la mémoire des victimes de l'Holocauste (27/01) • Expositions (25/01-12/02) « L'Etat trompeur : le pouvoir de la propagande nazie » « A comme pour Adolf : inculquer les valeurs nazies aux enfants allemands » 	ED/TLC/GCE	Salles Miró, I et IV	1 000
26/01	CAMPUS UNESCO « Des mots au génocide »	ERI et ED/TLC/GCE	Salle XI	130
26/01	« Aïda » par le Chœur Philharmonique international, concert de soutien en faveur de la campagne #UNITE4HERITAGE, Unis pour le patrimoine	CPI, CLT et ERI	Salle I	1 300

* 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

- **5 events** were promoted in the January monthly *Calendar of cultural events* printed out in 500 copies (in French), and its electronic version sent out to **28,420 subscribers**.
- **6 events** were organized, co-organized and/or promoted in January by DPI/PRP (Public Relations and Partnerships Section).

8.3. UNESCO Visits

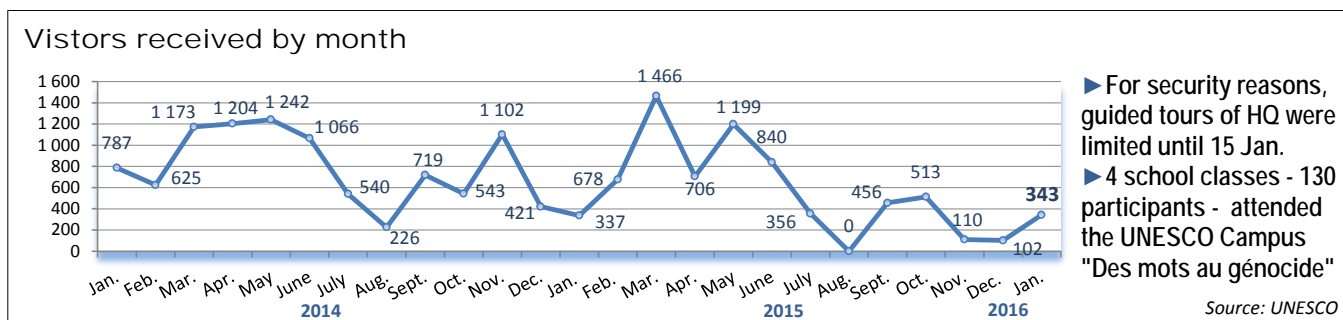
In January, **10 guided tours** of Headquarters for **213 visitors** and **one UNESCO Campus for 130 participants** (4 school classes) were organized. Most visits were conducted in French for a European and North American public.

1. Requests	
Number of emails received	n/a
Number of requests received	n/a
Accepted requests	11
Declined requests	n/a

2. Languages		
Visits/Presentation in French	8	73%
Visits/Presentation in English	2	18%
Other	1	9%

3. Type of visits		
Group Visits	10	90%
Individual Visits	0	0%
Thematic Conferences	1	9%

4. Origin		
Europe and North America	333	97%
Asia and Pacific	10	3%
Africa	0	0%
Arab States	0	0%
Latin America and the Caribbean	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.

- **9 events** which have been granted UNESCO's patronage took place in January 2016

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
02/01	Croatia	Celebration of the 2400 th birthday of Stari Grad on the Island of Hvar, organised by the municipality under the patronage of the Croatian President	Local government & the public at large	CLT
02/01	France	"Grandma's Project" – a series of web films from Chai Chai Films to promote intangible cultural heritage	The public at large	CLT
02/01	Russian Federation	Celebrations to commemorate the bicentenary of the birth of the Russian novelist and writer, Ivan Tougueniev	Literary professionals and the public at large	ERI
08/01	France	First edition of "Music Forum for Peace" of the Philharmonie de Paris	The public at large	ERI
30/01	Luxemburg	Forum international sur les troubles d'apprentissage organisé par la Fondation du Grand-Duc et de la Grande-Duchesse au Luxembourg	Youth and students	ED
31/01	Switzerland	Exposition « Les Rescapés de la Shoah : Courage, Volonté, Vie" au Palais des Nations à Genève	The public at large	ERI
31/01	France	Livre de photos "Un chemin vers la paix" par Mme D. Roger	The public at large	ERI
31/01	Japan	12th Edition of Exploration for Disaster Prevention (EDP) Map Contest	Students	SC
31/01	The Netherlands	European Tour of the Royal Concertgebouw Orchestra	The public at large	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
10/01	The World Heritage Site of Australia 1 (Compilation)	30 min.	5.5%
17/01	The World Heritage Site of Australia 2 (Compilation)	30 min.	4.9%
24/01	Kathmandu Valley (Nepal)	30 min.	4.8%
31/01	Singapore Botanical Gardens (Singapore)	30 min.	6.0%

Average audience share in January: **5.3%** (for the first broadcast). Estimate number of viewers in Japan: **5,793,000** (for the first broadcast). The total number of audience accessed to the programme in January was estimated at **19,173,000**.

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

Area of collaboration: extensive coverage on UNESCO activities

Partnership began: October 2010

Products: News and interviews

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

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

Network: partnership with more than 100 foreign news media

Links to titles by language (other than Chinese)	Nb of reports
English	21
Spanish	22
French	23
Russian	4
Arabic	6

In January a total of **76 reports** were released on UNESCO through Xinhuanet

10.2 Ad hoc promotional UNESCO partnerships for events and campaigns

Event	Partners	Benefits
International Day of Commemoration in Memory of the Victims of the Holocaust (27/01)	<ul style="list-style-type: none"> ▪ Mémorial de la Shoah ▪ United States Holocaust Memorial Museum ▪ The Wiener Library ▪ France Culture ▪ Le Huffington Post/ Le Monde 	Visibility on the partners' websites and their social media channels: <ul style="list-style-type: none"> ▪ Mémorial de la Shoah ▪ United States Holocaust Memorial Museum ▪ The Wiener Library ▪ France Culture ▪ Le Huffington Post/Le Monde

10.3 Communication partnerships

France Médias Monde	Collaboration éditoriale dans le cadre de l'émission « Mémoires d'un continent » sur RFI basée sur <i>l'Histoire générale de l'Afrique</i> . 52 émissions.	<ul style="list-style-type: none"> ▪ Autorisation de diffusion des contenus des 9 volumes de <i>l'Histoire de l'Afrique</i> sur le site RFI Savoirs. ▪ Autorisation d'utilisation par l'UNESCO des enregistrements de l'émission de RFI dans les écoles et autres établissements d'éducation dans lesquels elle est amenée à intervenir dans le cadre de sa mission. ▪ Visibilité du logo de l'UNESCO sur site de l'émission « Mémoires d'un continent » ainsi que sur le site RFI Savoirs ▪ Le nom de l'UNESCO en tant que partenaire de l'émission sera cité systématiquement au début et en fin d'émission, ainsi que dans l'ensemble des annonces de promotion de l'émission.
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