



United Nations  
Educational, Scientific and  
Cultural Organization

Sector for  
External Relations and  
Public Information  
Division of Public Information

ERI/DPI/2016/PIPMR/66

# Monthly Visibility Report

## September 2016

### Table of Contents

<b>Executive Summary .....</b>	<b>2</b>
<b>Major events .....</b>	<b>3</b>
<b>Focus on UNESCO Liaison Office in New York.....</b>	<b>8</b>
<b>1. UNESCO Website.....</b>	<b>9</b>
<b>2. UNESCO Media Services .....</b>	<b>13</b>
<b>3. UNESCO Social Media Channels.....</b>	<b>15</b>
<b>4. UNESCO Photobank.....</b>	<b>22</b>
<b>5. UNESCO Documents and Library .....</b>	<b>23</b>
<b>6. Publications .....</b>	<b>25</b>
<b>7. UNESCO Calendar of events .....</b>	<b>28</b>
<b>8. UNESCO Headquarters .....</b>	<b>29</b>
<b>9. UNESCO logo exposure.....</b>	<b>32</b>
<b>10. Media and Communication Partnerships .....</b>	<b>33</b>

# 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

- 60,175 articles mentioning “UNESCO” were monitored in September in all media sources. See details page [14](#).

The following events are highlighted in the Major Events pages:

- Launch of the 2016 Global Education Monitoring Report (06 Sept.)**
- International Meeting on “International Decade for People of African Descent (2015-2024): Ten Years to Take Action” (19 Sept.)**
- International Meeting on the Protection of Underwater Cultural Heritage Sites (22-23 Sept.)**
- 4th Session of the Subsidiary Committee of the Meeting of States Parties to the 1970 Convention (26-28 Sept.) and 20th Session of the Intergovernmental Committee for Promoting the Return of Cultural Property to its Countries of Origin or its Restitution in case of illicit Appropriation (29-30 Sept.)**
- 50th International Literacy Day (8 Sept.)**

## UNESCO Website and Social Media Channels

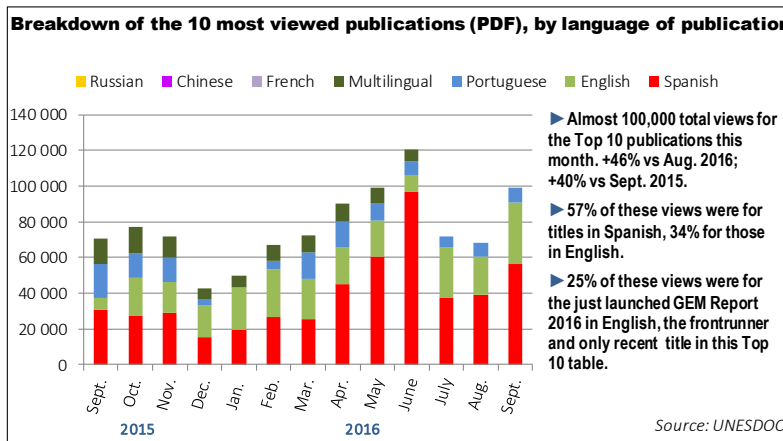
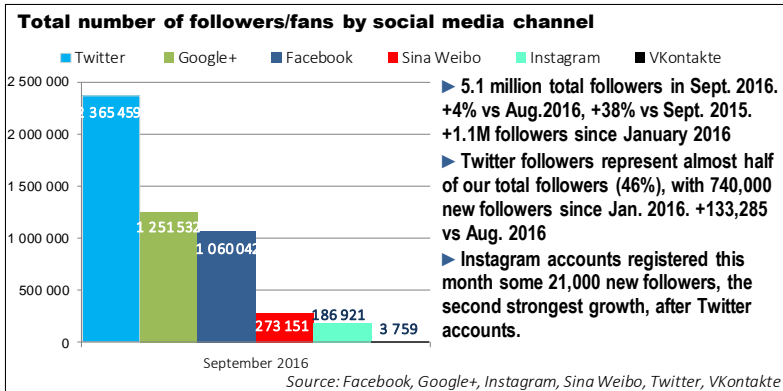
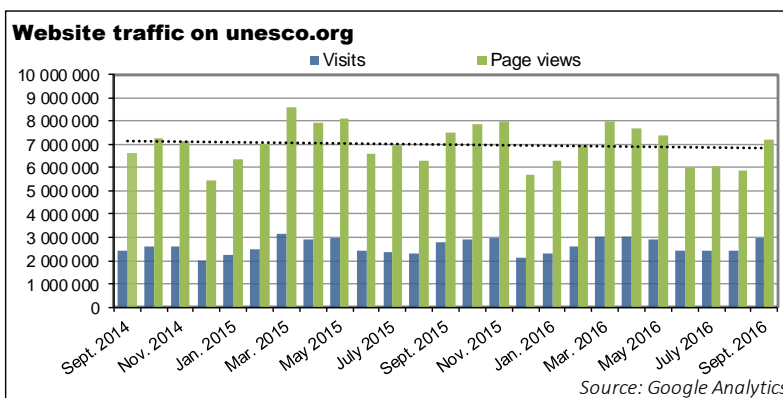
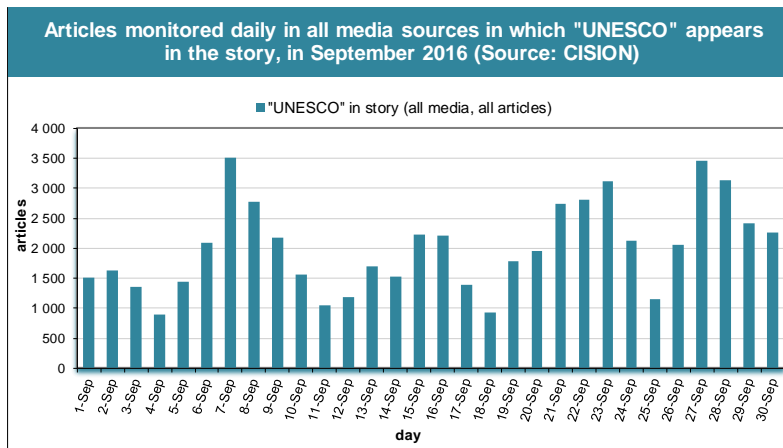
- Web traffic is up again after three slower months. With a 23% growth compared to August 2016, almost 7.2 million page views and 3 million visits were reached this month. Compared to same month last year, visits increased by 7% while page views dropped by 4%.
- A peak in traffic was reached as last year on 8 Sept. on the occasion of International Literacy Day, with more than 139,034 visits/day vs 134,451 on 8 Sept. 2015.
- As social media transforms the global conversation and changes the way we stay informed, learn and engage in debates, it becomes an indispensable tool for UNESCO’s institutional communications. New creative solutions for digital components of communications strategies are encouraged and spearheaded.
- 5.1 million followers were reached this month on key social media accounts across 6 languages. Consequently, @UNESCO account was listed among the TOP 10 most followed international organizations on Twitter and made its way to the TOP 50 international organizations on Facebook according to the Twiplomacy.org ranking.

## Publications

- September 2016 figures for the Top 10 online viewing are significantly higher than in August this year (+46%) and much better than in 2015 in the same period (+40%). Figures show a large interest for Spanish titles (57%) even over English (34%).
- The English version of the new flagship publication [GEM Report, 2016](#) represents an amazing 25% of all the views in the Top 10.
- Publications page views on Google Books in September 2016 are stable after 3 slower months for reasons which are not yet clear. Sales in the bookshop and internationally online were mainly on World Heritage.

## Focus on a Field Office

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



## Major events:

### I. Launch of the 2016 Global Education Monitoring Report (06 September)

This year the report was launched at 4 global launch events in Jakarta, Indonesia; Kigali, Rwanda; London, United Kingdom; and Medellín, Colombia. Around 1,000 people attended the events, with over 10,000 watching online. At the end of the month, a high profile event was also held in New York at the United Nations General Assembly. The GEM Report also held its first ever digital youth launch on Google+, watched by over 300 people so far. This brought together a panel of youth advocates from seven countries to discuss how the Report relates to youth.

The four global launch events, and the event in New York at UNGA included high level speakers such as Jeffrey Sachs, Professor, Forest Whitaker, UNESCO Special Envoy for Peace and Reconciliation and SDG Advocate; Gordon Brown, UN Special Envoy for Global Education; Angel Gurría, OECD Secretary-General; Ambassador Marie Chatardova, Vice-President of ECOSOC; Yannick Glemarec, Deputy Executive Director, UN Women, David Nabarro, Special Adviser on the 2030 Agenda for Sustainable Development, H.E. Dr Papias Malimba Musafiri, Minister of Education of the Republic of Rwanda, Vivian Onano, WaterAid America Youth Ambassador and Women Deliver Young Leader, Kevin Watkins, Executive Director of the Overseas Development Institute, Dr Sakena Yacoobi, Chief Executive Officer for Afghan Institute of Learning, Mundiya Kepanga, Indigenous Chief from Tari, Papua New Guinea, Federico Gutiérrez, Medellín Mayor, Juan Eduardo Garcia Huidobro, Division Chief of General Education, Ministry of Education of Chile; Ana Cecilia Tamayo, Chief Adviser Office of Planning and Finance, Ministry of Education, Republic of Colombia.

In addition to the 4 global launches, 28 regional and national launch events have taken place in September, attracting thousands of participants and worldwide media attention. At least ten press conferences were held, including in London, Brazil, Senegal, Rwanda and Indonesia. Ten Ministers of Education attended events over the course of the month. Seven events were streamed online.

There has been a successful transition from the previously branded GMR to the newly branded GEM Report series. The 2016 GEM Report achieved more media coverage than any previous GMR, with around 1,900 articles recorded so far. The GEM website and online report received a combined total of 95,000 page views over the month, from a combined total of over 30K unique visitors. During the first 7 days after launch, tweets from @GEMReport reached 16.3 million accounts, up from 10.7 million last year and received 256.7 clicks, up from 154.4K clicks last year. The hashtag for the Report (#sdg4all) reached 115 million users in total for the month (46 million for the first week only), down slightly from 56.4 million last year.

**Participants:** London: >180; Kigali: >110; Medellín: >450; Jakarta: >200. Other launches: >3,170. Total participants in September: 3,910. Average number of participants per event: 122.

**Audience:** Ministers, UN agencies, Member States, education specialists, NGOs & campaigners, academics, students & teachers

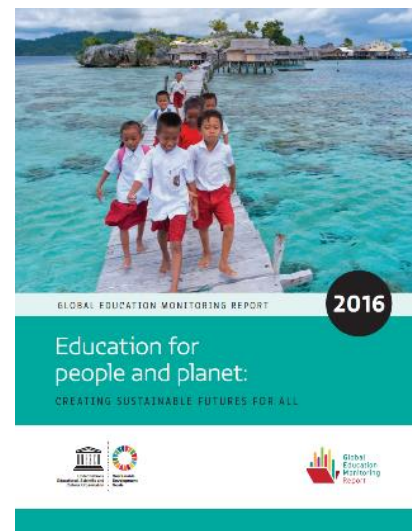
#### Communication materials and activities:

- Press release ([06/09](#))
- News ([06/09](#), [21/09](#))
- [GEM Report dedicated website](#)
- [2016 GEM Report](#) (English)
- 2016 GEM Report Summary in: [English](#), [French](#), [Spanish](#), [Russian](#), [Arabic](#), [Chinese](#), [Hindi](#), [Indonesian](#), [Nepali](#), [Portuguese](#), [Urdu](#)
- 2016 GEM Report-Youth illustrated version in: [English](#), [French](#), [Spanish](#), [Russian](#), [Arabic](#), [Chinese](#), [Portuguese](#)
- [Infographics](#)
- [On-line social media pack](#)
- Video: [Messages by the Director-General and others](#), [GEM 2016 Themes Card](#), [GEM Report Youth Launch](#)

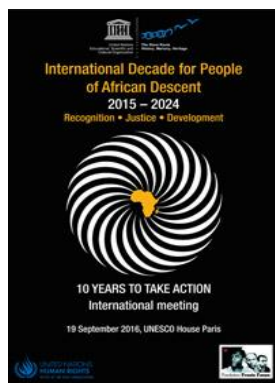
**Website statistics:** [Press release](#): 2,180 visits/3,740 page views. News: [06/09](#): 400 visits/882 page views, [21/09](#): 154 visits/300 page views. [GEM Report dedicated website](#): 28,344 visits/69,546 page views (on launch day: 3,409 visits/7,378 page views). GEM Report Blog: 22.2k visitors. [2016 GEM Report](#): 25,534 views. 2016 GEM Report Summary (views): [English](#): 2,026, [Spanish](#): 2,626, [French](#): 1,240, [Portuguese](#): 793, [Chinese](#): 337, [Arabic](#): 193, [Indonesian](#): 96, [Nepali](#): 66, [Russian](#): 58, [Hindi](#): 15, [Urdu](#): 14. 2016 GEM Report-Youth illustrated version (views): [Spanish](#): 3,000, [English](#): 2,110, [Portuguese](#): 243, [French](#): 177, [Chinese](#): 86, [Arabic](#): 59, [Russian](#): 22. Video messages: [Irina Bokova](#): 162 views, [Paul Polman](#): 144 views, [Aaron Benavot](#): 139 views, [Forest Whitaker](#): 105 views, [Marcia Marin](#): 91 views, [Salam Al-Nukta](#): 89 views.

**Press coverage:** Around 1,900 articles were written in the launch month about the 2016 GEM Report. Opinion pieces were sourced in the names of the Director-General of UNESCO, an Indigenous leader from Papua New Guinea, and Aaron Benavot, the director of the Report. Broadcast coverage was extensive and included feature-length packages on channels such as Al Jazeera, BBC, France 24, CNBC and M6. Interviews on the Report ran in other major channels, including Xinhua TV, Russia Today and NDTV, Citizen TV, Atlantic Radio Morocco and SAFM.

**Social media:** On the day of the launch the GEM Report received 156,541 organic impressions and reached a total of 16,338,634 accounts with 85,967 clicks on Twitter. The hashtag: #sdg4all was used 1,993 times reaching 25.5m accounts. Over the month, the hashtag made over 115m impressions, with over 3,000 people participating. In total for September on Twitter the GEM Report received 789,451 organic impressions with 10,729 engagements and 2,153 new followers, reaching a potential 45.7m accounts. On Facebook 151,031 people were reached.



## II. International Meeting on “International Decade for People of African Descent (2015-2024): Ten Years to Take Action” (19 September)



In December 2014, the UN General Assembly, in its Resolution 68/237, proclaimed the International Decade for People of African Descent (2015-2024) under the theme "Recognition, Justice and Development".

This Decade provides an operational framework to encourage Member States to eradicate social injustices inherited from history and to fight against racism, prejudice and racial discrimination to which people of African descent are still subjected. It aims to strengthen actions and measures to ensure the full enjoyment of the economic, social, cultural, civil and political rights of people of African descent, as well as their full and equal participation in society.

The meeting held on 19 September at UNESCO Headquarters was organized in collaboration with the Office of the United Nations High Commissioner for Human Rights and the Frantz Fanon Foundation. The main goal of the event was to raise awareness about the objectives and challenges of the Decade, to share national experiences regarding its activities, and to discuss strategies to improve synergies between key stakeholders.

Some 300 people, including representatives of intergovernmental organizations, UNESCO's regional groups – Mr Jacques Kabale, Africa Group and Mr Marco Tulio Chicas Sosa, Latin America and the Caribbean Group-, the Working Group of Experts on People of African Descent – Mireille Fanon-Mendes-France –, non-governmental organizations, as well as researchers, civil society activists and 26 journalists from international media participated in the meeting. Lilian Thuram, famous French football player and Rokhaya Diallo, well known journalist and activist participated as panelist and moderator.



The meeting acknowledged the fact that Afro-descendant communities have been divided by history, geography and the ideology of racism.

The key challenge of the Decade is to contribute to improvement by 2024 of the conditions of people of African descent would. To that end, there is an urgent need to revisit public policies and upon lessons learnt, define more appropriate strategies to ensure the full enjoyment by people of African descent of all their human and citizens' rights. The meeting reaffirmed that the Durban Declaration and Programme of Action remain the basis for the implementation of the Decade by the Members States through national policies. The participants also highlighted to necessity for civil society organizations to join their efforts with governmental and professional institutions and to establish fruitful partnership to combat racism and dissemination against people of African descent.

After the one-day meeting the participants proposed the following actions:

- Launch an international/regional competition to select best projects contributing concretely the decade;
- Promote national plans of action;
- Organize periodical meetings at national level to review achievements and to discuss further actions;
- Create an application for smartphone and tablets based on the Agenda for the Decade;
- Use presidential campaign to submit to the candidates the Decade's Programme of activities and objectives and ask them to clearly pronounce themselves on their support to the Decade;
- Plan communication actions: article in major newspaper to explain the Decade; create a Facebook page; organize an event for the media; hire celebrities as spokespersons; establish a network of organizations.

During the meeting a short video for the promotion of the International Decade for People of African Descent produced by UNESCO was presented.

**Participants:** 300. **Audience:** Experts, journalists, civil society, delegations and the general public.

### Communication materials and activities:

- [Dedicated webpage](#)
- [Event announcement](#)
- Save the date
- [Concept Note](#)
- [Flyer/Provisional Agenda](#)
- Poster
- Videos: Promotion of the Decade (1'44) , messages by [actor Dany Glover](#) and by [Sir Hilary McDonald Beckles, Vice-Chancellor of the University of the West Indies](#)
- Programme of activity for the implementation of the Decade in (English/French) distributed to all participants
- A handbag promoting the Decade and the 10 years Agenda of people of African descent (published by UNESCO in English, French and Spanish) for panelists

**Webcast/Live streaming connections:** 31 simultaneous connections (11 external, 20 internal).

**Website statistics:** [Dedicated webpage](#): 194 visits/550 page views.

**Press coverage:** 17 journalists covered the event, including those from BBC Afrique, Le Monde Afrique, INPS, RFI, Baobab News Radio Soleil, France Antilles, Revue Infos Lumière, Mbao Productions, Radio FPP/ New African Magazine.

**Social media:** Not included in the communication plan.

### III. International Meeting on the Protection of Underwater Cultural Heritage Sites (22-23 September)

An International Meeting on Underwater Cultural Heritage Sites Protection was held on 22 and 23 September 2016 at UNESCO Headquarters.

The purpose of the meeting was to support the implementation of UNESCO's 2001 Convention on the Protection of the Underwater Cultural Heritage. Participants included State delegations as well as leading underwater archaeology experts, among them James Delgado of the US National Oceanic and Atmospheric Administration (NOAA), Ricardo Duarte, of the Eduardo Mondlane University (Mozambique), Michel L'Hour of the Department of Underwater Archaeological Research of France's Ministry of Culture, and underwater archaeologist Michael Pateman from the Bahamas. Organizations such as INTERPOL, NATO and ICOMOS were equally present.



The participants examined questions concerning the monitoring of sites, pillaging and the trade in illegally or unscientifically salvaged cultural artefacts. There were also presentations concerning recent examples of pillage such as the case of the Nuestra Señora de las Mercedes.

Advances in diving equipment have placed underwater remains within the reach of archaeologists and treasure hunters alike and the pillaging of such sites is spreading. While many States have reinforced the protection of their heritage on land, most underwater heritage remains unprotected.

UNESCO's 2001 Convention on the Protection of the Underwater Cultural Heritage has been designed to improve the protection of submerged heritage, in line with what is done on land.

Recommendations were adopted at the end of the meeting, including on the creation of a special police group under the oversee of Interpol, on the introduction of underwater cultural heritage protection in navy operations, on training and on sanctions.

**Participants:** 150.

**Audience:** Delegations, IGOs, NGOs, experts

**Communication materials and activities:**

- Media advisory ([16/09](#))
- News ([09/09](#))
- Wide angle: [James Delgado and Michel L'Hour](#) (21/09)
- [Dedicated webpage](#)
- [Information note and provisional agenda](#) (EN/FR)
- Recommendations ([EN/FR](#))
- [Manual for Activities directed at Underwater Cultural Heritage](#)
- Social media material (cards, film, Twitter messages)
- Video: [UNESCO Convention on the Protection of Underwater Heritage](#)
- Videos of all expert presentations will be posted online shortly.

**Website statistics:** [Media advisory](#): 280 visits/447 page views. [News](#): 50 visits/338 page views, [Wide angle](#): 382 visits/543 page views. [Dedicated webpage](#): 688 visits/1,104 page views. Video: [UNESCO Convention on the Protection of Underwater Heritage](#): 99 views (22,819 views since Feb. 2010).

**Press coverage:** 5 journalists from Atlantic Monthly Magazine, Le Monde, Radio France and Archéologia attended the event. Articles were published in some 20 news sites including [Le Monde](#), ABC, La Vanguardia. Film projects are currently being discussed with France TV and Arte.

**Social media:** A social media pack was prepared by ERI/DPI and sent out to participants and relevant partners. #UnderWaterHeritage hashtag was used to communicate on the subject; it generated 137,512 organic impressions on Twitter and reached 168,600 people.

## IV. 4th Session of the Subsidiary Committee of the Meeting of States Parties to the 1970 Convention (26-28 September)

The purpose of the Subsidiary Committee is to promote the objectives of the Convention and its efficient implementation among the Member States.

The Secretariat began the 3-day meeting held at UNESCO Headquarters by brief oral reports on previous meetings that are relevant in the area of illicit trafficking of cultural property. This included a report on the joint meeting of Chairpersons of the UNESCO Culture Conventions, an oral report on the synergies between the 1970 and 1954 Conventions and oral reports on the informal reflection group meetings that took place in preparation for the Subsidiary Committee.

Furthermore, the Secretariat gave the Committee an overview of the activities undertaken in the past year to better implement the 1970 Convention. Emphasis was placed on emergency actions particularly in Iraq, Syria and Libya. Details on other activities undertaken were discussed including capacity building and awareness-raising initiatives to effectively fight against the illicit trafficking of cultural property.

In addition, the Committee also gave Member States the opportunity to share their good practices and submit their recommendations on effective ways to implement the Convention.

The Fourth Subsidiary Committee invited experts from various organizations to give informative presentations and opened the floor for useful discussions on various issues pertaining to the illicit trafficking of cultural property. Speakers included representatives from the UN Sanctions Monitoring Team, Council of Europe, Financial Action Task Force and a representative from the International Indian Treaty Council.

**Participants:** 140 participants, 6 speakers. **Audience:** 18 Member States Parties to the Committee, Observer Member States, Representatives from Organizations such as UN Security Council Monitoring Team, International Indian Treaty Council, Council of Europe, Financial Action Task Force, UNIDROIT, ICOM and government representatives, cultural heritage and legal experts.

### Communication materials and activities:

- Media advisory ([22/09](#))
- [4th Session of the Subsidiary Committee webpage](#)
- [Illicit Trafficking of Cultural Property, 1970 Convention webpage](#)

**Website statistics (1/09-09/10):** [Media advisory](#): 340 visits/622 page views. Webpages: [4th Session of the Subsidiary Committee](#): 372 visits/3,240 page views. [Illicit Trafficking of Cultural Property, 1970 Convention](#): 2,656 visits/6,376 page views.

**Press coverage and social media:** see Session below.

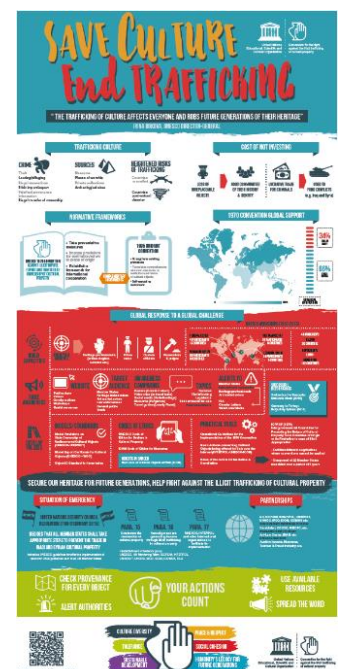


## 20th Session of the Intergovernmental Committee for Promoting the Return of Cultural Property to its Countries of Origin or its Restitution in case of illicit Appropriation (ICPRCP) (29-30 September)

The functions of the ICPRCP essentially comprises of facilitating bilateral negotiations for the return and restitution of cultural property to its countries of origin. The Secretariat opened the meeting with a report on the follow-up Recommendations and Decisions adopted during the 19th Session of the ICPRCP. This included reference to successful cases of return and restitution, such as the case of the Buddha statue between Norway and Myanmar. Furthermore, the return of various significant cultural property to Egypt from both France and the UK was recognized.

The Secretariat gave the Committee a short informative presentation on the correct procedure to submit a case for return and restitution to the Committee. Questions were welcomed and some States proposed submitting new cases to be addressed in the next ICPRCP Session such as the return of the Broken Hill Skull from the United Kingdom to Zambia. One of the main issues discussed was the pending case of the Parthenon Sculptures (Greece vs United Kingdom). There was also a short presentation on the ArThemis Database which was created by the University of Geneva and records cases of return and restitution of cultural objects solved without litigation. The ArThemis database is an open source available to the public. Finally, an example of good practice of return and restitution of the Matisse was demonstrated to the Committee by the director of the Heni Onstad Art Centre, Norway.

Other than discussions regarding cases of return and restitution, the Committee also deliberated two important issues, the regulation of metal detectors and underground scanners, which addressed the importance of archaeological context and the way that metal detectors could have an impact on cultural heritage. As well as free ports in relation to cross border trade and security of global supply chains and the effect it has on illicit trafficking of cultural property.



**Participants:** 81 participants, 4 speakers.

**Audience:** 22 Member States Parties to the Committee, Observer States, representatives from the World Customs Organization, UNIDROIT, ICOM and government representatives, cultural heritage and legal experts.

**Communication materials and activities:**

- Media advisory ([22/09](#))
- [Intergovernmental Committee \(ICPRCP\) webpage](#)
- [20th Session of the ICRCPC dedicated webpage](#)
- Infographic

**Website statistics** (1/09-09/10): [Media advisory](#): 336 visits/581 page views. Webpages: [Intergovernmental Committee \(ICPRCP\)](#): 290 visits/1,477 page views. [20th Session of the ICRCPC](#): 469 visits/2,875 page views.

**Press coverage:** One journalist from Prensa Latina attended the 4th Session of the Subsidiary Committee. A dozen articles covered the two meetings.

**Social media:** Culture sector produced a well-developed infographic (see above) that was used on social media. #CulturalHeritage hashtag was used for both sessions and generated 359 RT, 253 Likes, 160,873 Impressions.

## V. 50th International Literacy Day (8 September) – Main Figures

This year marks the 50th anniversary of International Literacy Day (ILD) celebrated under the banner “Reading the Past, Writing the Future”. The main global event took place on 8-9 September 2016 at UNESCO Headquarters, Paris in the form of a two-day global conference including the awarding of the Literacy Prizes, and the launch of the Global Alliance for Literacy (GAL) and the [Global Report on Adult Learning and Education](#).



**Communication materials and activities**

- [Press release](#) (01/09)
- 14 News.
- Wide angle: [Helen Abadzi](#)
- [Message from the Director-General](#)
- [Dedicated webpage](#), [Literacy for all page](#)
- [Global Event Agenda](#)
- [ILD celebrations around the world](#)
- [UIS statistics on Literacy](#)
- [ILD Poster](#), [Infographic](#)
- Brochures: [Promoting Literacy over Five Decades – a concise review](#), [Innovation in Literacy: winners of the UNESCO International Literacy Prizes, 2016](#) (1,539 views in Sept.)
- Video: [Literacy opens doors to new worlds of possibility - Forest Whitaker](#) (2,389 views in Sept.)
- International Literacy Prizes Award Ceremony
- Launch of the New Global Alliance for Literacy
- Launch of the 3rd edition of the [Global Report on Adult Learning and Education](#) (230 views in Sept.)

See also the: [Concise report on the global conference](#)

**Participants in the conference:** 200 including 70 from around 55 Member States.

**Website traffic:** On [UNESCO public website](#): peak on ILD, 8 September: 139,034 visits (in 2015: 134,451 visits). [ILD dedicated webpage in Spanish](#) was the third most visited page this month (44,875 visits), its [English version](#) ranked at the seventh position (29,528 visits).

- [ILD dedicated webpage](#) (5 languages): 83,145 visits/112,970 page views (in 2015: 62,738 visits/83,398 page views)
- [Literacy webpage](#): 18,557 visits/34,192 page views (in 2015: 18,052 visits/ 35,594 page views)
- [International Literacy Prizes webpage](#): 3,063 visits/4,029 page views (new webpage)

**Social Media:**

- #50ILD: 4,986 posts sent out with the hashtag (29 Aug.-10 Sept. 2016). Reach: 33 million. Impressions: 99 million.
- #LiteracyDay: 5,021 posts sent out with the hashtag (7-8 Sept. 2016). Reach: 17 million. Impressions: 51 million.
- Live tweets on @unesco account on 8 Sept.: 487,8K organic impressions, 758 link clicks, 1,3K RT, 1,4K likes.
- Most retweeted message in September: “Happy 50th International [#LiteracyDay!](#) All you need is here: <http://on.unesco.org/2aqpIY7>” - 375 RT (see Top 10 tweets, page 16).
- Facebook reach for all ILD messages since mid-Aug. 2016: on @UNESCO account: 283.3K; on @UNESCOes: 284.3K.

**Media:** International Literacy Day was particularly well covered with more than 1,100 articles monitored worldwide. 6 journalists from France TV, Prensa Latina, CCFD Terre solidaire, Lusa, and Al Jazeera were accredited for the event at Headquarters.

# Focus on UNESCO Liaison Office in New York

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.

Since 1946, the UNESCO Liaison Office in New York (NYO) has been working on maintaining an effective cooperation between UNESCO and the United Nations, its Governing Bodies, the UN Secretariat and the UN Funds and Programmes based in New York. The NYO's core tasks include inter alia institutional representation; information analysis and brokering/interface, developing and building partnerships and advocacy and outreach.

To improve the visibility of the work of the Office and UNESCO's contribution to the work of the UN, [NYO developed its website in February 2016](#). The website has proven to be an efficient and valued tool for communication and outreach.

In September 2016, NYO has actively promoted the engagement of UNESCO in the 71<sup>st</sup> session of the UN General Assembly. In collaboration with UNESCO's Headquarters, NYO organized a number of high level events to promote the priorities of the Organization. Some examples are given below.



## 18 September - [Scientists call for a greater place for science in decision-making](#)

[The Scientific Advisory Board of the United Nations Secretary-General](#) presented its summary report to the SG at the UN Headquarters. The report entitled "[The Future of Scientific Advice to the United Nations](#)" argues that STI can be a game changer in dealing with nearly all the most pressing global challenges and have a key role to play in accomplishing the 2030 Sustainable Development Goals.



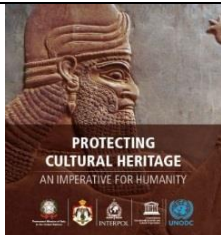
## 18 September - [Connecting all to a better future](#)

The 14th meeting of the [Broadband Commission on Sustainable Development](#) took place in New York in the presence of the Co-chairs of the Commission -- HE Mr. Paul Kagame, President of Rwanda and Mr. Carlos Slim, President of the Carlos Slim Foundation. The meeting focused on the vital question of reaching the remaining 1.5 billion and the need for the broadest possible approach to broadband roll-out, connecting health, education and efforts for gender equality.



## 20 September - [Preventing Violent Extremism with Skills, Education & Dialogue](#)

A high level event "Countering and preventing violent extremism through education", was co-organized by UNESCO, Albania, Jordan and the Holy See to discuss the role of education, skills, jobs, freedom of expression and culture as the best responses to tackling violent extremism. The event promoted awareness raising campaigns against hate speech and highlighted the need for social inclusion of children and youth at risk of radicalization.



## 22 September - [Countering destruction and trafficking of cultural property](#)

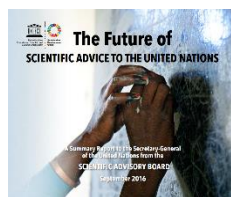
Ensuring protection of cultural heritage and acting together against destruction and trafficking of cultural property by terrorist and organized crime groups were key topics of the ministerial high-Level meeting jointly organized by UNESCO, INTERPOL, Italy, Jordan and UNODC. The meeting resulted in [renewed commitment](#) to scale up response to counter attacks against culture by combining the full range of "soft power" in fight against radicalization.



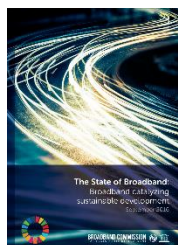
## 23 September - [Education for people and planet](#)

UNESCO and the Government of France co-hosted a high level roundtable to discuss the key recommendations from the [2016 Global Education Monitoring Report](#). The GEM Report found that effectively designed civic, peace and sustainability education programmes can ensure more equitable justice systems and help to prevent violence. Speakers also highlighted the need for education itself to transform in order to meet the challenges of our future.

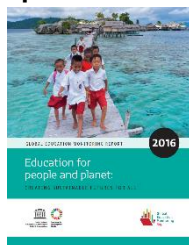
### Publications presented in New York in September



[The Future of Scientific Advice to the United Nations](#)

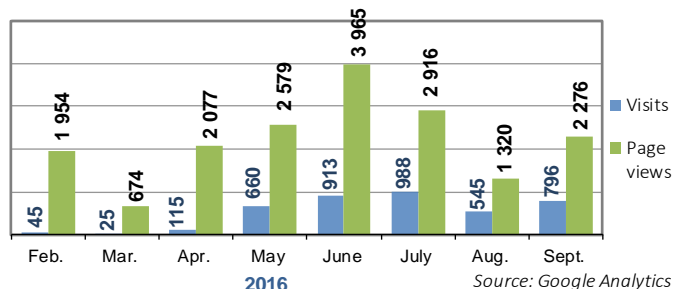


[The State of Broadband 2016](#)



[2016 Global Education Monitoring Report](#)

### Website traffic: [www.unesco.org/new/en/unesco-liaison-office-in-new-york/](http://www.unesco.org/new/en/unesco-liaison-office-in-new-york/)





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

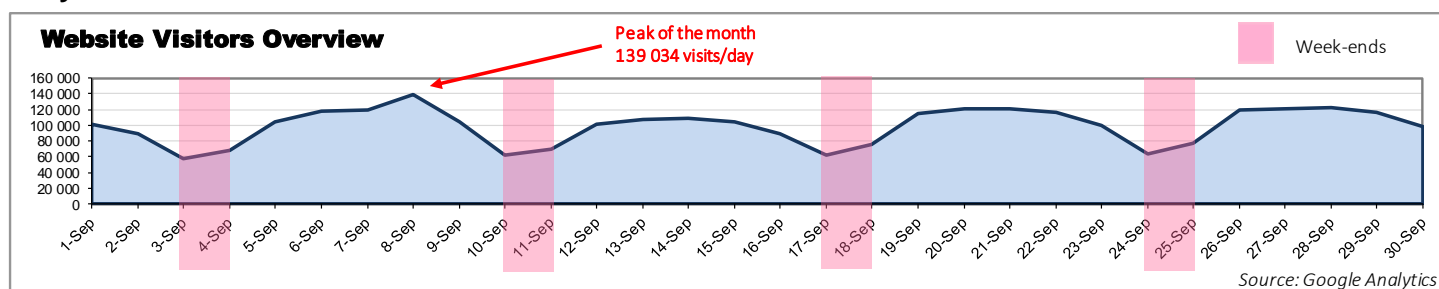
Both a communication and a knowledge management tool, UNESCO's websites, with over 2.7 million pages of content, are today a key component of its public information strategy. Maintained by Corporate Web Services in close collaboration with the Programme Sectors, the main site is updated continually in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

With the numerous events held this month, [UNESCO Public website](#) saw - as each year in September- a strong increase in traffic. Almost 3 million visits - of which 65% new visitors-, and 7.2 million page views were registered. Visits rose by 23% compared to the slower month of August, and by 7% compared to the same month last year.

A peak in traffic was registered on 8 September, notably with the high number of visits for International Literacy Day (ILD) pages. [International Literacy Day \(ILD\) 2016 dedicated page in Spanish](#) was the third most visited page this month after our homepage, and the World Heritage List in English; its [English version](#) ranked at the seventh position after our homepage in Spanish, the World Heritage homepage and UNESCO Careers in English.

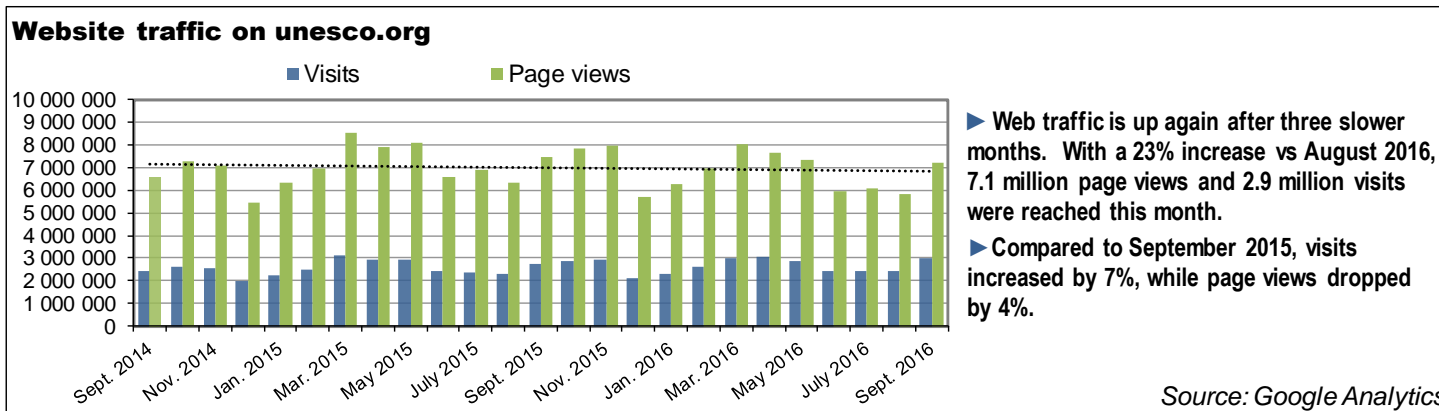
## 1.1. September Traffic

### Daily Web Traffic Patterns



## 1.2. Monthly Visits

	Page views <sup>1</sup>	Variation vs Y-1	Variation vs M-1	Visits <sup>2</sup>	Variation vs Y-1	Variation vs M-1	Unique Visitors <sup>3</sup>	Variation vs Y-1	Variation vs M-1
Sept. 2016	7 193 066	-3.99%	+22.75%	2 971 801	+7.50%	+23.66%	2 078 908	-1.81%	+22.25%
Sept. 2015	7 492 120	+13.29%	+18.75%	2 764 495	+13.96%	+21.32%	2 117 251	+11.14%	+20.76%



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

Areas of interest	Visits <sup>2</sup>	Variation vs Y-1**	Variation vs M-1**
<b>UNESCO.ORG</b>	<b>2 971 801</b>	<b>+7.50%</b>	<b>+23.66%</b>
Education for the 21st Century and ED Sector	215 617	+1.42%	+38.62%
One Planet. One Ocean & Science for a Sustainable Future and SC Sector	75 724	+13.41%	+14.87%
Learning to Live Together and SHS Sector	77 049	+18.73%	+24.03%
Protecting our Heritage and Fostering Creativity and CLT Sector	1 243 848	-0.87%	+12.38%
World Heritage	1 059 357	-4.18%	+9.47%

Intangible Heritage	110 455	+46.08%	+32.17%
Culture Sector (excl. Intangible Heritage)	74 036	+0.62%	+33.30%
<b>Fostering Freedom of Expression &amp; Building Knowledge Societies and CI Sector</b>	<b>59 188</b>	<b>-4.54%</b>	<b>+26.53%</b>
<b>Field offices (only those tracked)</b>	<b>235 119</b>	<b>+0.04%</b>	<b>+10.98%</b>
IBE*	21 998	-37.69%	+10.64%
UIL*	33 931	-0.37%	+6.20%
UNEVOC*	42 132	-19.30%	-9.16%

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

## 1.4. UNESCO Website Visitors

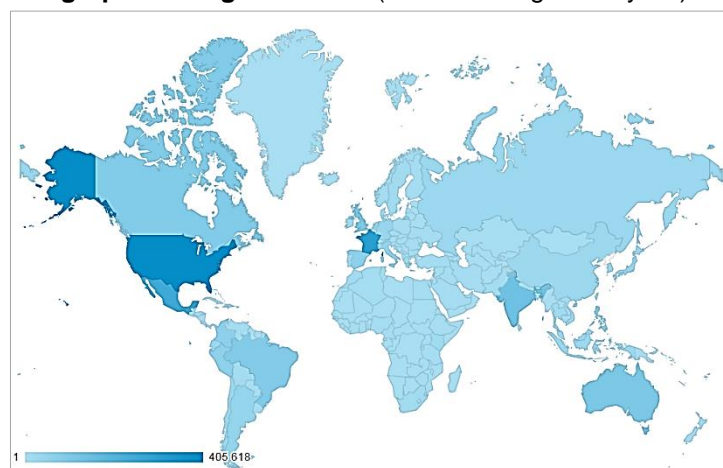
### Top 10 domains/countries

Country	Visits <sup>2</sup>	% of Total visits	Variation vs M-1	Pages/Visit	Average visit duration
United States	405 618	13.65%	+41.31%	2.35	00:02:12
France	315 365	10.61%	+48.66%	2.79	00:03:19
Mexico	262 212	8.82%	+61.30%	2.23	00:02:41
India	145 410	4.89%	-1.19%	2.00	00:01:59
Australia	111 809	3.76%	-7.45%	3.25	00:04:59
United Kingdom	106 192	3.57%	+12.95%	2.39	00:02:13
Brazil	96 763	3.26%	+13.77%	1.95	00:01:52
Canada	95 884	3.23%	+62.70%	3.38	00:03:36
Spain	68 202	2.29%	+46.64%	2.59	00:02:19
Colombia	67 493	2.27%	+8.41%	1.95	00:02:04

### Top 10 visitors' language

Language	Visits <sup>2</sup>	% of Total visits	Variation vs M-1
English	1 440 218	48.46%	+16.19%
Spanish	644 004	21.67%	+37.56%
French	376 631	12.67%	+38.89%
Portuguese	99 587	3.35%	+16.76%
Russian	53 542	1.80%	+65.43%
Chinese	49 075	1.65%	+13.46%
German	42 034	1.41%	+9.78%
Italian	41 002	1.38%	+25.23%
Japanese	26 558	0.89%	+2.76%
Korean	22 248	0.75%	+26.28%

### Geographical origin of visits (source: Google Analytics)



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

	Page views <sup>1</sup>	Variation vs Y-1	Variation vs M-1	Visits <sup>2</sup>	Variation vs Y-1	Variation vs M-1	Pages/Visit	Variation vs M-1	Avg Visit duration
Sept. 2016	26 921	-9.09%	+34.67%	13 242	+38.04%	+28.69%	2.52	+3.70%	00:03:27
Sept. 2015	29 613	+39.52%	+25.28%	9 593	+24.84%	+39.45%	2.84	+9.23%	00:04:35

## 1.6. UNESCO Field Offices Websites/Webpages

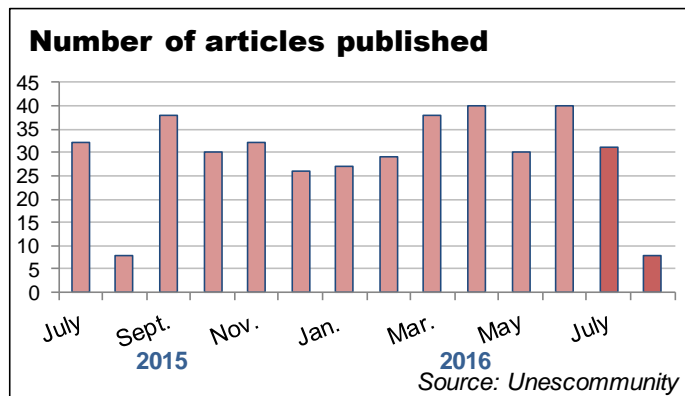
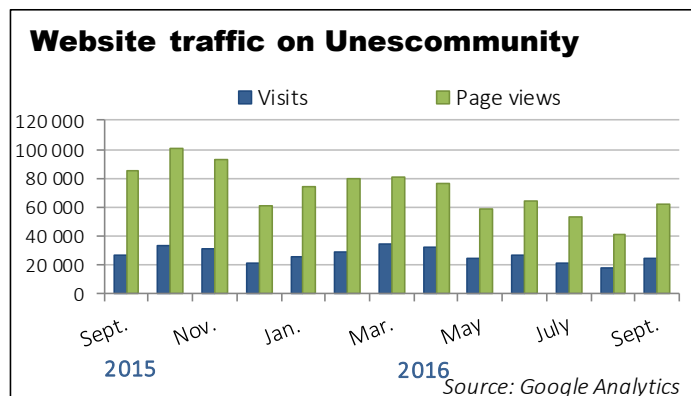
Traffic for Field Offices websites, and Field Offices webpages on <http://en.unesco.org/countries> (blue background) for those having no dedicated website.

Field Office	Page views <sup>1</sup>	Variation vs M-1	Visits <sup>2</sup>	Variation vs M-1
<a href="#">Abidjan</a>	348	-5.18%	185	-7.50%
<a href="#">Abuja</a>	308	-7.78%	119	-9.16%
<a href="#">Accra</a>	207	-17.20%	106	-26.90%

<a href="#">Addis Ababa</a>	768	+9.25%	356	+24.48%
<a href="#">Almaty*</a>	6 390	-26.76%	3 084	-11.25%
<a href="#">Amman</a>	4 845	-10.66%	2 532	-9.31%
<a href="#">Apia</a>	2 421	+2.58%	1 154	+12.37%
<a href="#">Bamako</a>	359	-17.09%	189	-12.90%
<a href="#">Bangkok*</a>	64 107	+1.14%	32 468	+0.15%
<a href="#">Beirut</a>	6 856	+29.51%	3 416	+33.75%
<a href="#">Brussels</a>	2 469	+129.67%	846	+100.00%
<a href="#">Brazzaville</a>	103	-21.97%	55	+12.24%
<a href="#">Brasilia</a>	130 543	+12.50%	74 652	+17.47%
<a href="#">Bujumbura</a>	79	+3.95%	30	+20.00%
<a href="#">Cairo</a>	6 453	-16.57%	3 111	-17.98%
<a href="#">Dakar</a>	8 785	+0.66%	4 813	+1.58%
<a href="#">Dar es-Salaam*</a>	26 141	+13.28%	5 983	-5.79%
<a href="#">Dhaka</a>	1 479	-10.47%	558	-20.29%
<a href="#">Doha</a>	1 786	+8.11%	633	+1.28%
<a href="#">Geneva</a>	2 247	+120.08%	1 417	+139.36%
<a href="#">Guatemala*</a>	N/A	N/A	N/A	N/A
<a href="#">Hanoi</a>	2 043	+33.36%	864	+32.11%
<a href="#">Harare</a>	3 277	-25.89%	1 277	-31.31%
<a href="#">Havana</a>	6 781	-21.95%	3 903	-33.65%
<a href="#">Iraq (Office for)</a>	6 305	+4.39%	3 386	+1.59%
<a href="#">Islamabad*</a>	N/A	N/A	N/A	N/A
<a href="#">Jakarta</a>	19 746	+58.15%	7 215	+31.42%
<a href="#">Juba</a>	505	+26.88%	204	+31.61%
<a href="#">Kabul</a>	2 486	-2.51%	1 418	+3.73%
<a href="#">Kathmandu</a>	11 889	-16.13%	5 681	-33.96%
<a href="#">Khartoum</a>	171	+0.59%	60	-3.23%
<a href="#">Kingston</a>	621	+18.74%	213	+27.54%
<a href="#">Kinshasa</a>	220	+16.40%	110	+3.77%
<a href="#">Libreville</a>	360	+49.38%	129	+55.42%
<a href="#">Lima</a>	16 044	+5.73%	7 034	+8.48%
<a href="#">Maputo</a>	185	-8.87%	91	-22.22%
<a href="#">Montevideo</a>	27 057	+35.92%	16 978	+40.14%
<a href="#">Mexico</a>	53 166	+34.60%	31 542	+33.81%
<a href="#">Nairobi</a>	4 767	+26.14%	2 233	+31.28%
<a href="#">New Delhi</a>	11 391	-1.33%	6 212	-1.43%
<a href="#">New York</a>	2 275	+72.35%	795	+45.87%
<a href="#">Phnom Penh</a>	3 212	+12.07%	1 734	+13.11%
<a href="#">Port au Prince</a>	623	-26.36%	263	-12.04%
<a href="#">Quito</a>	12 316	+15.32%	8 090	+20.53%
<a href="#">Rabat</a>	3 690	+6.16%	1 382	+20.28%
<a href="#">Ramallah</a>	916	+2.35%	366	-2.66%
<a href="#">San José</a>	5 668	-59.31%	3 938	-65.34%
<a href="#">Santiago</a>	49 819	+8.42%	25 618	+19.82%
<a href="#">Tashkent</a>	2 005	+62.48%	1 012	+90.23%
<a href="#">Tehran</a>	2 134	-19.47%	924	-10.72%
<a href="#">Venice</a>	7 394	+23.46%	2 615	+30.10%
<a href="#">Winhoek</a>	264	+103.08%	117	+91.80%
<a href="#">Yaounde</a>	2 778	-11.98%	1 349	-11.95%

\*[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:**

<sup>1</sup> **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).

<sup>2</sup> **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.

<sup>3</sup> **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

Event	Date	Simultaneous connections		
		External*	Internal	Total
Pre-launch of the 2016 Global Education Monitoring Report for UNESCO Staff	02/09	Internal only	<ul style="list-style-type: none"> <li>English: 20</li> <li>French: 8</li> </ul>	• 28
International Literacy Day meeting	08/09	<ul style="list-style-type: none"> <li>English: 9</li> <li>French: 2</li> <li>Spanish: 8</li> <li>Arabic: 0</li> </ul>	<ul style="list-style-type: none"> <li>English: 12</li> <li>French: 8</li> <li>Spanish: 7</li> <li>Arabic: 3</li> </ul>	• 49
International Meeting on International Decade for People of African Descent (2015-2014)	19/09	<ul style="list-style-type: none"> <li>English: 9</li> <li>French: 2</li> </ul>	<ul style="list-style-type: none"> <li>English: 12</li> <li>French: 8</li> </ul>	• 31
IPDC Talks - Powering sustainable development with public access to information	26/09	<ul style="list-style-type: none"> <li>English: 2</li> <li>French: 1</li> </ul>	<ul style="list-style-type: none"> <li>English: 13</li> <li>French: 12</li> </ul>	• 28
Telework Policy for UNESCO Staff	30/09	Field Staff with separate link: <ul style="list-style-type: none"> <li>Floor: 5</li> <li>English: 10*</li> <li>French: 2*</li> </ul>	<ul style="list-style-type: none"> <li>Floor: 62</li> <li>English: 40</li> <li>French: 51</li> </ul>	• 170

\*Includes connections from some Field Offices who cannot use internal links.

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

UNESCO products for written and audiovisual media are:

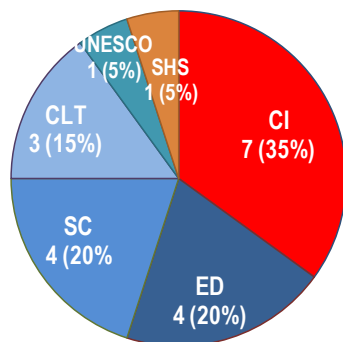
- Save the dates
- Media advisories
- Press releases
- Opinion editorial (Op-Eds)
- Video News Releases (VNR)
- Background Footage (B-Rolls).

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.	01/09	<a href="#">2016 International Literacy Prizes award ceremony marks 50th anniversary of International Literacy Day</a>
2.	02/09	<a href="#">2016 UNESCO/Jikji Memory of the World Prize awarded to Iberarchivos Programme</a>
3.	05/09	<a href="#">Countries bordering Indian Ocean to test tsunami preparedness down to community level</a>
4.	05/09	<a href="#">UNESCO and the African Court on Human and Peoples' Rights partner to fight impunity for crimes against journalists</a>
5.	06/09	<a href="#">Education needs to change fundamentally to meet global development goals</a>
6.	08/09	<a href="#">Global Report on Adult Learning and Education calls on countries to invest in lifelong learning</a>
7.	09/09	<a href="#">UNESCO'S Creative Cities' Network to meet in Östersund, Sweden</a>
8.	14/09	<a href="#">Athens named UNESCO World Book Capital for 2018</a>
9.	14/09	<a href="#">How much do countries invest in R&amp;D? New UNESCO data tool reveals emerging players</a>
10.	15/09	<a href="#">Winners of 2016 UNESCO prize for sustainability education come from Cameroon, Japan and the United Kingdom</a>
11.	15/09	<a href="#">China, India now world's largest Internet markets</a>
12.	16/09	<a href="#">International experts tend underwater heritage at UNESCO</a>
13.	18/09	<a href="#">UN report calls for a greater place for science in international decision-making</a>
14.	21/09	<a href="#">Director-General condemns murder of journalist Aurelio Cabrera Campos in Mexico</a>
15.	21/09	<a href="#">UNESCO connects information and development to mark first international Day for Universal Access to Information</a>
16.	22/09	<a href="#">Unchecked inequalities could threaten UN's Sustainable Development Goals, according to social science report</a>
17.	22/09	<a href="#">UNESCO meetings on illicit trafficking in cultural properties</a>
18.	26/09	<a href="#">Director-General condemns murder of Jordanian writer Nahed Hattar</a>
19.	27/09	<a href="#">Director-General condemns shooting of Mexican community radio host Agustin Pavia Pavia</a>
20.	28/09	<a href="#">UNESCO Director-General pays tribute to Shimon Peres, as Historic Man of Peace</a>

#### Press releases/Media advisories, by Sector

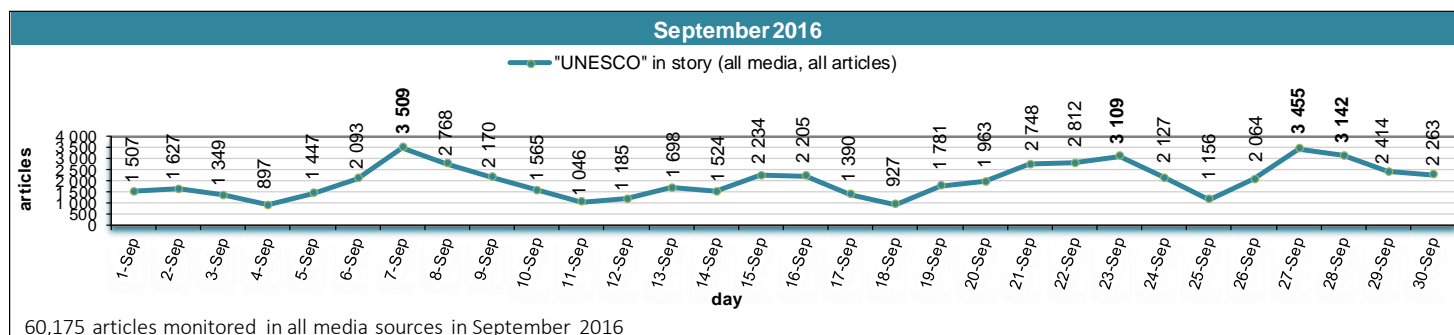


- ▶ 15 Press releases and 5 Media advisories were published in September 2016.
- ▶ Issues linked to CI activities dominated this month again. Since Jan. 2016, 76 of the 170 issues published (44%) were linked to CI.

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 September (Source: CISION)



More than 60,000 articles mentioning UNESCO were monitored worldwide in September. Chief among the most covered events was the release of the [2016 Global Education Monitoring Report](#) on 6 September with nearly 2,000 articles published. Coverage of the GEM Report peaked on the 7<sup>th</sup>, but there was enough reserve interest in the story to create a tail of an additional one to two days. Immediately following, International Literacy Day (8 Sept.) received, as well, extensive coverage with more than 1,100 articles, which also reference figures taken from the GEM Report.

Another peak in articles occurred at the end of the month (27 Sept.) with the sentencing by the International Criminal Court (ICC) of Ahmad al-Faqi al-Mahdi, for his role in the destruction of cultural heritage in Timbuktu, Mali. On this occasion, the role and the actions of UNESCO for the preservation of cultural heritage were mentioned.

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

Date	Subject / Title	Author	Language	Media
15/09	Educate for Peace	Irina Bokova	English	<a href="#">The Huffington Post</a>
15/09	Una educación adecuada para cumplir con la agenda de desarrollo	Irina Bokova	Spanish	<a href="#">El Huffington Post</a>
28/09	At last, the destruction of heritage has been recognised as a weapon of war	Irina Bokova	English	<a href="#">The Guardian</a>

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

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

51 B-rolls were downloaded in September.

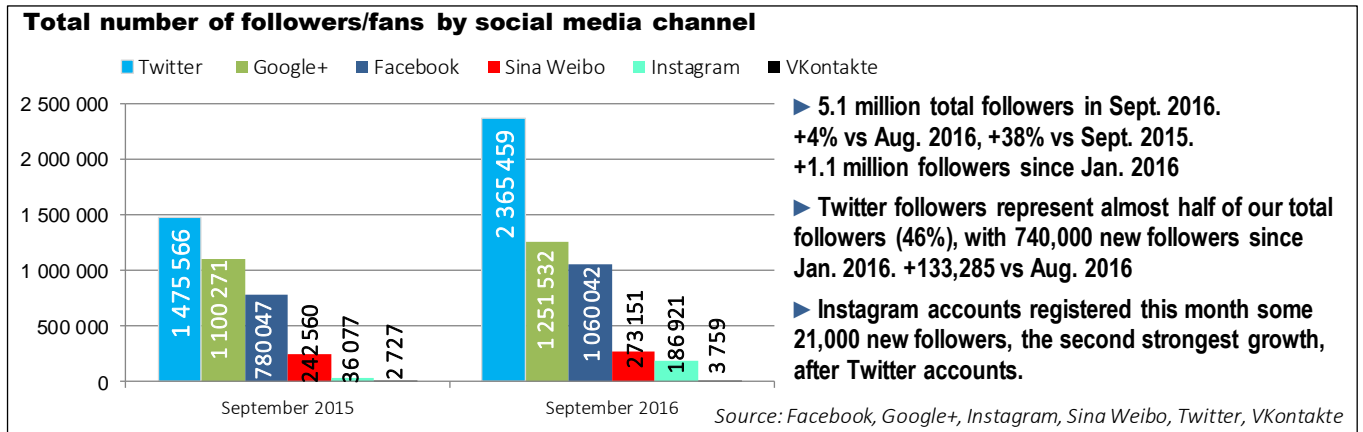
	Subject	Downloads	Media
1.	Director-General's reaction on the International Criminal Court (ICC) sentencing in Timbuktu trial	13	Reuters TV, UN News Centre, NHK, JLTv, UN Radio
2.	UNESCO priorities	11	
3.	Syria: Jan Eliasson Press Briefing, Director-General's message on Syrian cultural heritage, Francesco Bandarin on Palmyra	7	
4.	World Heritage	5	
5.	Education: GMR 2015; 2016 GEM Report: School feeding programmes in Somalia, Farmers learn green skills and to increase crop yields, Indigenous communities	5	M6
6.	Iraq: Hatra, Nimrud, Mosul Press Conference	3	JLTv
7.	Man and Biosphere Programme	3	
8.	Mali: Launch of the reconstruction of World Heritage Mausoleums in Timbuktu, First mission to evaluate damage to Mali's cultural heritage.	3	
9.	World Water Development Report	1	

### 3. UNESCO Social Media Channels

In September 2016, UNESCO acquired a total of 5.1 million followers on key accounts across 6 languages, showing a 38% increase compared to September 2015. Twitter represent almost half of our total followers. Our English account is still maintaining an impressive growth, with 740,000 new followers since January 2016. Consequently, @UNESCO account was listed among the Top 10 most followed international organizations on Twitter and made its way to the list of Top 50 international organizations on Facebook according to the Twiplomacy.org ranking. Twiplomacy is the leading global study of world leaders/international organizations on social media, which aims to identify the extent to which world leaders/organizations use social media and implement digital diplomacy in their communication efforts. Twiplomacy's study on the use of social media in China has concluded that UNESCO account - @SinaWeibo - is the second most followed account among international organizations.

As social media transforms the global conversation and changes the way we stay informed, learn and engage in debates, it becomes an indispensable tool for UNESCO's institutional communications. New creative solutions for digital components of communications strategies are encouraged and spearheaded. This month, DPI social media team together with the GEM team used Facebook Live as an alternative to live webcast for the launch of the 2016 Global Education Monitoring Report (6 Sept.). This tool offered the opportunity to engage with our audience live, respond to their questions and provide background materials. The initiative turned up to be a success, with 504,691 reach and 10,635 views, compared to the 64 simultaneous connections for last year's webcast.

The social media campaign #50ILD for International Literacy Day was another highlight of the month, with strong engagement on Twitter in English and Spanish (see top 10 posts next page). Education sector together with DPI social media team worked on visual templates in order to give the same look and feel to all 50th Anniversary of Literacy Day messages posted across UNESCO official channels – with various interesting and informative materials on the subject DPI was covering the celebration of the Day live via Twitter accounts and Periscope. Twitter helped generate significant visibility to the celebration. Retweets and tweets by other UN Agencies, Delegates, Diplomats and Stakeholders helped to drive traffic and interest.



#### 3.1. Social networking sites and Microblogs

Facebook - [www.facebook.com/unesco](http://www.facebook.com/unesco) Google+ [plus.google.com/+UNESCO](http://plus.google.com/+UNESCO) VKontakte - [vk.com/unesco](http://vk.com/unesco)

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

#### Variation September 2016 vs August 2016

Likes/Followers		September 2016	August 2016	Variation vs August
Total likes/followers (all languages)		4 953 943	4 797 116	+3.27%
Facebook	English	427 308	414 257	+3.15%
	Spanish	367 596	363 637	+1.09%
	Portuguese	205 077	204 025	+0.52%
	Arabic	28 369	28 230	+0.49%
	French	21 234	21 014	+1.05%
	Russian	10 458	10 388	+0.67%
Google+	English	1 251 532	1 247 425	+0.33%
VKontakte	Russian	3 759	3 670	+2.43%
Twitter	English	1 676 149	1 548 811	+8.22%
	Spanish	331 202	329 500	+0.52%
	Arabic	162 188	159 781	+1.51%
	Portuguese	99 644	99 286	+0.36%
	French	68 944	67 607	+1.98%
	Russian	27 332	27 189	+0.53%
Sina Weibo	Chinese	273 151	272 296	+0.31%

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

Subject	Language	Posted	Likes*	Shares
<a href="#">International Day of Peace</a> (new cover photo)	Spanish	21/09	2 998	1 045
<a href="#">Mafalda's 52nd anniversary</a>	Spanish	29/09	2 363	2 103
<a href="#">Interview with Forest Whitaker: Demand your right to read</a>	Spanish	06/09	1 543	1 372
<a href="#">International Peace Day + quotation by Gandhi</a>	Spanish	21/09	1 397	1 537
<a href="#">2016 GEM Report: Education for People &amp; Planet – Youth version</a>	Spanish	16/09	1 264	1 297
<a href="#">96th anniversary of Mario Benedetti's birth</a>	Spanish	14/09	751	661
<a href="#">Irina Bokova and Emma Watson Champion Gender Equality</a>	English	22/09	703	59
<a href="#">43rd anniversary of Pablo Neruda's death</a>	Spanish	23/09	579	381
<a href="#">International Peace Day</a>	Spanish	21/09	503	407
<a href="#">UNESCO Convention on the Protection of the Underwater Cultural Heritage</a>	English	23/09	481	111

\*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
Happy 50th International <a href="#">#LiteracyDay</a> ! All you need is here: <a href="http://on.unesco.org/2aqplY7">http://on.unesco.org/2aqplY7</a>	English	08/09	375	276
La <a href="#">#educación</a> puede cambiar el planeta, ¡lee la versión en cómic de nuestro último informe! <a href="http://on.unesco.org/2cieTNY">http://on.unesco.org/2cieTNY</a>	Spanish	16/09	338	235
Celebrating 50 yrs of International <a href="#">#LiteracyDay</a> ! See global literacy rates at: <a href="http://on.unesco.org/literacy-map">http://on.unesco.org/literacy-map</a> <a href="#">#50ILD</a>	English	07/09	289	247
¡Felicidades Mafalda! El célebre y genial personaje de Quino cumple hoy 52 años. ¿Todavía no la has felicitado? :) <a href="http://on.unesco.org/2dpiEfQ">http://on.unesco.org/2dpiEfQ</a>	Spanish	29/09	232	227
Tal día como hoy hace 43 años falleció Pablo Neruda. Este es nuestro homenaje. ¿Cuáles son tus versos favoritos? <a href="http://on.unesco.org/2cYfWzv">http://on.unesco.org/2cYfWzv</a>	Spanish	23/09	221	204
"Tengan valor y sueñen en grande". Tributo a <a href="#">#ShimonPeres</a> , gran humanista y hombre de <a href="#">#paz</a> <a href="http://on.unesco.org/2cBKxfs">http://on.unesco.org/2cBKxfs</a>	Spanish	28/09	213	149
<a href="#">#India</a> 's fascinating intangible heritage is now on display at our <a href="#">#Paris</a> HQ.	English	02/09	192	381
"Tengan valor y sueñen en grande". Tributo a <a href="#">#ShimonPeres</a> , gran humanista y hombre de <a href="#">#paz</a> <a href="http://on.unesco.org/2cBKxfs">http://on.unesco.org/2cBKxfs</a>	Spanish	28/09	177	132
Happy 50th International <a href="#">#LiteracyDay</a> ! All you need is here: <a href="http://on.unesco.org/2aqplY7">http://on.unesco.org/2aqplY7</a>	English	08/09	175	279
Hoy es el <a href="#">#DíaInternacionalDeLaPaz</a> . Trabajemos juntos para construir una <a href="#">#paz</a> duradera y sostenible <a href="http://on.unesco.org/1FprXZW">http://on.unesco.org/1FprXZW</a> <a href="#">#ODS</a>	Spanish	21/09	175	109

## 3.2. Social Apps

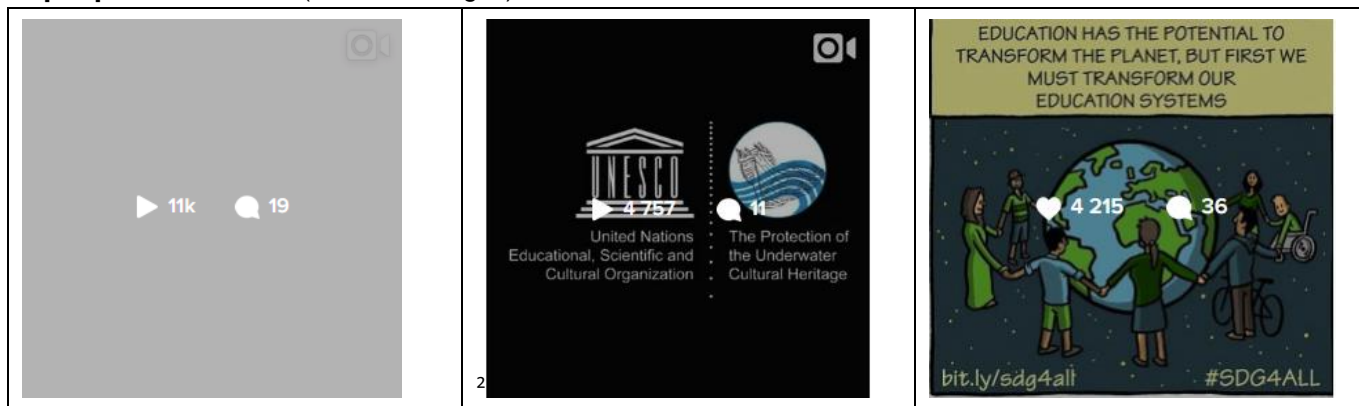
### 3.2.1 Instagram - <http://instagram.com/unesco/>

#### Variation September 2016 vs August 2016

	Publications		Subscribers	
	September 2016	Variation vs M-1	September 2016	Variation vs M-1
Total (all languages)	651	+8.68%	186 921	+13.27%
English	383	+7.28%	182 364	+13.47%
Spanish	161	+11.03%	3 807	+5.65%
Russian	107	+10.31%	724	+7.27%



▪ **Top 3 photos/videos** (clickable images)



**3.3. Video Traffic**

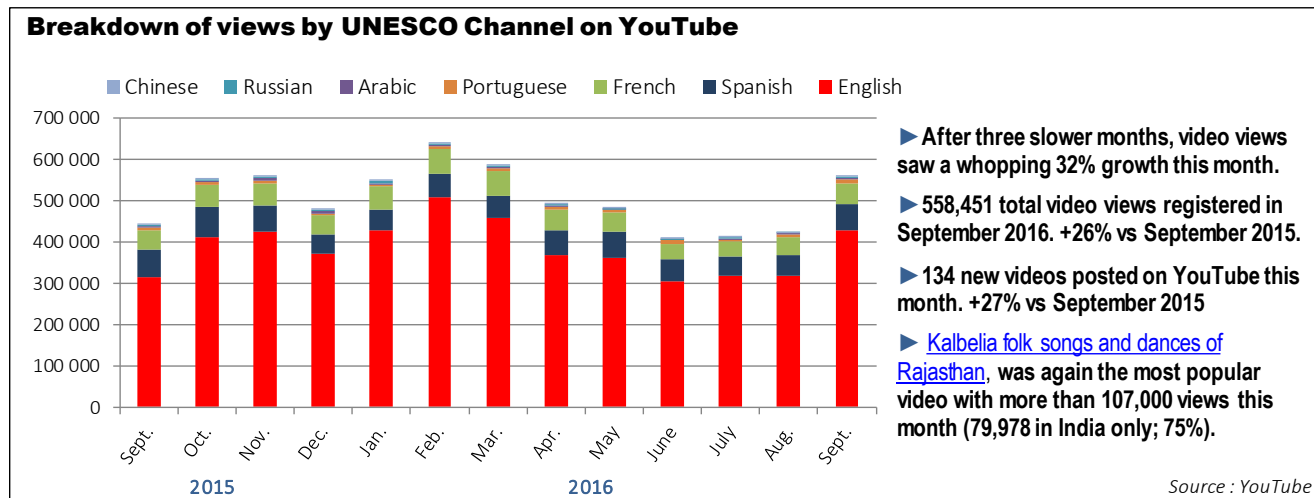
Video views are tracked on YouTube.

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

**Variation September 2016 vs August 2016**

Video views	September 2016	Variation vs M-1
Total (all languages)	558 451	+31.92%
English	428 766	+34.99%
Spanish	64 548	+22.52%
French	50 247	+18.44%
Portuguese	7 616	+40.15%
Arabic	3 725	+12.74%
Russian	3 498	+92.20%
Chinese	51	+15.91%

Subscribers Ratio Diff. between gained & lost	September 2016	Variation vs M-1
Total (all languages)	1 503	+7.97%
English	1 019	+2.83%
Spanish	248	+11.71%
French	117	+9.35%
Arabic	79	+107.89%
Portuguese	24	+20.00%
Chinese	8	-11.11%
Russian	8	+60.00%



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

	Title	Subject	Total views
1	<a href="#">Kalbelia folk songs and dances of Rajasthan</a>	CLT/ITH	107 130
2	<a href="#">The Polyphonic Singing of the Aka Pygmies of Central Africa</a>	CLT/ITH	11 875
3	<a href="#">Kabuki Theatre</a>	CLT/ITH	11 138
4	<a href="#">Daemokjang, traditional wooden architecture</a>	CLT/ITH	9 870
5	<a href="#">Shrimp fishing on horseback in Oostduinkerke</a>	CLT/ITH	9 425

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

	Title	Subject	Total views
1	<a href="#">Aprender a Proteger la Biodiversidad</a>	ED	10 200
2	<a href="#">Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas</a>	UNESCO	4 420

3	<a href="#">La huaconada, danza ritual de Mito</a>	CLT/ITH	2 987
4	<a href="#">Los cantos polifónicos de los pigmeos aka de Centroáfrica</a>	CLT/ITH	2 982
5	<a href="#">Reserva de biosfera de la UNESCO Bañados del Este: paisaje y tradición en el uso de sus recursos</a>	SC	1 938

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

	Title	Subject	Total views
1	<a href="#">Les chants polyphoniques des pygmées Aka de Centrafrique</a>	CLT/ITH	5 563
2	<a href="#">Bouba &amp; Zaza - le dessin animé pour la jeunesse</a>	ED	3 658
3	<a href="#">Cathédrale d'Aix-la-Chapelle (UNESCO/NHK)</a>	CLT/WHC	2 900
4	<a href="#">Bouba et Zaza protègent la terre</a>	ED	2 461
5	<a href="#">La pêche aux crevettes à cheval à Oostduinkerke</a>	CLT/ITH	2 384

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

	Title	Subject	Total views
1	<a href="#">Serra Capivara</a>	CLT/WHC	4 899
2	<a href="#">Museu de Imagens do Inconsciente</a>	CLT	610
3	<a href="#">Boas práticas do Programa Mais Educação</a>	ED	418
4	<a href="#">Vídeo da UNESCO celebra 53 anos de Brasília</a>	CLT/WHC	375
5	<a href="#">Lançamento Mundial Relatório de Monitoramento Global de Educação 2016</a>	ED	207

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

	Title	Subject	Total views
1	<a href="#">Manufacture of clay bricks in the hill of Jaber refugee camp-Jericho</a>	CLT	868
2	<a href="#">Cultural diversity</a>	CLT	277
3	<a href="#">UNESCO History*</a>	UNESCO	223
4	<a href="#">Göreme National Park and the Rock Sites of Cappadocia</a>	CLT/WHC	178
5	<a href="#">UNESCO Siq Project, MAKING PETRA SAFER FOR ALL!</a>	CLT/WHC	143

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

	Title	Subject	Total views
1	<a href="#">Prehistoric Sites and Decorated Caves of the Vézère Valley</a>	CLT/WHC	1 093
2	<a href="#">UNESCO History*</a>	UNESCO	278
3	<a href="#">Persepolis</a>	CLT/WHC	260
4	<a href="#">Taj Mahal</a>	CLT/WHC	156
5	<a href="#">Petra</a>	CLT/WHC	74

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

	July	Subject	Total views
1	<a href="#">UNESCO History*</a>	UNESCO	15
2	<a href="#">40th anniversary of the World Heritage Convention</a>	CLT/WHC	7
3	<a href="#">Video 24</a>	CLT	6
4	<a href="#">Aowen Jin, Chinese artist and social commentator</a>	CI	4
5	<a href="#">Gao Shijun, Director of European HQ of China Radio International</a>	CI	4

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

Top	Title	Length	Posted	Channel	Views as at 07/10/2016
1.	<a href="#">Being a Young Person: Comprehensive Sexuality Education</a>	2:51	22/09	English	1 220
2.	<a href="#">Indian Minister of Textile on crafts, ICH and sustainable development</a>	3:07	02/09	English	778
3.	<a href="#">Preventing violent extremism through education</a>	4:27	19/09	English	625
4.	<a href="#">Ser jovem hoje : educação em sexualidade</a>	3:11	23/09	English	313
5.	<a href="#">Être jeune : l'éducation complète à la sexualité</a>	3:27	23/09	English	287
6.	<a href="#">Supporting Teachers to Succeed with ICT for Education - UNESCO (Myanmar/ English)</a>	4:32	21/09	English	284
7.	<a href="#">Ser joven: la educación integral en la sexualidad</a>	3:43	23/09	English	270

8.	<a href="#">UNESCO Marine World Heritage Sites Slide Show</a>	4:56	08/09	English	257
9.	<a href="#">3rd UNESCO Marine World Heritage site managers conference</a>	22:27	08/09	English	255
10.	<a href="#">Global Citizenship Education to prevent violent extremism</a>	1:31	15/09	English	237
11.	<a href="#">Tribute to Mr. Shimon Peres*</a>	2:24	28/09	English	230
12.	<a href="#">UNESCO Kabul's Enhancement of Literacy in Afghanistan (ELA) program</a>	3:28	08/09	English	219
13.	<a href="#">Digital Meets Creativity</a>	3:39	14/09	English	215
14.	<a href="#">Lançamento Mundial Relatório de Monitoramento Global de Educação 2016 (Live streaming)</a>	2:41:07	06/09	Portuguese	211
15.	<a href="#">The African Court on Human and Peoples' Rights on Freedom of Expression</a>	2:56	29/09	English	196
16.	<a href="#">Numérique et Créativité</a>	3:39	14/09	French	179
17.	<a href="#">Irina Bokova, Director General of UNESCO*</a>	1:56	05/09	English	178
18.	<a href="#">Launch of Self-Directed Learning Courses (SDLs) on Open Access to Scholarly Information</a>	2:11	27/09	English	166
19.	<a href="#">SDG 4 Data Webinar Series</a>	1:07:25	15/09	English	158
20.	<a href="#">Paul Polman, CEO of Unilever</a>	1:25	05/09	English	152
21.	<a href="#">Aaron Benavot, Director of the GEM Report*</a>	2:43	05/09	English	146
22.	<a href="#">La Cour africaine des droits de l'homme et des peuples sur la liberté d'expression</a>	2 :56	30/09	English	138
23.	<a href="#">Director-General Message on Reform and Innovation @UNESCO*</a>	1:28	16/09	English	136
24.	<a href="#">SDG 4 Data Webinar Series - Part II</a>	1:04:13	22/09	English	119
25.	<a href="#">UNESCO Literacy App for South Sudan</a>	5:24	26/09	English	118
26.	<a href="#">Sustainable development in the Safeguarding of African World Heritage</a>	22:17	16/09	English	116
27.	<a href="#">Forest Whitaker, UNESCO Goodwill Ambassador</a>	1:14	05/09	English	108
28.	<a href="#">Our language and way of life: how young children learn at the Mae Tien ECD Centre (Thailand)</a>	8:55	27/09	English	100
29.	<a href="#">Ser joven la educación integral en la sexualidad</a>	3:43	27/09	Spanish	98
30.	<a href="#">Okayama Youth works on concrete Projects for supporting Education for Sustainable Development</a>	2:49	20/09	English	97
31.	<a href="#">Marcia Marín, Teacher</a>	0:55	05/09	English	93
32.	<a href="#">Salam Al-Nukta , Syrian youth advisor to the GEM Report</a>	0:54	05/09	English	92
33.	<a href="#">Message d'Irina Bokova, Directrice générale de l'UNESCO - Déclaration changement climatique*</a>	2:42	27/09	English	88
34.	<a href="#">Rescatemos nuestra Historia y Cultura: "Costa Rica en la Independencia de España y México"</a>	2:49	21/09	Spanish	87
35.	<a href="#">Sihuan Playgroup (China)</a>	11:17	27/09	English	86
36.	<a href="#">Lançamento Mundial Relatório de Monitoramento Global de Educação 2016</a>	1:57:35	06/09	Portuguese	86
37.	<a href="#">SDG 4 Data Webinar Series - Part III</a>	1:01:11	22/09	English	84
38.	<a href="#">Mounir Bouchenaki ,Director of the Arab Regional Centre for World Heritage</a>	1:58	20/09	English	81
39.	<a href="#">Réforme et Innovation @UNESCO : le Message de la Directrice générale*</a>	1:41	16/09	English	62
40.	<a href="#">Mensaje de Frank LaRue de Subdirector General de Comunicación e Información de la UNESCO*</a>	4:43	28/09	Spanish	62
41.	<a href="#">"La mujer, las artes visuales y la cultura en el Uruguay: ¿Hacia dónde vamos?"</a>	4:23	27/09	Spanish	59
42.	<a href="#">"Jazz, arte e igualdad de género", en el Teatro Solís (Montevideo, Uruguay)</a>	5:08	27/09	Spanish	50
43.	<a href="#">Janet Blake, Profesora asociada de derecho en la Universidad de Shahid Beheshti (Teherán)</a>	2:08	29/09	English	48
44.	<a href="#">Janet Blake, professeur associé de droit à l'Université de Shahid Beheshti (Téhéran)</a>	2:08	29/09	English	44
45.	<a href="#">Mounir Bouchenaki, Directeur du Centre régional arabe pour le patrimoine mondial</a>	1:58	20/09	English	38
46.	<a href="#">Janet Blake, Associate Professor of Law at the University of Shahid Beheshti (Tehran)</a>	2:08	29/09	English	35

47.	<a href="#">Paolo Ceccarelli, UNESCO Chair Professor at the University of Ferrara</a>	1:35	20/09	English	34
48.	<a href="#">Peter Rorvik, Secretary-General of Arterial Network</a>	2:03	20/09	English	33
49.	<a href="#">Guillaume Long, Minister of Culture and Heritage of the Republic of Ecuador</a>	2:33	20/09	English	32
50.	<a href="#">Guillaume Long, Ministro de la cultura y de patrimonio de la República de Ecuador</a>	2:33	22/09	English	32
51.	<a href="#">The African Court on Human and Peoples' Rights on Freedom of Expression (in Arabic)</a>	2:56	30/09	Arabic	32
52.	<a href="#">Hassan Radoine, Directeur de l'Ecole Nationale d'Architecture du Maroc</a>	0:58	21/09	English	31
53.	<a href="#">Mounir Bouchenaki, Director del Centro regional árabe para el patrimonio mundial</a>	1:58	20/09	English	30
54.	<a href="#">Juan Pablo de la Puente Brunke, Vice Minister of Cultural Heritage</a>	3:08	20/09	English	29
55.	<a href="#">Hassan Radoine, Director of the National School of Architecture of Morocco</a>	0:58	20/09	English	24
56.	<a href="#">Anne Lemaistre, Chef du Bureau de l'UNESCO au Cambodge</a>	1:55	21/09	English	22
57.	<a href="#">34 Roi Chiti ES</a>	2:31	22/09	English	21
58.	<a href="#">Fernando Perez Oyarzun</a>	2:08	22/09	English	20
59.	<a href="#">Judy Ogana, General Manager of The GoDown Arts Centre</a>	1:36	20/09	English	19
60.	<a href="#">Juan Pablo de la Puente Brunke</a>	3:08	22/09	English	19
61.	<a href="#">Joan Busquets, Architect and 2011 Erasmus Prize</a>	2:01	20/09	English	18
62.	<a href="#">Javier Jiménez, Director de Lord Cultural Resources</a>	1:24	22/09	English	18
63.	<a href="#">Peter Rorvik, Secretario general de Arterial Network</a>	2:03	20/09	English	17
64.	<a href="#">Anne Lemaistre, Head of the UNESCO Office in Cambodia</a>	1:55	20/09	English	17
65.	<a href="#">Yves Dauge, Président de l'Association des Biens français du Patrimoine mondial</a>	2:16	21/09	English	16
66.	<a href="#">Enrico Fontanari, Profesor de urbanismo</a>	22:09	22/09	English	16
67.	<a href="#">Jyoti Hosagrahar</a>	2:12	22/09	English	15
68.	<a href="#">Stefano De Caro, Director general (ICCRUM)</a>	1:07	22/09	English	14
69.	<a href="#">Jyoti Hosagrahar</a>	2:12	20/09	English	13
70.	<a href="#">Fernando Pérez Oyarzun</a>	2:08	20/09	English	13
71.	<a href="#">Maurizio Carta, Président de l'École Polytechnique de l'Université de Palerme</a>	1:07	21/09	English	13
72.	<a href="#">Yves Dauge, Presidente de la Asociación de Bienes franceses del Patrimonio mundial</a>	2:16	22/09	English	13
73.	<a href="#">Anne Lemaistre, Jefa de la Oficina de la UNESCO en Camboya</a>	1:55	22/09	English	13
74.	<a href="#">Naima Lahbil, consultante internationale en patrimoine culturel</a>	2:10	20/09	English	12
75.	<a href="#">Peter Rorvik, Secrétaire général de Arterial Network</a>	2:03	20/09	English	12
76.	<a href="#">Michael Turner, UNESCO Chair Professor at the Bezalel Academy of Arts and Design</a>	1:22	20/09	English	12
77.	<a href="#">Jyoti Hosagrahar, Professeur de la Chaire UNESCO auprès de l'Institut Srishti pour l'Art</a>	2:12	21/09	English	12
78.	<a href="#">Paolo Ceccarelli, Profesor de la Cátedra UNESCO en la Universidad de Ferrara</a>	1:35	22/09	English	12
79.	<a href="#">Eric Huybrechts</a>	0:43	22/09	English	12
80.	<a href="#">Naima Lahbil, International consultant in cultural heritage</a>	2:10	20/09	English	11
81.	<a href="#">Joan Busquets, architecte et Prix Erasme 2011</a>	2:01	20/09	English	11
82.	<a href="#">Hayet Guerhazi, Director of the Culture Department, the Arab League Educational</a>	0:44	20/09	English	11
83.	<a href="#">Juan Bernardo Rosero Moncayo</a>	1:19	20/09	English	11
84.	<a href="#">Walter Rossa Ferreira Da Silva, Associate Professor at the University of Coimbra</a>	1:24	20/09	English	11
85.	<a href="#">Roi Chiti FR</a>	2:31	21/09	English	11
86.	<a href="#">Juan Pablo de la Puente Brunke, Vice-ministre du patrimoine culturel</a>	3:08	21/09	English	11
87.	<a href="#">Juan Bernardo Rosero Moncayo</a>	1:19	21/09	English	11
88.	<a href="#">Minja Yang</a>	1:39	22/09	English	11
89.	<a href="#">Hassan Radoine, Director de la Escuela Nacional de Arquitectura de Marruecos</a>	0:58	22/09	English	11

90.	<a href="#">Charles Landry, Founder of Comedia</a>	1:49	20/09	English	10
91.	<a href="#">Joan Busquets, Arquitecto y Premio Erasmus 2011</a>	2:01	20/09	English	10
92.	<a href="#">Yves Dauge, President of the Association of French World Heritage Site</a>	2:16	20/09	English	10
93.	<a href="#">Paul Andreu, Architect and Dean emeritus of the Architecture Department at Zhejiang University</a>	1:35	20/09	English	10
94.	<a href="#">Stefano De Caro, Director-General of (ICCROM)</a>	1:07	20/09	English	10
95.	<a href="#">Guillaume Long, Ministre de la culture et du patrimoine de la République de l'Équateur</a>	2:33	21/09	English	10
96.	<a href="#">Julian Smith, Doyen de Faculté au Willowbank School and Centre</a>	1:39	21/09	English	10
97.	<a href="#">Paulo Ceccarelli</a>	1:35	21/09	English	9
98.	<a href="#">Hayet Guermazi</a>	0:44	21/09	English	9
99.	<a href="#">Kumaresh Misra, Deputy Secretary-General of Habitat-III</a>	2:03	20/09	English	8
100.	<a href="#">Julian Smith, Dean of Faculty at the Willowbank School and Centre</a>	1:39	20/09	English	8
101.	<a href="#">Fernando Pérez Oyarzun</a>	2:08	21/09	English	8
102.	<a href="#">Michael Turner</a>	1:22	22/09	English	8
103.	<a href="#">Paul Andreu, Arquitecto</a>	1:17	22/09	English	8
104.	<a href="#">Kumaresh Misra, Secretario General adjunto de Habitat-III</a>	2:03	22/09	English	8
105.	<a href="#">Judy Ogana, Directrice générale de The GoDown Arts Centre</a>	1:36	20/09	English	7
106.	<a href="#">Judy Ogana, Directora general de The GoDown Arts Centre</a>	1:36	20/09	English	7
107.	<a href="#">Maurizio Carta, President of the Polytechnic School of the University of Palermo</a>	1:07	20/09	English	7
108.	<a href="#">Eric Huybrechts</a>	0:43	20/09	English	7
109.	<a href="#">Minja Yang, Présidente du Centre International Raymond Lemaire</a>	1:39	21/09	English	7
110.	<a href="#">Julian Smith, Decano de la Facultad a la Willowbank School and Centre</a>	1:39	22/09	English	7
111.	<a href="#">Naima Lahbil, consultora internacional de patrimonio cultural</a>	2:10	20/09	English	6
112.	<a href="#">Enrico Fontanari, Professor of Urbanism at the University luav of Venice</a>	1:31	20/09	English	6
113.	<a href="#">Javier Jimenez, Director of Lord Cultural Resources</a>	1:24	20/09	English	6
114.	<a href="#">Patricia O'Donnell, Principal and founder of Heritage Landscapes</a>	1:54	20/09	English	6
115.	<a href="#">Enrico Fontanari, Professeur d'urbanisme à l'Université luav de Venise</a>	1:31	21/09	English	6
116.	<a href="#">Javier Jimenez, Directeur de Lord Cultural Resources</a>	1:24	21/09	English	6
117.	<a href="#">Patricia O'Donnell, Directrice et fondatrice de Heritage Landscapes</a>	1:54	21/09	English	5
118.	<a href="#">Walter Rossa Ferreira Da Silva, Professeur associé à l'Université de Coimbra</a>	1:24	21/09	English	5
119.	<a href="#">Paul Andrew</a>	1:17	21/09	English	5
120.	<a href="#">Kumaresh Misra, Secrétaire général adjoint d'Habitat-III</a>	2:03	21/09	English	5
121.	<a href="#">Juan Bernardo Rosero Moncayo</a>	1:19	22/09	English	5
122.	<a href="#">Walter Rossa Ferreira Da Silva, Profesor asociado en la Universidad de Coimbra</a>	1:24	22/09	English	5
123.	<a href="#">Hayet Guermazi</a>	0:44	22/09	English	5
124.	<a href="#">Charles Landry, Fundador de Comedia</a>	1:49	20/09	English	4
125.	<a href="#">Paul Andreu, Architect and Dean emeritus of the Architecture Department at Zhejiang University</a>	1:17	20/09	English	4
126.	<a href="#">Maurizio Carta, Presidente de la Escuela Politécnica de la Universidad de Palermo</a>	1:07	22/09	English	4
127.	<a href="#">Patricia O'Donnell, Directora y fundadora de Heritage Landscapes</a>	1:54	22/09	English	4
128.	<a href="#">Charles Landry, Fondateur de Comedia</a>	1:49	20/09	English	3
129.	<a href="#">Minja Yang, President of the Raymond Lemaire International Centre for Conservation</a>	1:39	20/09	English	3
130.	<a href="#">Eric Huybrechts</a>	0:43	21/09	English	3
131.	<a href="#">Peter Rorvik, Secretario general de Arterial Network</a>	2:03	20/09	English	2
132.	<a href="#">Michael Turner</a>	1:22	21/09	English	2
133.	<a href="#">----- Mounir Bouchenaki VO FR</a>	1:58	21/09	English	2
134.	<a href="#">Stefano De Caro</a>	1:07	21/09	English	2

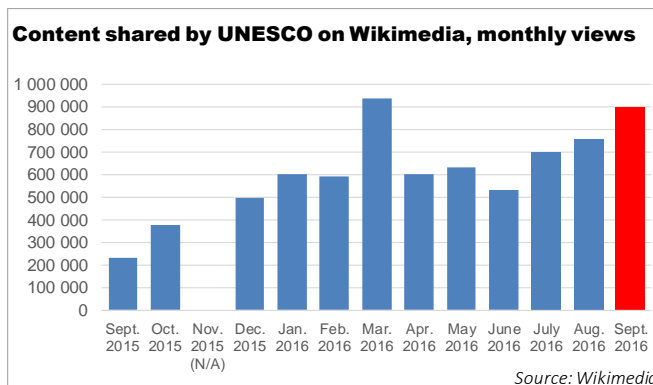
\*Produced by UNESCO Studio.

### 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.

In September 2016 UNESCO content received over 897,000 page views, more than 3 times as many as last year during the same period. In total, since September 2015, UNESCO content received 7.3 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.

Descriptions of the MAB Biosphere Reserves - made available in June 2016 under the same Creative Commons Attribution ShareAlike IGO 3.0 license and used by Wikimedia volunteers to create 69 new Biosphere Reserve English Wikipedia pages - received over 13,000 page views in September 2016.



#### ■ UNESCO and Wikimedia collaboration - “Wiki Loves Monuments” Photo Competition 2016 (1-30 September)



In September Unite4Heritage promoted **Wiki Loves Monuments**, a built heritage photography competition organized by Wikimedia volunteers. Wiki Loves Monuments is the largest photography competition in the world and has produced 320,000 open access images in 2015 (1.4 million photos over the past 4 years). Wiki Loves Monuments supports the goals of Unite4Heritage through:

- Encouraging people to explore built heritage in their local communities and share images of it online.
- Supporting the creation of very high quality open access photographs that are free for everyone to reuse.
- Spreading the Unite4Heritage message to a larger audience through Wikimedia.

Social media promotion on UNESCO Facebook, Twitter and Instagram accounts (in all languages) used both #Unite4Heritage and #WikiLovesMonuments hashtags, as well as winning images from previous Wiki Loves Monuments competitions.

#### Impact:

- Unite4Heritage was featured on UNESCO social media accounts for most days in September.
- UNESCO messages were shared widely by Wikimedia groups and individuals on social media bringing Unite4Heritage to a new audience.
- Unite4Heritage was featured on the front page of the Wikimedia blog and Wiki Loves Monument blog.
- UN Twitter account with its 7.68M followers tweeted about the project twice and retweeted UNESCO once.
- The project was added to the UN weekly DPI Heads Up bulletin.
- The project was featured on the Unite4Heritage website.
- 3,700 users clicked on the “UNESCO” link to enter the competition, this was most popular in the US, France and Italy.

#### Reach across social media platforms

- Twitter: tweets got 575,500 impressions. The 6 most popular Wiki Loves Monuments tweets were by UN and UNESCO.
- Instagram: posts got 875,600 impressions and 58,800 likes. The 3 most popular Wiki Loves Monuments posts were by UNESCO.
- Facebook: posts reached 300,300 people and got 5,112 likes.

#### Competition outcomes

- During the 2016 competition 10,648 participants produced over 270,000 open access photographs of built heritage sites in 43 countries. The winning photographs for each country will be announced on the 31 October 2016.

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

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.

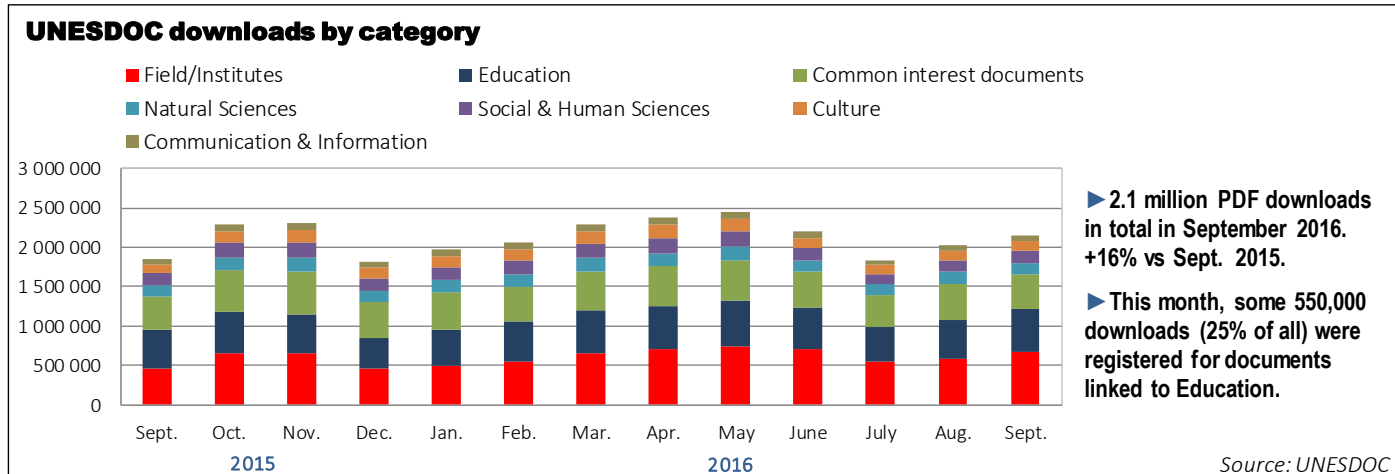
In September 2016, there were **154 194** records available online in PDF format (**153 672** in August 2016), including documents, publications, communication material and other working documents.

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

#### 5.1.1 Statistics of consultation

<b>Total number of downloads in September</b>	<b>2 158 032</b>
---	------------------

Sectors/Field/Institutes	Number of PDF	Number of downloads	Variation vs M-1	Average nb of downloads per PDF
Education	10 236	549 316	+14.40%	53
Natural Sciences	10 085	149 563	-1.25%	15
Social and Human Sciences	6 042	165 081	+12.98%	27
Culture	4 298	119 348	+1.87%	28
Communication and Information	2 895	75 140	+5.63%	26
Field & Institutes	10 589	667 751	+12.63%	63
Common interest documents	NA	431 833	-6.36%	NA



#### 5.1.2 Top 15 Country Origin

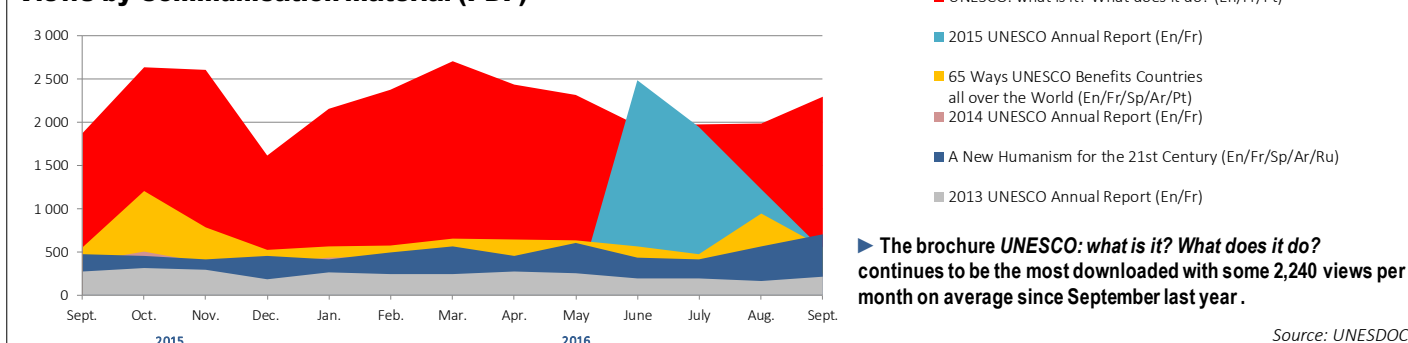
	Country	Downloads
1	United States of America	446 265
2	Mexico	127 817
3	France	59 283
4	Germany	56 773
5	Brazil	56 208
6	Philippines	39 787
7	Canada	37 737
8	United Kingdom of Great Britain and Northern Ireland	35 198
9	Colombia	35 120
10	Peru	33 160
11	Spain	24 608
12	India	24 079

13	Argentina	22 730
14	Chile	17 871
15	South Africa	17 276

### 5.1.3 Printable Communication materials

Title	Total downloads in September							Total
	EN	FR	SP	RU	AR	ZH	POR	
<a href="#">UNESCO: what is it? What does it do?</a>	1 716	366					213	<b>2 295</b>
<a href="#">A New Humanism for the 21st Century</a>	119	62	458	57	11			<b>707</b>
<a href="#">65 Ways UNESCO Benefits Countries all over the World</a>	164	97	143		1		150	<b>555</b>
<a href="#">2015 UNESCO Annual Report</a>	417	106						<b>523</b>
<a href="#">2012 UNESCO Annual Report</a>	311	47						<b>358</b>
<a href="#">2014 UNESCO Annual Report</a>	217	31						<b>248</b>
<a href="#">2013 UNESCO Annual Report</a>	193	20						<b>213</b>
<b>TOTAL</b>	<b>3 137</b>	<b>729</b>	<b>601</b>	<b>57</b>	<b>12</b>	<b>-</b>	<b>363</b>	<b>4 899</b>

#### Views by Communication material (PDF)

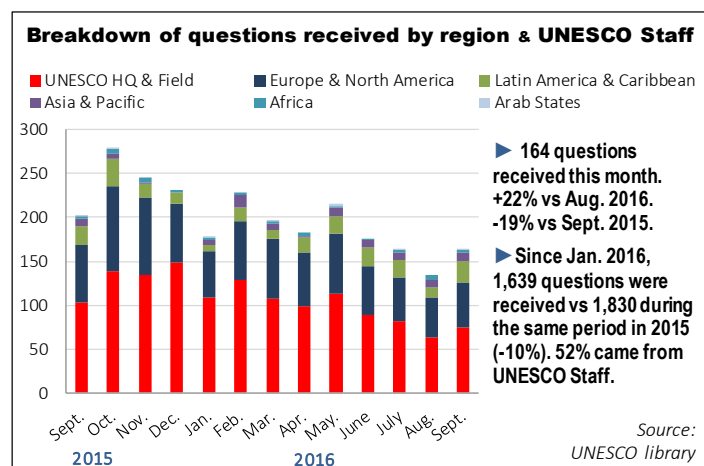


## 5.2. UNESCO Library - <http://www.unesco.org/library>

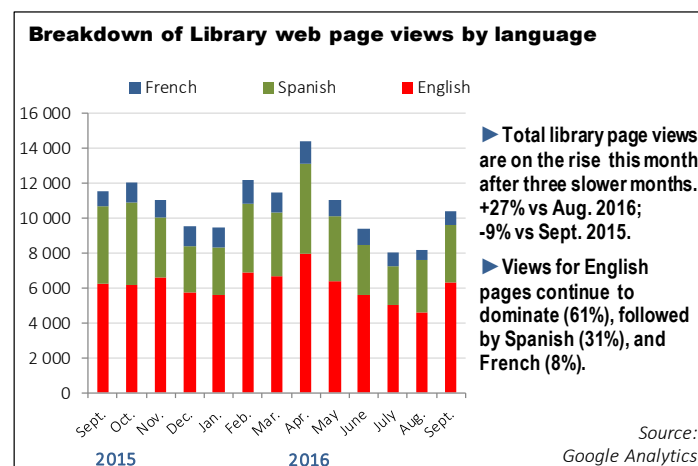
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

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

### 5.2.1 Questions received by: [library@unesco.org](mailto: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/>

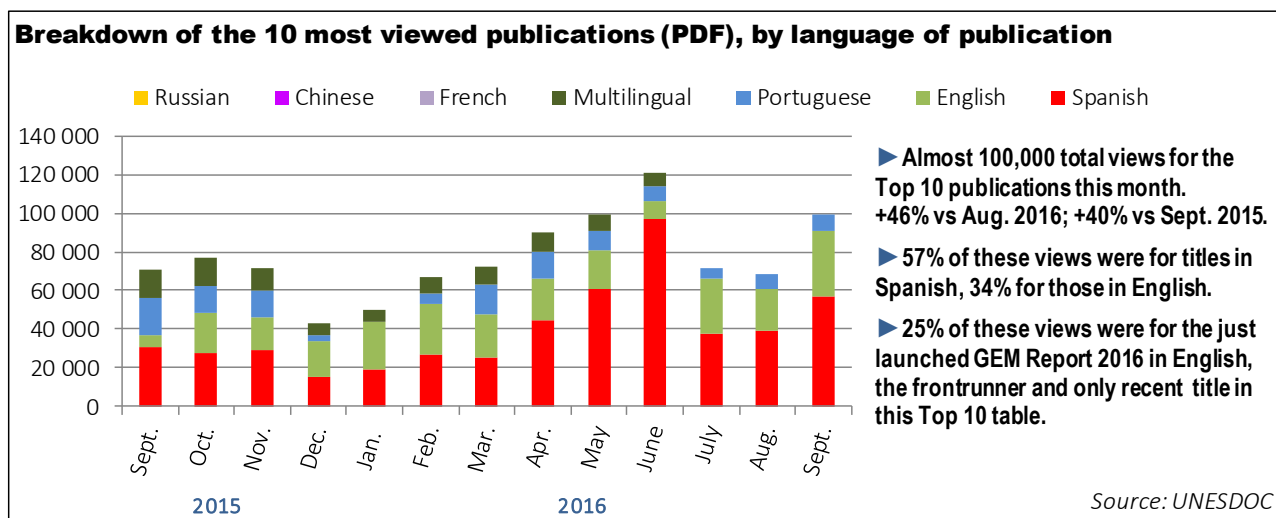
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical 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 September 2016 figures for the Top 10 online viewing are significantly higher than in August this year (+46%) and much better than in 2015 in the same period (+40%). The figures show a large interest for Spanish titles (57%) even over English (34%). The English version of the new flagship publication [GEM Report, 2016](#) represents an amazing 25% of all the views in the Top 10. Publications page views on Google Books in September 2016 are stable after 3 slower months for reasons which are not yet clear. Sales in the bookshop and internationally online were mainly on World Heritage.

### 6.1. Top 10 most consulted PDFs\* (UNESDOC)

	Title	Sector	Language	Views*	Published
1.	<a href="#">Education for people and planet: creating sustainable futures for all, Global education monitoring report, 2016</a>	ED	English	25 534	Paris, UNESCO, 2016
2.	<a href="#">La Filosofía, una escuela de la libertad: enseñanza de la filosofía y aprendizaje del filosofar: la situación actual y las perspectivas para el futuro</a> (Philosophy, a school of freedom: teaching philosophy and learning to philosophize; status and prospects)	SHS	Spanish	11 417	Paris, UNESCO; México, D.F., Universidad Autónoma Metropolitana, 2011
3.	<a href="#">Los Siete saberes necesarios para la educación del futuro</a> (Seven complex lessons in education for the future)	ED	Spanish	9 550	UNESCO, 1999
4.	<a href="#">Engineering: issues, challenges and opportunities for development; UNESCO report</a>	SC	English	8 905	Paris, 2010
5.	<a href="#">Declaração Universal dos Direitos Humanos</a>	SHS	Portuguese	8 322	Brasilia, UNESCO Brasilia, 1998
6.	<a href="#">Manual de gestión para directores de instituciones educativas</a>	ED	Spanish	7 525	Lima, UNESCO Office Lima, 2011
7.	<a href="#">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</a> (Information and communication technologies in schools: a handbook for teachers, or how ICT can create new, open learning environments)	ED	Spanish	7 430	2005
8.	<a href="#">Educación para el desarrollo sostenible: libro de consulta</a>	ED	Spanish	7 159	Paris, UNESCO, 2012
9.	<a href="#">Diversidad cultural: materiales para la formación docente y el trabajo de aula; volumen 3</a>	CLT	Spanish	6 823	Santiago, 2005
10.	<a href="#">Hacia las sociedades del conocimiento: informe mundial de la UNESCO</a> (Towards knowledge societies: UNESCO world report)	all	Spanish	6 715	Paris, UNESCO, 2005

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

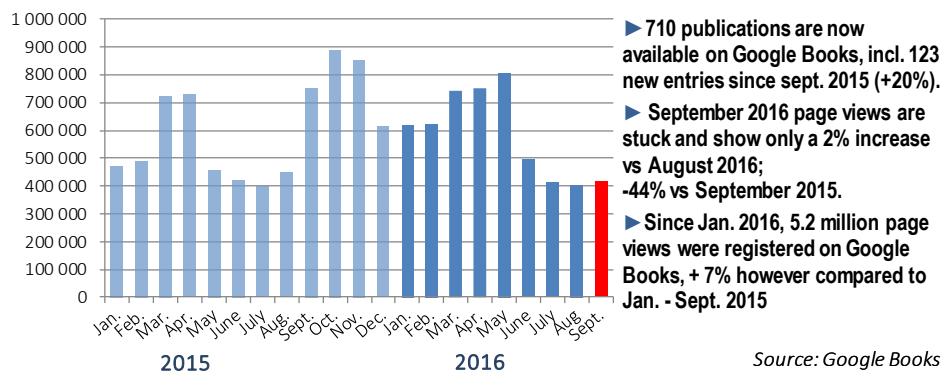


## 6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **710** 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
Sept. 2016	710	46 773	414 785	251
Sept. 2015	587	64 312	754 033	453

### 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
	12	ERI/DPI
	7	CLT/WHC
	7	ERI/DPI
	5	CLT/WHC
	5	CLT/WHC

Bookshop sales of non-UNESCO publications, top 5

Publication	Copies sold	Publisher
	3	Panasonic
	3	UN
	2	Fondation Ki-Zerbo
	1	Editions du patrimoine
	1	Fondation Ki-Zerbo

## 6.4. Online and international sales

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

Publication	Copies sold	Sector
	16	CLT/WHC
	16	CLT/WHC
	16	CLT/WHC
	16	CLT/WHC
	10	ED

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

### Bookshop sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
Couleur ? Quelle couleur ? - Rapport sur la lutte contre la discrimination et le racisme dans le football	0	SHS ERI
Investing against Evidence - The Global State of Early Childhood Care and Education	0	ED
UNESCO Science Report - Towards 2030	0	SC
Wangari Maathai and the Green Belt Movement	0	CI
World Heritage N°80, Special Issue - World Heritage in Turkey	0	CLT

### Online and international sales of UNESCO publications, lowest sellers

Title	Copies sold	Sector
70 citations pour la paix / 70 Quotes for Peace	0	ERI
Mobile Phones & Literacy - Empowerment in Women's Hands	0	CI
Replantear la educación	0	ED
The Power of Sport Values / Le Pouvoir des Valeurs du Sport	0	SHS
World Heritage in Europe Today	0	CLT

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

## 6.6. Licensing and co-publishing agreements and amendments, September

Contract No.	Title	Publisher	Language	Date signed
J.2016-014	a) Learning knowledge and skills for agriculture and improving rural livelihoods: synthesis report, in English (print and electronic form); b) Learning for agriculture and improving rural livelihoods: country case study from Cambodia, in English (electronic, possibly print form in country); c) Learning for agriculture and improving rural livelihoods: country case study from Egypt, in English (electronic, possibly print form in country); d) Learning for agriculture and improving rural livelihoods: country case study from Ethiopia, in English (electronic, possibly print form in country).	International Fund for Agricultural Development (IFAD)	English	02/09/2016
J.2016-015	World Social Science Report 2016: Challenging Inequalities: Pathways to a Just World	International Social Science Council (ISSC)	English	08/09/2016
J.2016-016	Innovative Pedagogical Approaches in Early Childhood Care and Education (ECCE) in the Asia-Pacific Region: A Resource Pack	Asia-Pacific Regional Network for Early Childhood Limited (ARNEC) / UNESCO Office in Bangkok	English	27/09/2016

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

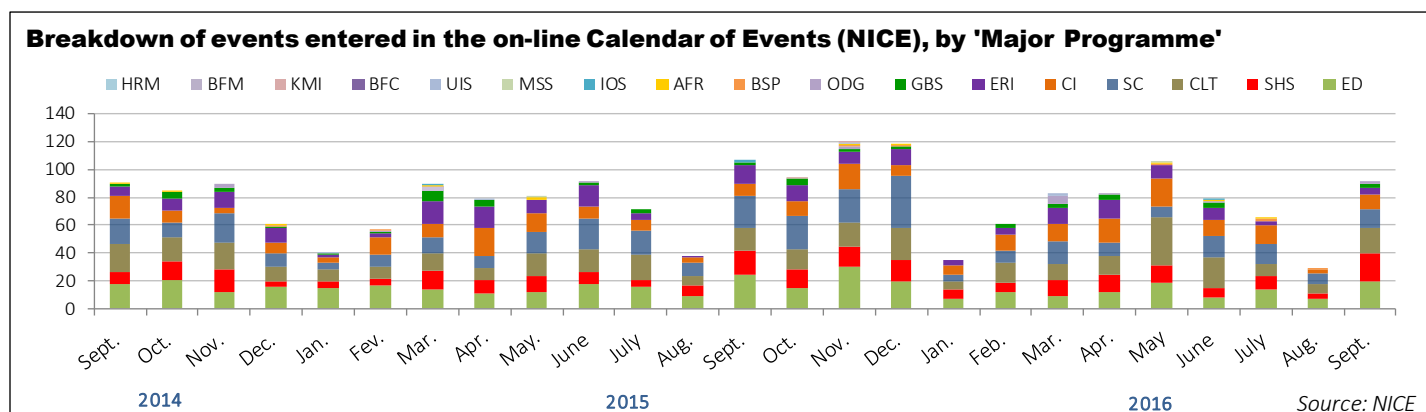
Launched in January 2010, the New Integrated Calendar of Events (NICE) available on Internet and Intranet should reflect all Events organized by UNESCO Headquarters, Field Offices, Permanent Delegations, and/or in which UNESCO is implicated. The tables below reflect only the events entered respectively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

### 7.1. Number of events by “Major Programmes”

Major Programme	Total	Organized by		
		Headquarters	Field Offices	Institutes
CI	11	6	5	
CLT	18	8	10	
ED	20	10	10	
ERI	5	5		
SC	13	9	4	
SHS	20	14	6	
ODG	2	2		
GBS	3	3		
<b>Total</b>	<b>92</b>	<b>57</b>	<b>35</b>	<b>0</b>

### 7.2. Events organized by Field Offices/ Institutes

Almaty	2
Apia	1
Bangkok	1
Beijing	2
Brasilia	1
Brussels	1
Jakarta	3
Kathmandu	2
Maputo	1
Mexico	1
Montevideo	2
Moscow	1
New Delhi	1
Ramallah	1
San Jose	9
Santiago de Chile	2
Tashkent	1
Venice	3
<b>Total</b>	<b>35</b>



## 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
01/09	Cérémonie de signature officielle de l'Accord entre l'UNESCO et le Maroc pour lancer la préparation d'une déclaration de principes éthiques en rapport avec le changement climatique	SHS/YES/BIO	Salle V	15
02/09	Séminaire d'orientation pour les nouveaux délégués permanents	ERI/MSP/DIR	Salle VI	40
07-09/09	Assemblée annuelle du Réseau mondial d'oxygène de l'océan (GO2NE)	IOC/EO/AO	Salle VIII	25
08/09	Ecoles associées Brésil	ERI/DPI/PBM	Salle III	40
08-09/09	Journée internationale de l'alphabétisation	ED/PLS/YLS	Divers	200 /jour
13/09	Plateforme Océan et Climat	IOC/EXS	Salle VIII	30
13-15/09	Réunion conjointe Comité international de bioéthique, COMEST et Comité intergouvernemental de bioéthique	SHS/YES/BIO	Salles VI +VII + XI	150
14-16/09	Séminaire international sur les multirisques et des plans de préparation et de réponse aux urgences	SC/EES/EGR	Salles VI + IX + XIV	35
15-16/09	Session du Bureau du Conseil intergouvernemental de MOST	SHS/TSD/RPF	Salle XII	100
16/09	Trophées des Réserves de biosphère	SC/EES/NBC	Salle IX	80
19-20/09	Bureau du Conseil du Programme MAB	SC/EES/BNC	Salle XIV	25
19/09	Décennie des personnes d'ascendance africaine	SHS/TSD/HMD	Salle IV	300
21-23/09	Organe d'évaluation Convention 2003	CLT/CCS	Salle VIII	30
22/09	International Meeting on the Protection of the Underwater Cultural Heritage Sites	CLT/CCS	Salle II	150
22/09	Ecole Internationale Grenelle	ERI/DPI/PBM	Salle XI	150
26/09	Réunion du Groupe d'experts pour les statistiques du WHC	CLT/CCS	Salle VI	50
26/09	4e Session du Comité subsidiaire de la Réunion des Etats parties à la Convention de 1970	CLT/CCS	Salles II + VII	250
28/09	Projet FREEWAT	SC/HYD/EQE	Salle IX	50
29/09	Plateforme Océan et Climat	IOC/EXS	Salle VIII	30
29/09	Education physique de qualité	SHS/YES/YSS	Salle XVI	30
29/09	2e réunion d'experts	CLT/CCS	Salle VI	40
Total participation				<b>1 820</b>

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

#### 8.1.2 Meeting of Governing Bodies

Date	Title	Organizer	Place	Public
09/09	Réunion d'intersession du Conseil exécutif	DIR/GBS	Salles XI +XII	300
23/09	Groupe de travail sur la gouvernance	GBS/SCG	Salle XI	250
27/09	Réunion d'intersession du Conseil exécutif	DIR/GBS	Salles XI + XII	200
Total participation				<b>750</b>

### 8.1.3 Information Meeting for Permanent Delegations

Date	Title	Organizer	Place	Public
13/09	Réunion d'information avec les Délégations permanentes	IOC/EXS	Salle IV	150
30/09	Réunion d'information sur l'Ukraine	ERI/MSP/ENA	Salle XI	200
Total participation				<b>350</b>

### 8.1.4 Electoral Groups Meetings (Plenaries)

Date	Title	Organizer	Place	Public
07/09	Réunion plénière du GRULAC	GRULAC	Salle XVI	20
20/09	Réunion plénière du GRULAC	GRULAC	Salle XVI	20
22/09	Réunion plénière du Groupe des SIDS	Délég. perm. de la Rép. de Maurice	Salle XV	25
29/09	Groupe de travail Education - Groupe africain	Délég. perm. du Kenya	Salle XIV	25
23/09	Réunion plénière du Groupe arabe	Délég. perm. du Koweït	Salle XV	30
22/09	Réunion plénière du Groupe ASPAC	Délég. perm. du Népal	Salle XIII	40
28/09	Réunion plénière du Groupe des 77	Groupe 77	Salle IV	150
Total participation				<b>310</b>

### 8.1.5 External rentals

Date	Title	Organizer	Place	Public
01/09	Atelier de restitution : Profil de la diaspora malgache en France	Délég. perm. de la Rép. de Madagascar	Salle IX	96
02/09	Traditional crafts of India	Délég. perm. de l'Inde	Hall Ségur, Salles Miró	100
12/09	Semaine Korea-UNESCO: Convergence de l'art et de la technologie	Délég. perm. de la Rép. de Corée	Salle II	200
12/09	Dialogue et Réconciliation	Délég. perm. du Guatemala	Salle IV	250
13-16/09	"Education pour la Paix: exemple du centre multiculturel de Toowoomba"	Délég. perm. de la Rép. de Madagascar	Salle II	400
19-21/09	CCAC Working Group	UNOPS	Divers	120
26-28/09	Réunion OEPP	OEPP	Salle XIV	25
26/09	Rencontre du Président du Ghana avec la diaspora	Délég. perm. du Ghana	Salle IV	300
30/09	Défilé Loewe	Loewe	Salle Pas Perdus + Salles Miró	600
Total participation				<b>2 091</b>

## 8.2. UNESCO Events - [www.unesco.org/fr/cultural-events](http://www.unesco.org/fr/cultural-events)

### 8.2.1 Exhibitions, Shows, Screenings and Conferences

Date	Title	Organizer	Place	Public*
01/09	Spectacle : "Lavage de la Madeleine"	Délég. perm. du Brésil	Salle IV + Salle Pas Perdus	150
05-10/09	Exposition "Heritage of my homeland"	CLT/CCS	Salle Pas Perdus	150 (inauguration)
08/09	Cérémonie de remise des prix UNESCO pour l'alphabétisation	ED/PLS/YLS	Salle IV	200
12/09	Exposition : « Education pour la Paix : exemple du centre multiculturel de Toowoomba »	Délég. perm. de la Rép. de Madagascar	Foyer salle I	50 (inauguration)
12-23/09	Exposition de Hanho et Jeon Byeongsam « La technologie dans l'art contemporain » et conférence « Numérique et Créativité » le 12/09	Délég. perm. de la Rép. de Corée	Salles Miró + Salle Pas Perdus	450 (inauguration expo) 150 (conférence)
15/09	Projection du film "Why Women need to climb Mountains" de Renata Keller	Délég. perm. de l'Autriche	Salle IV	350

19/09	Décennie internationale des personnes d'ascendance africaine 2015-2024 « Reconnaissance, justice, développement : 10 ans pour agir » - Rencontre internationale	SHS/TSD/HMD	Salle IV	300
21/09	Exposition « Partageons le goût du monde ! » à l'occasion de la célébration de la Journée internationale de la paix	SHS/TSD/ICD et le Fooding	Jardin japonais	200 (inauguration)
21/09	Spectacle « Cool Japan à Paris : Matsuri » (fêtes traditionnelles japonaises)	Délég. perm. du Japon	Salle II	400
26/09	Exposition : 250th Anniversary of the Freedom of the Press Act	Délég. perm. du Royaume de Suède	Couloir X-XI	200

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

- **6 events** were promoted in the September 2016 monthly *Calendar of cultural events* printed out in 3,000 copies (in French), and its electronic version sent out to 29,068 subscribers.
- **7 events** were organized, co-organized and/or promoted in September 2016 by DPI/PRP (Public Relations and Partnerships Section).

### 8.3. UNESCO Visits

**24 guided tours of Headquarters for 326 visitors**, as well as **1 thematic presentation on Education/Gender Education for 34 SIT Abroad students** and **1 UNESCO Campus on Peace for 158 participants - 150 middle school children and their teachers** - were organized in September 2016. Half of the visits/presentations were conducted in English. 91% of the visitors came from Europe and North America.

#### 1. Requests

Number of emails received	n/a
Number of requests received	n/a
Accepted requests	45
Declined requests	n/a

#### 2. Languages

Visits/Presentation in English	13	50%
Visits/Presentation in French	9	35%
Other	4	15%

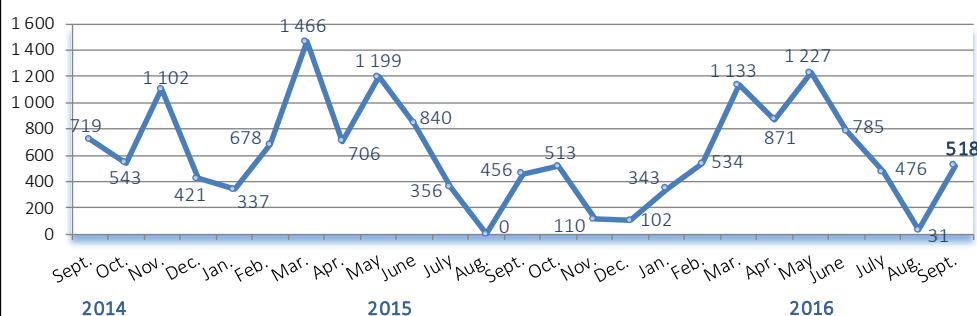
#### 3. Type of visits

Group Visits	21	81%
Individual Visits	3	11%
Thematic Presentations	2	8%

#### 4. Origin

Europe and North America	473	91%
Latin America and the Caribbean	45	9%
Africa	0	0%
Arab States	0	0%
Asia and Pacific	0	0%

### Visitors received by month



► A total of 518 visitors were offered a guided tour of UNESCO HQ or a thematic presentation in September 2016. +13% versus Sept. 2015.

► 73% of these visitors were school children and students.

Source: UNESCO

## 9. UNESCO logo exposure

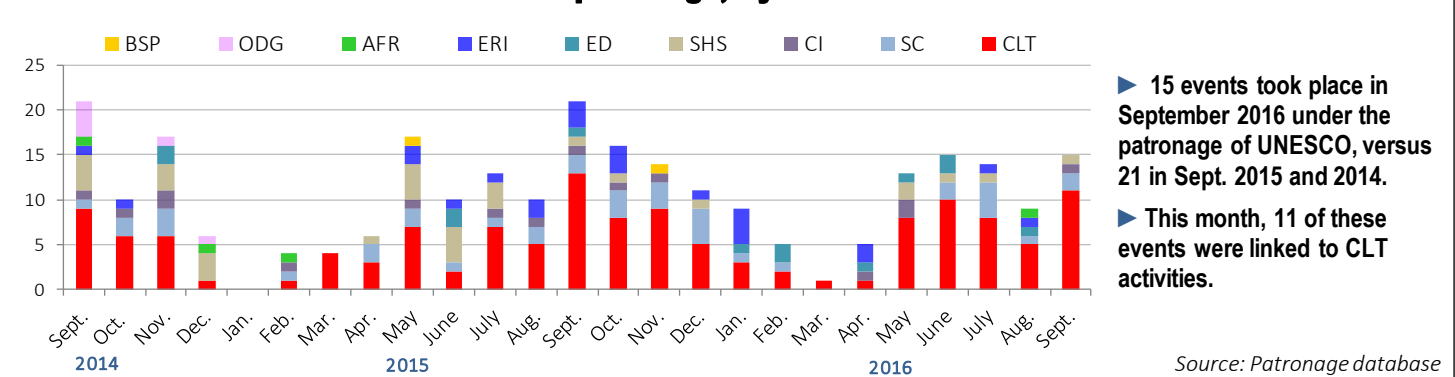
### 9.1. Patronage

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

#### 15 events which have been granted UNESCO's patronage took place in September 2016

Start Date	Country of Activity	Name of Activity	Target Audience	Sector
01/09	Republic of Korea	2016 World Martial Arts Traditional Sports Games and related events	Athletes	SHS
01/09	Several countries	Exposition photographique sur Borobudur à Jakarta, Bruxelles et Paris	General public	CLT
02/09	Switzerland	7e édition du salon "Le livre sur les quais" à Morges.	Publishers	CLT
02/09	Poland	Exhibition: "Treasures of European Traditional Culture" in Wroclaw	The general public	CLT
03/09	Italy	34e édition du concours international de violon "Rodolfo Lipizer Prize"	Young musicians	CLT
04/09	Italy	6th International IUPAC Conference on « Green Chemistry" in Venice	Scientists	SC
05/09	Slovakia	Conference: "Cities and Water" organised by the city of Bratislava and the Ministry of the Environment	Policy-makers & specialists	SC
12/09	Czech Republic	Séminaire international : "Construire l'avenir de notre patrimoine : outils et expériences de la gestion des sites patrimoniaux" organisé par le Réseau des Grands Sites de France en République tchèque	Specialists working in cultural heritage	CLT
15/09	Russian Federation	6th International Cultural Forum in Ulyanovsk	Civil society organisations	CLT
15/09	Italy	14th edition of "Tocati, International Festival of Street Games" in Verona	General public	CLT
16/09	Egypt	Carnival entitled "Egypt, the land of wonders" in Cairo and Giza	General public	CLT
22/09	Croatia	20th International Lace Festival in Lepoglava	General public	CLT
26/09	Bulgaria	6th International Conference on Digital Presentation and Preservation of Cultural and Scientific Heritage	Specialists	CI
29/09	Egypt	2nd session of Meeting Point of Religions "Together We Pray in Saint Catherine City" in Saint Catherine	Civil society organisations	CLT
29/09	France	Ouvrage intitulé "Guide méthodologique pour la gestion durable des villes historiques en Méditerranée"	Specialists working management of cultural heritage	CLT

#### Number of events held under UNESCO patronage, by month





## 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
04/09	<a href="#">Selous Game Reserve (Tanzania)</a>	30 min	4.1%
11/09	<a href="#">Province of Cuenca, Autonomous Community of Castile-La Mancha (Spain)</a>	30 min	4.3%
18/09	<a href="#">Thungyai-Huai Kha Khaeng Wildlife Sanctuaries (Thailand)</a>	30 min	4.6%
25/09	<a href="#">Itsukushima Shinto Shrine (Japan)</a>	30 min	5.5%

Average audience share in September: **4.6%** (for the first broadcast). Estimate number of viewers in Japan: **4,159,000** (for the first broadcast). The total audience for the four programmes in September was estimated at **16,637,000** 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
<a href="#">English</a>	31
<a href="#">French</a>	25
<a href="#">Spanish</a>	17
<a href="#">Russian</a>	7
<a href="#">Arabic</a>	4
In September a total of <b>84 reports</b> were released on UNESCO through Xinhuanet	

### 10.2 Ad Hoc Communication partnerships

Event	Partners	Benefits
UNESCO Green Citizens travelling exhibition "Pathfinders for Change" on the fences of the Palais des Nations, Geneva (6 June-30 Sept.)	<ul style="list-style-type: none"> <li>▪ Founding: UNESCO, SIPA Press, Institut Klorane</li> <li>▪ Institutional: WISE</li> </ul>	<ul style="list-style-type: none"> <li>▪ Visibility on <a href="#">WISE</a> and <a href="#">Institut Klorane</a> websites.</li> <li>▪ An estimated 30,000 visitors.</li> </ul>
2016 edition of the "Poster for tomorrow" international poster competition.	<ul style="list-style-type: none"> <li>▪ posterfortomorrow</li> </ul>	<ul style="list-style-type: none"> <li>▪ Unlimited right to use the 100 best posters of the 2016 edition illustrating "Make extremism history".</li> <li>▪ UNESCO logo on all communication tools, website, press release, international exhibitions (25-50).</li> <li>▪ UNESCO representative part of the Jury.</li> </ul>