



United Nations
Educational, Scientific and
Cultural Organization

Sector for
External Relations and
Public Information
Division of Public Information

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Monthly Visibility Report

October 2016

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Executive Summary

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

Media and Major Events

Three events dominated the news coverage of UNESCO in October: World Teachers' Day started the month off strongly. The day was successful in gaining coverage as well as showcasing UNESCO's important work related to educators and education. Items related to the Old City of Jerusalem, which came before the Executive Board and the World Heritage Committee, toward the middle and end of the month, generated the greatest amount of coverage, notably on 14 Oct. when the DG's Statement on the Old City of Jerusalem and its Walls was issued (see graph to the right). Although not taking place at headquarters, UNESCO's presence at Habitat III in Quito, was recognized in the media. In a sea of competing interests, the reports on [Culture for Sustainable Urban Development](#), [Water, Megacities and Global Change](#) and the [GEM Report, 2016](#) appeared in numerous articles.

The following events are highlighted in the Major Events pages:

- 200th Session of the Executive Board (04-18/10)
- World Teachers' Day (05/10)
- UNESCO at Habitat III (17-20/10)
- Launch (22/09) and Presentation (17/10) of the World Social Science Report 2016
- CILAC 2016 (06-09/09)

UNESCO Website and Social Media Channels

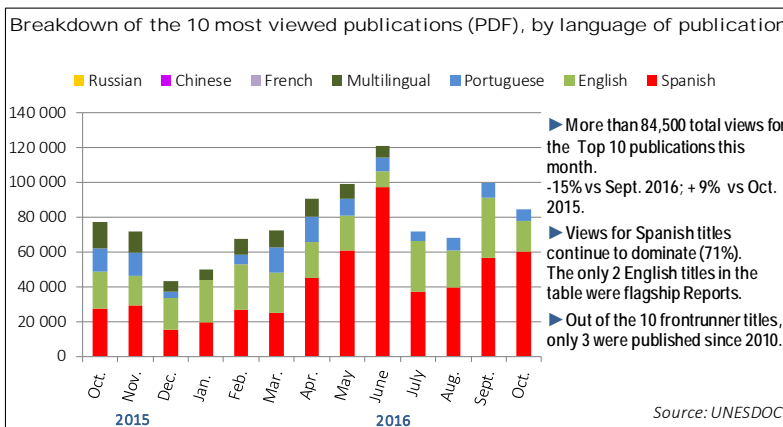
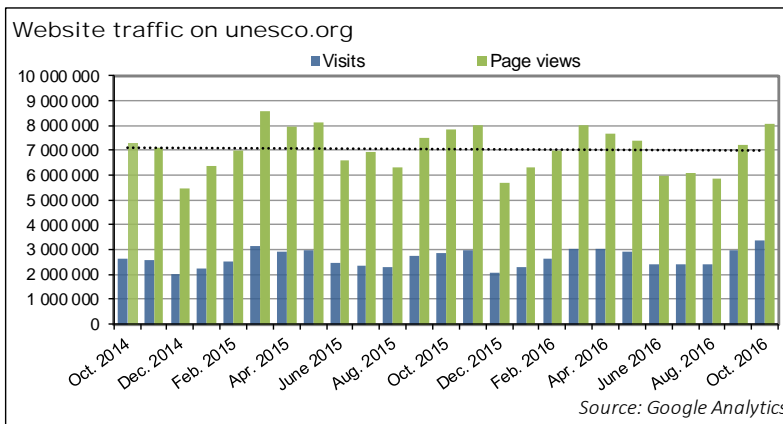
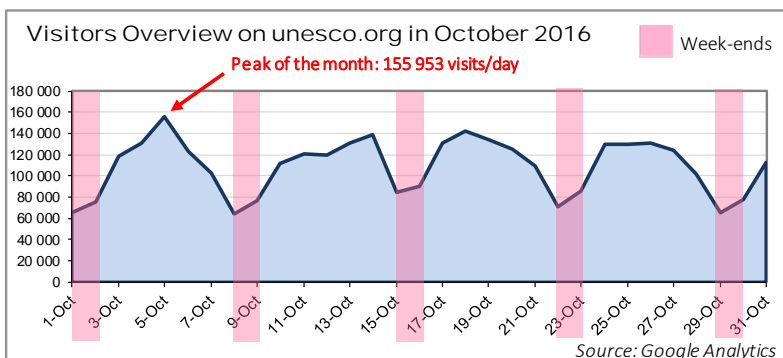
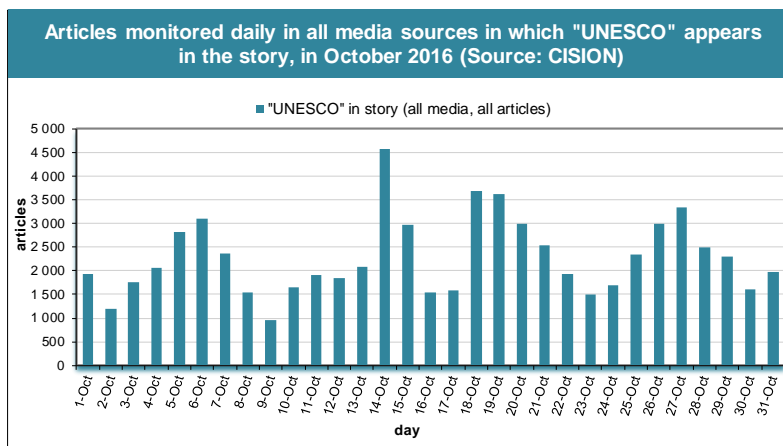
- Web traffic shows a strong growth for the second consecutive month; with 3.3 million visits this month it reaches an all-time high and the more than 8 million page views are the highest registered since March 2015. Traffic peaked on 5 October – on the occasion of World Teachers' Day but saw also numerous highs generated by decisions on Jerusalem.
- This month our social media key accounts across 6 languages registered a total of almost 5.3 million followers, showing a 38% increase compared to October 2015. Our Arabic Twitter account, which did particularly well this month with its messages on World Teachers' Day, closed this month with more than 166,000 followers, which puts it among the top UN agencies' accounts in Arabic. See details p. 15.

Publications

- October 2016 figures for the Top 10 online viewing have fallen since September this year (-15%) but remain superior to those of Oct. last year (+9%). Figures show a large interest for Spanish titles (71%) and the English version of the new flagship publication [GEM Report, 2016](#) is still in the third place in this table. Unfortunately, the new [World Social Science Report 2016](#) does not figure among the ten most viewed titles.
- Publications page views on Google Books have revived for October 2016 after a slow three months (for reasons which are not yet clear). Sales in the bookshop and internationally online were dominated by bulk sales of the [World Social Science Report 2016](#) and of several titles from the Bouba and Zaza series.

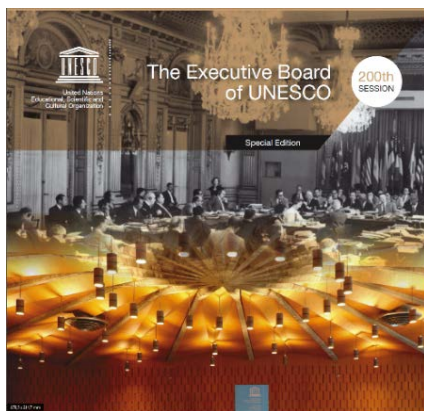
Focus on a Field Office

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



Major events:

I. 200th Session of the Executive Board (04-18 October) – Main Figures



Communication materials and activities:

- [Executive Board website](#) (English, French)
- [200th session documents](#)
- [Celebration of the 200th Session \(speeches/messages\)](#)
- [200 EX/Decisions Unedited](#) (6 languages)
- [Photo galleries](#)
- Brochure: [The Executive Board of UNESCO, 200th Session – Special Edition](#) (English)
- Video: [Celebrating the 200th session of UNESCO Executive Board](#)

Webcast/Live streaming connections: Opening of the Executive Board (07/10): 380 simultaneous connections (See details p. 12).

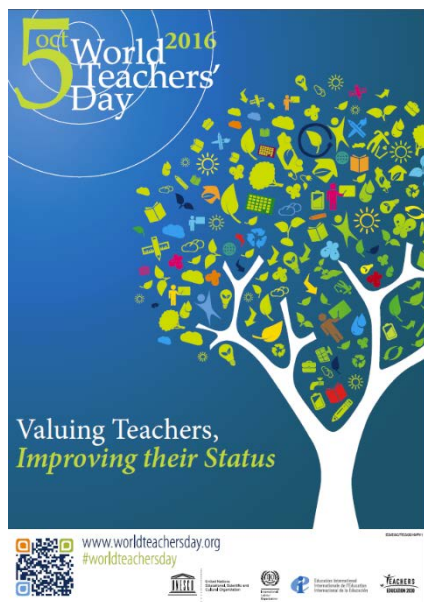
Website statistics (in October): [Executive Board website](#): 14,740 visits/57,258 page views (peak on 14/10: 5,090 page views). [200th session documents](#): 1,209 visits/10,617 page views). [Celebration of the 200th Session \(speeches/messages\)](#): 74 visits/616 page views. [Photo galleries](#): 146 views/1,470 page views. [200th Session brochure](#): 125 views. Video: Celebrating the 200th session of UNESCO Executive Board: on [Multimedia Archives website](#): 21,221 views + on [YouTube](#): 102 views. [200 EX/Decisions Unedited](#): 923 views as at 15 Nov. (English: 492; French: 274; Spanish: 99; Arabic: 32; Russian: 18; Chinese: 8). [Draft decision on occupied Palestine, Item 25](#): 77,690 views (English: 70,183; Russian: 3,182; French: 2,047; Arabic: 1,376; Spanish: 878; Chinese: 24). [Statement by the Director-General of UNESCO on the Old City of Jerusalem and its Walls, a UNESCO World Heritage site](#) : 33,045 visits/43,351 page views (peak on 14/10: 12,020 page views).

Press coverage: The media coverage of the 200th meeting of the Executive Board was dominated by one issue, the draft decision on occupied Palestine (Item 25). Coverage began to increase several days before the vote of the PX Commission and peaked the next day driven in part, by the publication of the DG's Statement in response to the issue and by the comments by the Chairperson of the Executive Board. This peak represented the highest number of articles recorded in the month of October. The second highest number of articles in the month of October came a few days later when the PX Commission vote on the draft decision on occupied Palestine under item 25 got endorsed by the Executive Board. 10 journalists were accredited for the meeting, including Reuters, Associated Press and Agence France Presse.

Social media: Social media activities during the 200th Session of the Executive Board peaked from 13 to 18 October 2016. UNESCO's social media channels received around 10,000 mainly negative and aggressive comments concerning the EXB vote on Jerusalem. The Statement by the Director-General of UNESCO on the Old City of Jerusalem and its Walls was posted on our social media channels on 14 October. On our Facebook accounts, the post reached 115,409 people with 1.6K comments and 1.4K engagements; on @UNESCO Twitter account it was the frontrunner media tweet with 164K organic impressions.

II. World Teachers' Day (05 October) – Main figures

World Teachers' Day 2016 under the theme "Valuing Teachers, Improving their Status" marked the 50th anniversary of the adoption of the 1966 ILO/UNESCO [Recommendation concerning the Status of Teachers](#). It was also the first World Teachers' Day (WTD) to be celebrated within the new Global Education 2030 Agenda adopted by the world community one year ago.



Communication materials and activities:

- News: [30/09](#), [04/10 \(1\)](#), [04/10 \(2\)](#), [05/10 \(1\)](#), [05/10 \(2\)](#), [05/10 \(3\)](#), [06/10 \(1\)](#), [\(2\)](#), [07/10](#),
- [WTD 2016 dedicated webpage](#) (6 languages)
- [Teachers website](#)
- [Joint message from Agency Heads](#) (6 languages)
- [WTD 2016 Poster](#) (6 languages)
- [Statistics on Teachers \(UIS\)](#)
- [UIS Fact Sheet n°39, October 2016](#)
- [UNESCO eAtlas of Teachers](#)
- [Event announcement](#)
- [Agenda](#)
- Thematic panel discussions
- Poster exhibition
- Award Ceremony of the UNESCO-Hamdan Bin Rashid Al Maktoum Prize for Distinguished Academic Performance, 4th edition
- Screening of the film "Retour à Akplolo" by André Zaleski, David Gladsteen and Philippe Gosseries + debate
- Social media package
- Communication campaign with Latin American media network Albavisión
- Publications: [Teacher Policy Development Guide](#), [Joint ILO/UNESCO Committee of Experts on the Application of the Recommendations concerning Teaching Personnel](#), [Exploring the impact of career models on teacher motivation](#)

Participants: 400

Audience: Teachers, student teachers, education specialists, researchers, Permanent Delegations and the general public.

Website statistics (October)*: News: [30/09](#): 167 visits/333 page views (since publication); [04/10 \(1\)](#): 323 visits/564 page views; [04/10 \(2\)](#): 212 visits/395 page views; [04/10 \(3\)](#): 101 visits/220 page views, [05/10 \(1\)](#): N/A due to a technical problem, [05/10 \(2\)](#): 123 visits/244 page views, [05/10 \(3\)](#): 101 visits/220 page views, [06/10 \(1\)](#): 56 visits/118 page views, [06/10 \(2\)](#): 311 visits/512 page views, [07/10](#): 578 visits/652 page views. [UIS Fact Sheet n°39, October 2016](#): 234 views (Spanish: 136; English: 70; French: 28).

[WTD 2016 dedicated webpage](#): 25,673 visits/34,481 page views. [Teachers webpage](#): 1,362 visits/2,983 page views. [Joint message from Agency Heads](#): 1,729 views (Spanish: 629; English: 605; Arabic: 189; French: 154; Russian: 86; Chinese: 66). [WTD 2016 Poster](#): 6,533 views (English: 3,244; Spanish: 2,322; French: 549; Arabic: 283; Russian: 81; Chinese: 54).

Publications: [Teacher Policy Development Guide](#): 1,780 views (English: 1,322; Spanish: 378; Russian: 64; Chinese: 7; Arabic: 5; Portuguese: 14). [Joint ILO/UNESCO Committee of Experts on the Application of the Recommendations concerning Teaching Personnel](#): 245 views, [Exploring the impact of career models on teacher motivation](#): 311 views.

* Access to the website was fluctuating on 5 Oct. 2016 due to a technical problem.

Press coverage: As in previous years World Teachers' Day generated a lot of interest in the media worldwide over several days. More than 500 articles were monitored including considerable pick-up of story lines related to the Day. 3 Journalists were accredited for events at Headquarters.

Social media: Celebration of #WorldTeachersDay saw a spike in interest on social media. Twitter in particular helped generate significant visibility: #WorldTeachersDay was a trending hashtag in France where it ranked up to the 5th place. As part of DPI's effort to implement new social media initiatives, Live Facebook interviews were conducted with French Minister of Education, Najat Vallaud-Belkacem, and the two UNESCO Hamdan Prize winners, with tweets highlighting the event. 3 of our Facebook posts for the Day (in Spanish and English) are among the 9 most liked, and 4 tweets (English and Spanish) are among the 6 most re-tweeted, on our accounts in October 2016. On our English accounts, tweets generated 881K impressions; Facebook posts reached 291K people.

A communication campaign set up in Latin America and the Caribbean to raise awareness about the importance of the role of teachers, in cooperation with TV networks from 10 countries -Argentina, Bolivia, Costa Rica, El Salvador, Ecuador, Guatemala, Honduras, Paraguay, Peru and Dominican Republic-, contributed to reach new audiences. People were asked to share their stories about outstanding teachers on social media using the hashtags #MiMaestro and #DiaMundialDeLosDocentes and vote for the favorite story on a dedicated page. Within two days (3-4 Oct.), the platform received 16,241 votes. From 27 Sept. to 5 Oct., UNESCO's promoted hashtags performed as follows:

- #MiMaestro: more than 39 million impressions; 7.2 million unique users saw posts with this hashtag.
- #DiaMundialDeLosDocentes: more than 46 million impressions and almost 37 million unique users. This hashtag was world trending topic on Twitter on 5 Oct. and thus contributed to underline the value of teachers and their role to shape future citizens.

III. UNESCO at Habitat III (17-20 October)



The highlight of UNESCO's contribution to Habitat III was the launch of the Global Report '[Culture: Urban Future](#)' on 18 October. The Report was presented at the Convent of San Francisco de Quito, attended by key personalities including Guillaume Long, Minister of Foreign Affairs and Human Mobility of Ecuador, and Marta Fernández Currás, Secretary of State Finance for Budget and Expenditure, Ministry of Finance and Public Administration of Spain, as well as in the framework of a Habitat III formal session (Habitat-III Dialogue on Socio-Cultural Urban Frameworks) on 18 October, which was co-chaired by Francesco Bandarin, Assistant Director-General of UNESCO for Culture, and Oumar Cissé, Executive Secretary of the Institut Africain de Gestion Urbaine (Senegal).

The UNESCO Social and Human Sciences Sector jointly organized an event with ICCAR, the Municipalities of Quito and Montevideo, and the Canadian National Commission for UNESCO on "Sharing good practices in promoting urban inclusion and non-discrimination". Francesco Bandarin delivered the opening remarks and introduced the first panel, which was dedicated to the theme of "Promoting urban inclusion through dialogue and innovation" and moderated by Klever Alban, Metropolitan Director of Social Inclusion, Municipality of Quito. The second part of the panel was devoted to the theme of "Inclusive urban development: what works?" and was moderated by Josep Maria Llop Torné, UNESCO Chairholder on Intermediate Cities, University of Lleida, Spain.

UNESCO also organized the interdisciplinary event at Habitat III, building on its mandate in the fields of Education, Natural Sciences, Social and Human Sciences and Culture 'UNESCO and Urban Resilience: Sharing multidisciplinary good practices in building sustainable cities'. Mobilizing a multi-sectoral, multidisciplinary platform for urban resilience was the focus of the event that brought together four UNESCO sectors, which was introduced by Francesco Bandarin, UNESCO Assistant Director-General for Culture and moderated by Saadia Sanchez Vegas, Director of the UNESCO Office in Quito.

A Habitat III Special Session on Urban Culture and Heritage was also organized by UNESCO and chaired by Francesco Bandarin, providing a platform for academia, experts and local governments to discuss new ways of bringing the New Urban Agenda forward.

The UNESCO Natural Sciences' publication '[Towards Resilient Non-Engineered Construction - Guide for Risk-Informed Policy Making](#)' was launched at the Urban Library of the Conference. In addition, UNESCO co-organized a UN Event on 'Climate change and urban disaster resilience: Current and future challenges' with the World Meteorological Organization (WMO) and the United Nations University (UNU), and a UN Event on 'Urban disaster and climate risks: Solutions and ways forward' also with WMO and UNU.

Participants: 30,000 participants, incl. 10,000 international attendees from 167 countries, and nearly 1,000 United Nations delegates registered at the Conference. Over 30 UN Agencies, programmes and funds, were represented, along with over 20 UN Principals at the Under-Secretary-General and Assistant Secretary-General levels. Each event had an approximate capacity of 200 participants.

Audience: UN Agencies, international organizations, representatives of local governments, experts, academics and the general public.

Communication materials and activities:

- **News:** [12/10](#), [17/10](#), [18/10](#), [19/10 \(1\)](#), [19/10 \(2\)](#)
- [Dedicated website](#)
- [Event announcement \(1\)](#), [\(2\)](#)
- [Agenda](#)
- **Launch of publications:** [Global Report on Culture for Sustainable Urban Development](#) and [Towards Resilient Non-Engineered Construction](#)
- Virtual exhibition on screens and on-line
- **Videos:** [Francesco Bandarin, Assistant Director-General for Culture \(UNESCO\)](#), [Culture - The Soul of Cities](#) (English, French, Spanish versions)

Website statistics (October): [12/10](#) 655 visits/1,425 page views, [17/10](#): 146 visits/244 page views, [18/10](#): 2,633 visits/3,830 page views, [19/10 \(1\)](#): 245 visits/364 page views, [19/10 \(2\)](#): 357 visits/926 page views. [Dedicated website](#): 657 visits/1,456 page views.

Videos (views/version): Francesco Bandarin, ADG for Culture (UNESCO): [English](#): 410, [Spanish](#): 167, [French](#): 92, Culture - The Soul of Cities: [English](#): 753 views, [Spanish](#): 184, [French](#): 137.

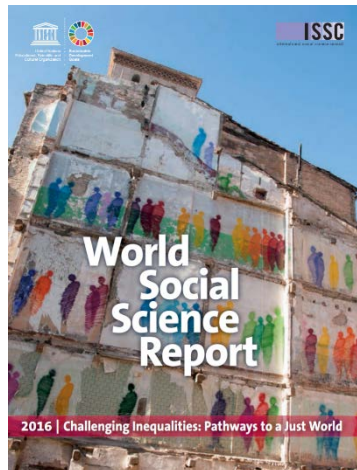
Press coverage: Some 400 articles covered UNESCO's presence at Habitat III or were referring to conclusions of some of our recent reports : [Culture for Sustainable Urban Development](#), [Water, Megacities and Global Change](#) and the [GEM Report 2016](#).

Social media: Major communication efforts on social media for Habitat III were dedicated to the launch of the [Global Report on Culture for Sustainable Urban Development](#). The special hashtag implemented for the campaign - in English and Spanish - generated: #Culture4Cities: 32 million impressions with 921 posts sent out; #culturaYciudades :6 million impressions with 413 posts sent out.

| October 2016 | English | Spanish |
|----------------------|---------|---------|
| Twitter impressions | 333,994 | 242,273 |
| Facebook posts reach | 144,300 | 163,495 |

IV. Launch (22 September) and Presentation (17 October) of the World Social Science Report 2016

The 2016 edition of the World Social Science Report was prepared by the International Social Science Council (ISSC) and the Institute of Development Studies (IDS), and co-published UNESCO. The report was launched at the Royal Swedish Academy of Sciences, in Stockholm, Sweden, on 22 September 2016, followed by an event at the Swedish International Development Cooperation Agency (SIDA) the same day. A presentation took place at UNESCO Headquarters in Paris, on 17 October 2016, in conjuncture with the International Day for the Eradication of Poverty.



Communication materials and activities:

- [World social science report, 2016: Challenging inequalities; pathways to a just world](#)
- [World social science report, 2016: Challenging inequalities; pathways to a just world - Summary \(En/Fr/Es\)](#)
- [Press release](#) (22/09)
- Events announcements: [Launch 22/09](#), [Presentation 17/10](#)
- [Dedicated webpage](#)
- [ISSC website](#), [IDS website](#)
- Wide Angle: [Ravi Kanbur](#)
- [Questions and Answers](#)
- Social media campaign

Participants: Events in Sweden: Some 100 participants. Presentation at UNESCO HQ: 100 participants.

Audience: Media, UNESCO Member States, Ministers, Partners, Research councils and agencies, Experts / Social Science communities, Decision-takers, policymakers and practitioners, CSOs, development actors and advocacy communities, General public, Students, Civil society, including NGOs and organizations, Users of social science knowledge

Website statistics: [World social science report, 2016](#): Views: 3,142 in Sept.2016; 3,911 in Oct. 2016. [World social science report, 2016 Summary](#): Views: 3,231 in Sept. 2016 (Spanish: 1,153; French: 1,052; English: 1,026), 2,893 in Oct. 2016 (Fr: 1,211; En: 856; Es: 826). Press release (since publication): on [Media page](#): 1,390 visits/2,222 page views + on [dedicated webpage](#): 79 visits/275 page views. [Dedicated webpage](#) (19/09.-31/10): 6,175 visits/8,748 page views; peak on 23/09: 970 page views). Wide Angle: [Ravi Kanbur](#): 33 visits/108 page views.

Press coverage: Some 70 articles were published in September-October on the main themes of the World Social Science Report 2016.

Social media: The launch of the World Social Science Report 2016 was heavily broadcasted on 22 September 2016. The strong campaign for the launch on 22 Sept. resulted in 186K impressions on Twitter, and reached 12.6K on Facebook with the engagement of 640. The 2nd launch on 17 October, linked to the International Day for the Eradication of Poverty resulted in 51,437 impressions on Twitter and reached 71.2K people.

V. CILAC 2016 - First Latin American and the Caribbean Open Science Forum (6-9 September)



From the 6 to 9 September 2016, Montevideo hosted the first Latin American and the Caribbean Open Science Forum (CILAC 2016), formulated within the framework of the new United Nations 2030 Agenda for Sustainable Development and declared national interest by the President of Uruguay.

CILAC 2016 has been a space for debates, knowledge sharing, and exchanging ideas while building on a common goal: a consolidated science agenda for sustainable development for Latin America and the Caribbean. The forum has been also an opportunity for relevant stakeholders to discuss and align regional policies, priorities and practices, as well establish grounds for cooperation in the fields of science technology, innovation, education and research.

The forum is a multi-stakeholder event that includes plenary sessions with widely acclaimed international and regional experts, thematic sessions with the participation of academia, governments, civil society, multi-lateral organizations, the private sector and non-governmental organizations, as well as side events organized by regional institutions and companies wishing to promote their product, ideas and research. The program also included a posters exhibition, institutional stands, recreational and cultural activities including science in the streets; planned outreach activities linking science with society.

With circa 1.500 participants, the Forum has raised strategic debates for the region, such as: mechanisms to improve scientific research; scientific policies and social inclusion; strategies to deepen citizen science and popularization; building bridges between academia and private sector; arts & sciences in dialogue towards sustainable development; scientific and indigenous knowledge from an intercultural platform; public policy and international cooperation as a strategy for development and regional integration.

The Forum has raised the attention of the region, although not only LAC: more than 20 Ministers and High Authorities come from more than 20 countries and 4 continents enriched the debates on strategic issues. CILAC 2016 counted also with the presence of more than 140 acclaimed international experts, coming from every corner of the world, with high standard proposals. The outstanding exchange and the emerging initiatives have confirmed the pertinence and future of this strategic initiative. As the very President of Uruguay, Mr. Tabaré Vázquez, said in his Opening Speech: “Let me outline the pioneer condition, the open framework and the regional dimension of CILAC: These are clues that I value so much, especially because nothing is so far from science than isolation and routine”.

Participants: 1,500 registered participants. About 230 speakers and panelists (140 international).

Audience: Academia, governments, civil society, multi-lateral organizations, the private sector and non-governmental organizations, Scientists, International and regional Research Centers, Laureates, University Presidents, Science & Technology Ministers, Foundations.

Communication materials and activities:

- News ([13/04](#), [17/08](#), [05/09](#), [06/09](#))
- [Event announcement](#)
- [Official website](#) (Spanish, English, French)
- [Flyer](#)
- [CILAC – Policy papers](#)
- Videos: [Abierto a toda la Región, participe: I Foro de Ciencias de América Latina y el Caribe – CILAC 2016](#), [CILAC 2016 - Lidia Brito UNESCO](#)
- Brochures: CILAC July 2016 (English, 4 pages), CILAC 2016 to 2018 (Spanish, 3 pages).

Website statistics: News (since publication): [13/04](#): 84 visits/200 page views, [17/08](#): 109 visits/271 page views, [05/09](#): N/A; [06/09](#): 35 visits/144 page views. [Official website](#): 12,890 visits/53,508 page views in Sept. 2016 (13,684 visits/61,057 page views in Aug. 2016). [Montevideo Office website](#): 16,978 visits/27,057 page views in Sept. 2016. Videos (total views): [Abierto a toda la Región, participe: I Foro de Ciencias de América Latina y el Caribe – CILAC 2016](#): 982, [CILAC 2016 - Lidia Brito UNESCO](#): 123.

Press coverage: Journalists and news agencies in 26 countries were contacted; 68 responded to the call. In addition, the ‘World Federation of Science Journalists’ disseminated CILAC 2016 information available in Spanish. As a result, media in 17 countries published at least one news on CILAC 2016. Some 114 web news were identified within 3 weeks prior and 24 hours after the event, notably in E País, La República, La Gaceta (Uruguay), Terra (Intl., Argentina, Colombia, Spain, Mexico), Prensa Latina (Cuba), El Diario, La Vanguardia, El Economista (Spain).

Social media: The event was covered on @UNESCO Spanish channels:

| 6-9 September 2016 | Twitter impressions | Facebook posts reach |
|--------------------|---------------------|----------------------|
| | 100,000 | 23,000 |

Focus on UNESCO Office in Brussels







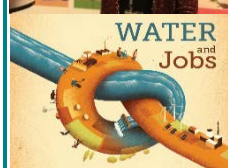

To highlight the outreach efforts of Field Offices/Institutes, the report focuses each month since January 2014 on one of them, and publishes the results of their public information activities. For further details, please contact directly the Office/Institute concerned.

UNESCO and the European Union are natural partners, sharing the same values and objectives. The role of the UNESCO Brussels Liaison Office and Representation to the European Institutions is to enhance this growing partnership since its opening in February 2011.

Based on DG notes of December 2011 and March 2016, the Brussels Office works closely with the Institutions of the European Union, the UNESCO Field Offices and relevant Headquarters units, in particular the Bureau of Strategic Planning, to build alliances as a means of promoting UNESCO programmes as well as of mobilizing resources in support of UNESCO goals and priorities. The Brussels Office also works with the UN Brussels Team to develop a harmonized and overarching UN strategy towards the European Union.

Due to the enhanced high-level dialogue as well as the increased financial cooperation between them, UNESCO and the European Union are evolving from a more project-based cooperation into a mid to long-term strategic partnership, based on programmes.

Major events :

| | | | |
|---|---|---|--|
|  | <p>28 September World Water Development Report Launch Launch of the 2016 Report at the European Parliament with ADG Flavia Schlegel, the UN World Water Assessment Programme and the MEP Water Group. Article.</p> |  | <p>4 October UNESCO Director-General speaks at the Conference on Afghanistan. Article. DG also inaugurated the Afghan exhibition with High Representative of the European Commission & Afghan President. Article.</p> |
|  | <p>14 October EU-UN FAFA Working Group 12th annual meeting discussing the EU-UN partnership and its evolution, agreeing on new action points.</p> |  | <p>14 October ACP-EU Joint Parliamentary Assembly Director of the Division of Education 2030 participated in African Caribbean Pacific countries – EU Parliamentary Assembly.</p> |
|  | <p>18-20 October UN Day at European & Flemish Parliament UNESCO Brussels held a stand to show the Virtual Reality clip 'In Their Press Vests' and share UNESCO's work with the EU. Article.</p> |  | <p>19 October UNESCO DDG Getachew Engida speaks at Homeland & Global Security – Crans Montana Forum at the European Parliament. Article.</p> |
|  | <p>26-27 October World Water Development Report 2016 at the European Commission's Berlaymont UNWWAP presented the Report at an Expert meeting and public event. Article.</p> |  | <p>16-17 November Exhibition at AidEx 2016 Exhibition at the humanitarian conference AidEx, highlighting culture under attack. Exhibition Page.</p> |

Website

The UNESCO Liaison Office in Brussels' website has been updated to increase the visibility of UNESCO's partnership with the European Union. It includes now a [page for all UNESCO projects funded by the European Union](#).

Social Media

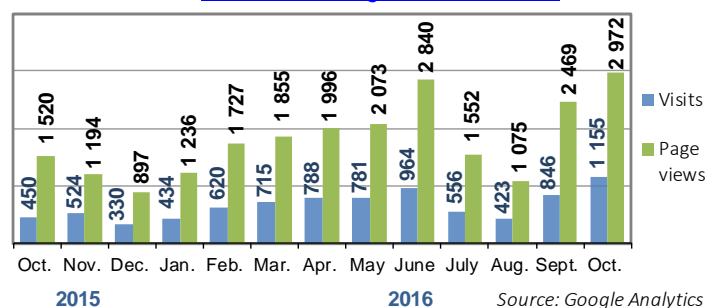


https://twitter.com/UNESCO_EU
550 followers (created in May 2016)



<https://www.facebook.com/UNESCOEU/?fref=ts>
220 likes (created in October 2016)

Website traffic: www.unesco.org/new/en/brussels



Strategies of the Brussels Liaison Office

The Brussels Office engages with a wide range of partners in Brussels, but specifically focuses on the main European Institutions: The [Commission](#), the [Parliament](#), the [Council of the EU](#), as well as the [EU External Action Service](#). The Office engages in a policy dialogue with the European Institutions, in areas of common concern through both high-level and technical consultations, by organizing missions of UNESCO senior management to Brussels, and by providing relevant information for UNESCO staff, allowing them to engage directly with the EU. The Brussels Office raises attention on the mandate and work of UNESCO through the organization of a wide range of advocacy and outreach actions. All of our tasks on advocacy and outreach, institutional representation, and dialogue facilitation are interlinked and interdependent, with the aim of increasing the overall and financial cooperation with the EU. The important role played by the Office for the cooperation with the EU was recently also brought to the attention of UNESCO's Member States, during the Executive Board's 200th Session. [200 EX/5.INF.3](#)

The Office has a wide range of tools to support its strategy:

- **Meetings & events:** [conferences](#) (increasingly Senior-Level), [exhibitions](#), [launch of new publications](#), dedicated working groups
- **Online presence:** [Capacity4Dev](#), media coverage through [website](#), [Twitter](#) and [Facebook](#)
- **Support to Field Offices:** [UNESTEAMS](#) and online training modules in cooperation with the Bureau of Strategic Planning, Country Fact Sheets, help cards, videoconferences, targeted newsletters
- **Media coverage:** [communication coverage of UNESCO Staff missions](#), interviews of EU officials (including with Members of the European Parliament through [Voxbox](#))

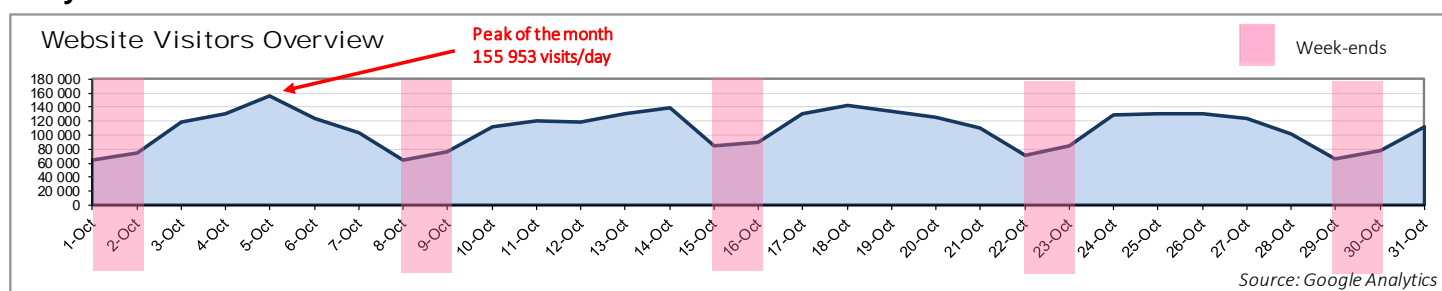
1. UNESCO Website - <http://www.unesco.org>

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).

October 2016 traffic on UNESCO public website shows a strong growth for the second consecutive month; with 3.3 million visits this month, it reaches an all-time high, and the more than 8 million page views are the highest registered since March 2015. Traffic peaked on 5 October with the high number of views for the World Teachers' Day dedicated page*. Strong traffic was also generated by the vote of the Programme and External Relations (PX) Commission and the Statement by the Director-General, and interviews by the Chairman of the Executive Board on the Old City of Jerusalem and its Walls** (14 Oct.). The adoption by the Executive Board of the Jerusalem decision (18 Oct.) resulted in another significant peak. The final peak of the month came with the approval by the World Heritage Committee of a decision on the status of conservation of the Old City of Jerusalem (26 Oct.).

* Access to the World Teachers' Day webpage was fluctuating on 5 Oct. 2016 due to a technical problem. ** SEO (Search Engine Optimization) for this news is lower than expected as the webpage was duplicated in multiple instances.

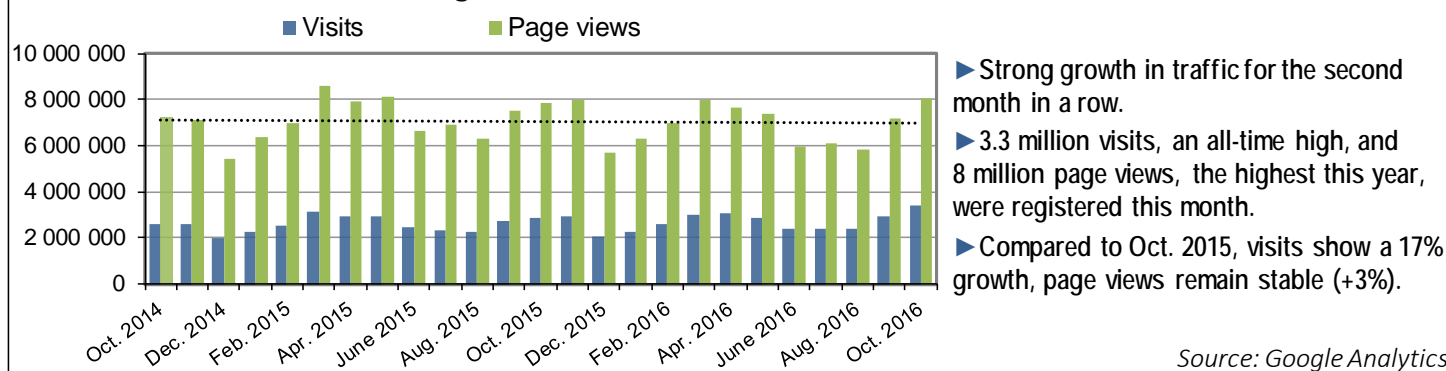
1.1. October 2016 Traffic Daily Web Traffic Patterns



1.2. Monthly Visits

| | Page views ¹ | Variation vs Y-1 | Variation vs M-1 | Visits ² | Variation vs Y-1 | Variation vs M-1 | Unique Visitors ³ | Variation vs Y-1 | Variation vs M-1 |
|-----------|-------------------------|------------------|------------------|---------------------|------------------|------------------|------------------------------|------------------|------------------|
| Oct. 2016 | 8 086 073 | +2.90% | +12.41% | 3 381 245 | +17.02% | +13.78% | 2 350 936 | +13.81% | +13.09% |
| Oct. 2015 | 7 858 205 | +7.94% | +4.89% | 2 889 362 | +10.48% | +4.52% | 2 065 747 | +3.01% | -2.43% |

Website traffic on unesco.org



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

| Areas of interest | Visits ² | Variation vs Y-1** | Variation vs M-1** |
|--|---------------------|--------------------|--------------------|
| UNESCO.ORG | 3 381 245 | +17.02% | +13.78% |
| Education for the 21st Century and ED Sector | 242 375 | +47.12% | +12.41% |
| One Planet. One Ocean & Science for a Sustainable Future and SC Sector | 80 906 | +50.05% | +6.84% |
| Learning to Live Together and SHS Sector | 102 795 | +78.49% | +33.42% |
| Protecting our Heritage and Fostering Creativity and CLT Sector | 1 389 870 | -0.74% | +11.74% |

| | | | |
|---|----------------|----------------|----------------|
| World Heritage | 1 166 118 | -5.57% | +10.08% |
| Intangible Heritage | 132 426 | +38.59% | +19.89% |
| Culture Sector (excl. Intangible Heritage) | 91 326 | +30.99% | +23.35% |
| Fostering Freedom of Expression & Building Knowledge Societies and CI Sector | 73 069 | +20.33% | +23.45% |
| Field offices (only those tracked) | 265 656 | +43.02% | +12.99% |
| IBE* | 23 282 | -23.07% | +5.84% |
| UIL* | 34 698 | +10.51% | +2.26% |
| UNEVOC* | 45 222 | -20.96% | +7.33% |

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

1.4. UNESCO Website Visitors

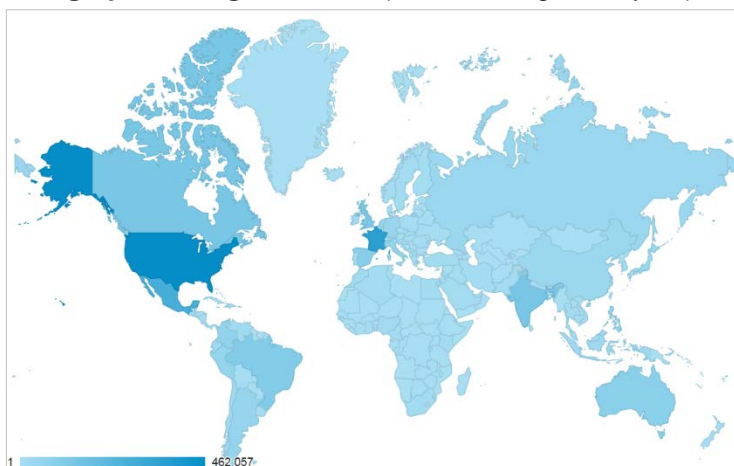
Top 10 domains/countries

| Country | Visits ² | % of Total visits | Variation vs M-1 | Pages/Visit | Average visit duration |
|----------------|---------------------|-------------------|------------------|-------------|------------------------|
| United States | 462 057 | 13.67% | +13.91% | 2.31 | 00:02:12 |
| France | 355 755 | 10.52% | +12.81% | 2.78 | 00:03:24 |
| Mexico | 275 558 | 8.15% | +5.09% | 2.23 | 00:02:45 |
| India | 138 448 | 4.09% | -4.78% | 1.99 | 00:02:00 |
| Canada | 134 489 | 3.98% | +40.26% | 3.16 | 00:03:33 |
| United Kingdom | 128 073 | 3.79% | +20.61% | 2.40 | 00:02:16 |
| Brazil | 108 849 | 3.22% | +12.48% | 1.86 | 00:01:47 |
| Spain | 96 578 | 2.86% | +41.61% | 2.58 | 00:02:24 |
| Australia | 85 536 | 2.53% | -23.50% | 2.83 | 00:03:51 |
| Colombia | 68 248 | 2.02% | +1.12% | 1.93 | 00:02:06 |

Top 10 visitors' language

| Language | Visits ² | % of Total visits | Variation vs M-1 |
|------------|---------------------|-------------------|------------------|
| English | 1 605 564 | 47.48% | +11.48% |
| Spanish | 686 404 | 20.30% | +6.58% |
| French | 454 715 | 13.45% | +20.73% |
| Portuguese | 113 829 | 3.37% | +14.30% |
| Russian | 66 485 | 1.97% | +24.17% |
| Chinese | 61 194 | 1.81% | +24.69% |
| Italian | 53 649 | 1.59% | +30.84% |
| German | 49 768 | 1.47% | +18.40% |
| Japanese | 36 794 | 1.09% | +38.54% |
| Arabic | 31 227 | 0.92% | +71.09% |

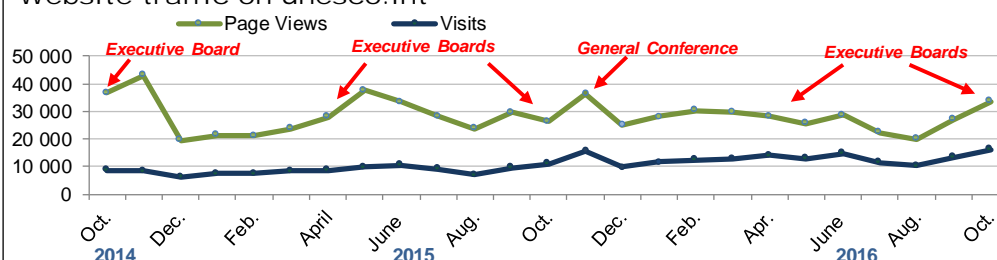
Geographical origin of visits (source: Google Analytics)



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

| | Page views ¹ | Variation vs Y-1 | Variation vs M-1 | Visits ² | Variation vs Y-1 | Variation vs M-1 | Pages/Visit | Variation vs M-1 | Avg Visit duration |
|------------------|-------------------------|------------------|------------------|---------------------|------------------|------------------|-------------|------------------|--------------------|
| Oct. 2016 | 33 582 | +27.34% | +24.74% | 16 241 | +48.88% | +22.65% | 2.59 | +2.78% | 00:03:21 |
| Oct. 2015 | 26 372 | -27.97% | -10.94% | 10 909 | +25.93% | +13.72% | 3.14 | +10.56% | 00:03:40 |

Website traffic on unesco.int



- ▶ Traffic is on the rise for the second month in a row.
- ▶ October 2016 visits hit an all-time high and page views are the highest since Nov. 2015 (General Conference)

Source: Google Analytics

1.6. UNESCO Field Offices Websites/Webpages

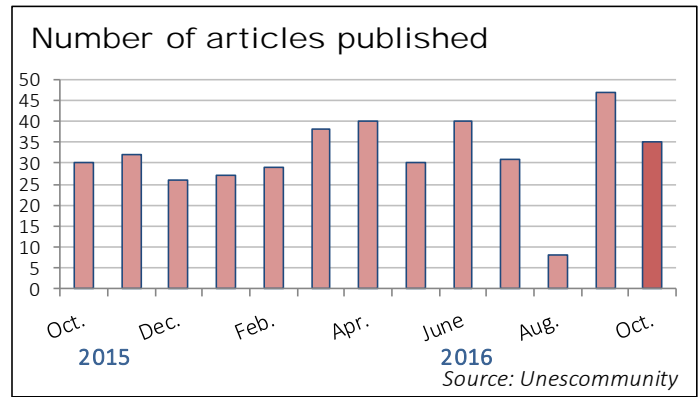
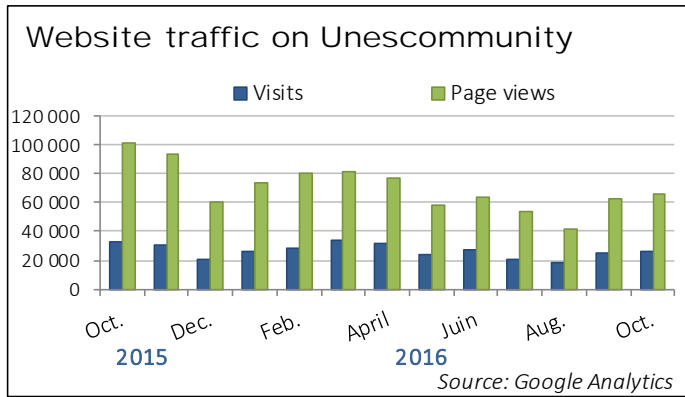
Traffic for Field Offices websites, and Field Offices webpages on <http://en.unesco.org/countries> (blue background) for those having no dedicated website.

| Field Office | Page views ¹ | Variation vs M-1 | Visits ² | Variation vs M-1 |
|-----------------------------------|-------------------------|------------------|---------------------|------------------|
| Abidjan | 318 | -8.62% | 181 | -2.16% |
| Abuja | 412 | +33.77% | 160 | +34.45% |
| Accra | 198 | -4.35% | 92 | -13.21% |
| Addis Ababa | 986 | +28.39% | 442 | +24.16% |
| Almaty** | 5 226 | -18.22% | 2 654 | -13.94% |
| Amman | 8 904 | +83.78% | 4 593 | +81.40% |
| Apia | 2 534 | +4.67% | 1 215 | +5.29% |
| Bamako | 307 | -14.48% | 143 | -24.34% |
| Bangkok** | 54 054 | -15.68% | 27 183 | -16.28% |
| Beirut | 7 137 | +4.10% | 3 611 | +5.71% |
| Brussels | 2 972 | +20.37% | 1 155 | +36.52% |
| Brazzaville | 96 | -6.80% | 49 | -10.91% |
| Brasilia | 144 252 | +10.50% | 87 735 | +17.53% |
| Bujumbura | 69 | -12.66% | 31 | +3.33% |
| Cairo | 8 219 | +27.37% | 4 219 | +35.62% |
| Dakar | 11 334 | +29.02% | 5 777 | +20.03% |
| Dar es-Salaam* | 37 899 | +44.98% | 7 926 | +32.48% |
| Dhaka | 2 279 | +54.09% | 879 | +57.53% |
| Doha | 2 550 | +42.78% | 1 011 | +59.72% |
| Geneva | 1 457 | -35.16% | 927 | -34.58% |
| Guatemala* | N/A | N/A | N/A | N/A |
| Hanoi | 3 762 | +84.14% | 2 007 | +132.29% |
| Harare | 3 214 | -1.92% | 1 312 | +2.74% |
| Havana | 6 940 | +2.34% | 3 954 | +1.31% |
| Iraq (Office for) | 9 350 | +48.30% | 5 050 | +49.14% |
| Islamabad* | N/A | N/A | N/A | N/A |
| Jakarta | 12 253 | -37.95% | 5 639 | -21.84% |
| Juba | 1 174 | +132.48% | 888 | +335.29% |
| Kabul | 2 666 | +7.24% | 1 603 | +13.05% |
| Kathmandu | 5 353 | -54.98% | 2 746 | -51.66% |
| Khartoum | 233 | +36.26% | 76 | +26.67% |
| Kingston | 615 | -0.97% | 255 | +19.72% |
| Kinshasa | 215 | -2.27% | 122 | +10.91% |
| Libreville | 309 | -14.17% | 149 | +15.50% |
| Lima | 18 028 | +12.37% | 7 840 | +11.46% |
| Maputo | 178 | -3.78% | 92 | +1.10% |
| Montevideo | 26 952 | -0.39% | 17 997 | +6.00% |
| Mexico | 57 934 | +8.97% | 34 926 | +10.73% |
| Nairobi | 4 320 | -9.38% | 1 999 | -10.48% |
| New Delhi | 9 807 | -13.91% | 5 552 | -10.62% |
| New York | 2 612 | +14.81% | 839 | +5.53% |
| Phnom Penh | 6 062 | +88.73% | 3 361 | +93.83% |
| Port au Prince | 735 | +17.98% | 293 | +11.41% |
| Quito | 13 937 | +13.16% | 8 953 | +10.67% |
| Rabat | 4 399 | +19.21% | 1 807 | +30.75% |
| Ramallah | 1 417 | +54.69% | 634 | +73.22% |
| San José | 3 874 | -31.65% | 2 267 | -42.43% |
| Santiago | 57 816 | +16.05% | 31 204 | +21.80% |
| Tashkent | 1 887 | -5.89% | 818 | -19.17% |
| Tehran | 1 824 | -14.53% | 834 | -9.74% |
| Venice | 8 794 | +18.93% | 4 048 | +54.80% |
| Winhoek | 147 | -44.32% | 77 | -34.19% |
| Yaounde | 3 729 | +34.23% | 1 704 | +26.32% |

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

**Server problem affected this month the Bangkok Office website during 4 days, and Almaty Office website during two weeks.

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



Traffic indicators explained:

- ¹ **Page views:** The page view is the most widely used indicator to reflect the level of traffic to a website. A page view is counted when the page requested by the user is loaded into the internet browser. Note: Page views are very different from the outdated concept of 'hits'. A 'hit' is counted for each of the many elements in a Web page (i.e. image, animation or video are all counted as separate 'hits', while a page view counts all elements on a page as one page view).
- ² **Visits (or sessions):** A visit is defined as a series of page requests from the same uniquely identified client with a time of no more than 30 minutes between each page request.
- ³ **Visitors:** A visitor counts once within the timescale of 30 minutes. A visitor can make multiple visits. Identification is made to the visitor's computer, not the person, usually via cookie and/or IP+User Agent. Thus the same person visiting from two different computers will count as two Visitors.

1.9. WEBCASTS - Live streaming connections

| Event | Date | Simultaneous connections | | |
|--|----------|--|---|---|
| | | External* | Internal | Total |
| International Day of the Girl | 03/10 | <ul style="list-style-type: none"> • Floor: 0 • English: 1 • French: 1 | <ul style="list-style-type: none"> • Floor: 3 • English: 6 • French: 3 | <ul style="list-style-type: none"> • 14 |
| Opening of the Executive Board | 07/10 | <ul style="list-style-type: none"> • Floor: 8 • English: 16 • French: 8 • Spanish: 2 • Russian: 1 • Arabic: 6 • Chinese: 2 | <ul style="list-style-type: none"> • Floor: 94 • English: 156 • French: 63 • Spanish: 12 • Russian: 3 • Arabic: 4 • Chinese: 5 | <ul style="list-style-type: none"> • 380 |
| Award Ceremony UNESCO-Japan Prize on ESD | 11/10 | <ul style="list-style-type: none"> • English: 4 • French: 1 | <ul style="list-style-type: none"> • English: 3 • French: 2 | <ul style="list-style-type: none"> • 10 |
| 40th World Heritage Committee (continuation) | 24-26/10 | <p><u>24/10:</u></p> <ul style="list-style-type: none"> • Floor: 82 • English: 72 • French: 34 <p><u>25/10</u></p> <ul style="list-style-type: none"> • Floor: 12 • English: 92 • French: 15 <p><u>26/10</u></p> <ul style="list-style-type: none"> • Floor: 32 • English: 331 • French: 40 | | <ul style="list-style-type: none"> • 710 |

*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:

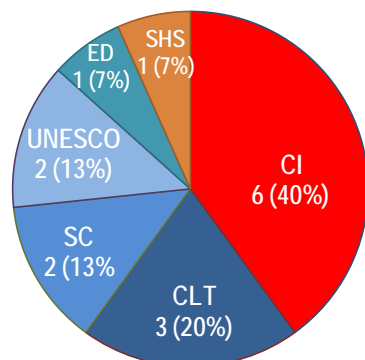
- Save the dates
- Media advisories
- Press releases
- Opinion editorial (Op-Eds)
- Video News Releases (VNR)
- Background Footage (B-Rolls).

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. | 03/10 | Director-General condemns killing of photojournalist Jeroen Oerlemans in Libya |
| 2. | 04/10 | Announcement of Laureates of 2017 L'Oréal-UNESCO For Women in Science Awards |
| 3. | 05/10 | Close to 69 million new teachers needed to reach 2030 education goals |
| 4. | 07/10 | UNESCO Director-General welcomes the awarding of the 2016 Nobel Peace Prize to Colombian President Juan Manuel Santos |
| 5. | 10/10 | Publisher Vera Michalski-Hoffmann named UNESCO Goodwill Ambassador |
| 6. | 12/10 | Culture and science must be given greater role in developing the cities of the future, argues UNESCO at Habitat III Conference |
| 7. | 13/10 | Director-General urges investigation into the killing of freelance journalist Isaac Vuni in South Sudan |
| 8. | 13/10 | Director-General condemns murder of TV journalist Felipe David Munguía Jiménez in Guatemala |
| 9. | 18/10 | Culture gives cities social and economic power, shows UNESCO report |
| 10. | 18/10 | Director-General condemns murder of reporter Yaqoub Sharafat in Afghanistan |
| 11. | 19/10 | UNESCO publication takes stock of harmful algae blooms and efforts to mitigate them |
| 12. | 20/10 | UNESCO-Madanjeet Singh Prize to be awarded to the Tolerance Center (Russian Federation) |
| 13. | 24/10 | International conference to focus on challenges facing World Heritage museums |
| 14. | 24/10 | UNESCO and Québec (Canada) conference on ways to prevent youth radicalization through the internet |
| 15. | 27/10 | Director-General deplors killing of two media workers, Ali Resan and Ahmet Haceroğlu in Iraq |

Press releases/Media advisories, by Sector

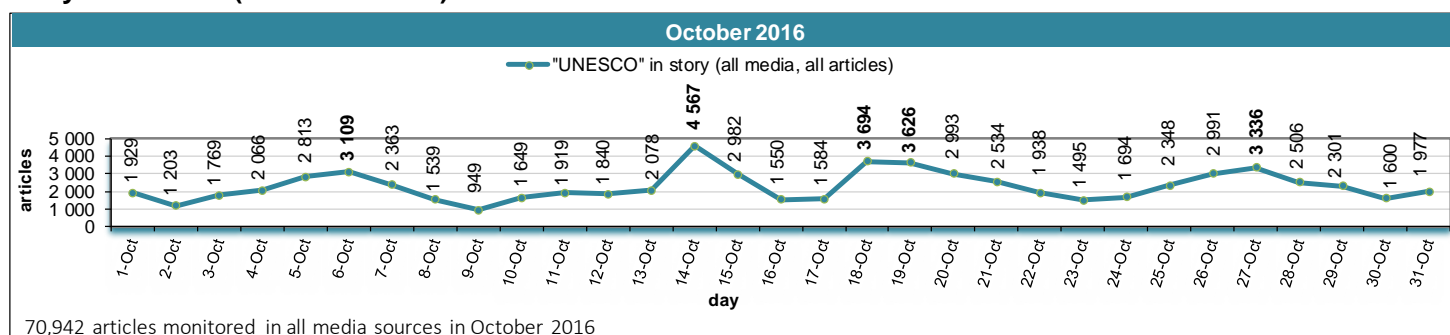


- ▶ 12 Press releases and 3 Media advisories published in October 2016.
- ▶ 82 of the 185 issues published since Jan. 2016 (44%) were linked to CI activities.

Source: Media Services webpage

2.2. Statistics on articles referring to UNESCO

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



Three events dominated the news coverage of UNESCO in October: World Teachers’ Day started the month off strongly. The day was successful in gaining coverage as well as showcasing UNESCO’s important work related to educators and education. Items related to the Old City of Jerusalem, which came before the Executive Board and the World Heritage Committee, toward the middle and end of the month, generated the greatest amount of coverage, notably on 14 Oct. when the DG’s Statement on the Old City of Jerusalem and its Walls was issued (see graph above). Although not taking place at headquarters, UNESCO’s presence at Habitat III in Quito, was recognized in the media. On this occasion, in a sea of competing interests, the reports on [Culture for Sustainable Urban Development](#), [Water, Megacities and Global Change](#) and the [GEM Report, 2016](#) appeared in numerous articles.

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

| Date | Subject / Title | Author | Language | Media |
|-------|---|----------------------------------|----------|--|
| 04/10 | Education : A Committee Future | Irina Bokova | English | Impakter |
| 05/10 | The 50-year struggle to put teachers at the center of quality education | Irina Bokova and Guy Ryder (ILO) | English | The Huffington Post ILO |
| 25/10 | Impunity endangers our right to know | Frank La Rue | Russian | RUJ (Russia) |
| 26/10 | | | Russian | Senator (Russia) |
| 26/10 | 800 journalists have been killed. Crimes against them are crimes against our freedom. | | English | McClatchy DC (USA) |
| 31/10 | Impunity endangers our right to know | | English | The Daily Star (Lebanon) |
| 31/10 | | | Arabic | Royanews (Jordan) |
| 31/10 | Attacks against journalists and the impunity that endangers the right to know | | Italian | L’Espresso (Italy) |

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).

21 B-rolls were downloaded in October.

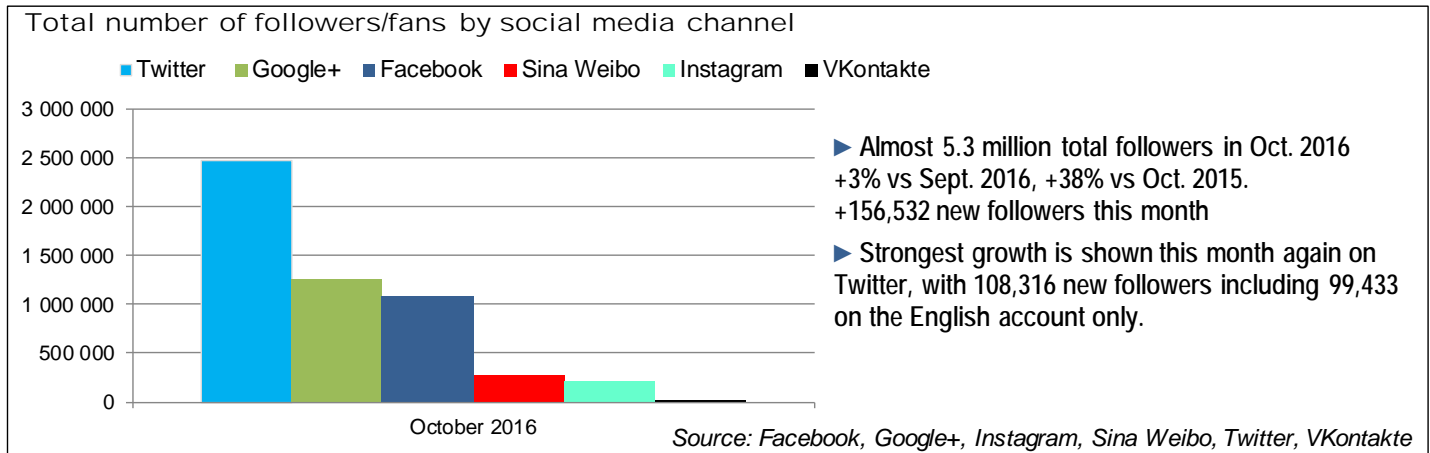
| | Subject | Downloads | Media |
|----|--|-----------|-----------------------------------|
| 1. | Michael Worbs, Chairperson of the UNESCO Executive Board, on the resolution on the Old City of Jerusalem and its Walls | 6 | RAI News, UNTV , the Daily Ripple |
| 2. | UNESCO Priorities for the 21 st century | 5 | - |
| 3. | World Heritage | 3 | - |
| 4. | Man and Biosphere Programme | 2 | - |
| 5. | Global Education Monitoring Report | 2 | - |
| 6. | UNESCO Director-General message on Syrian Cultural Heritage | 1 | - |
| 7. | Oscar Washington Tabárez named UNESCO Champion for Sport | 1 | - |
| 8. | Leaders’ Forum of the 38th session of the General Conference | 1 | - |

3. UNESCO Social Media Channels

In October 2016, UNESCO registered a total of almost 5.3 million followers on key accounts across 6 languages, showing a 38% increase compared to October 2015. Our Arabic Twitter account, which did particularly well this month with its messages on World Teachers' Day, closed this month with more than 166,000 followers, which puts it among the top UN agencies' accounts in Arabic.

Social Media keeps evolving at a fast pace. It is now a community that seeks creative social native content as well as editorial content. The social media team is trying to establish UNESCO's presence by understanding and developing new strategies, tools and workflows as those platforms evolve. Our vision is to lead UNESCO's main presence on Twitter and Facebook by providing live coverage of our events, conceiving and executing innovative social media campaigns for our projects and engaging readers in our cause by targeting a wide range of communities.

Coverage of International Day of Non-Violence (2 Oct.), World Teachers' Day (5 Oct.), International Day for Disaster Reduction (13 Oct.), and International Day for the Eradication of Poverty (17 Oct.) – with strong results among our Top 10 Facebook and Twitter posts – was strategically crafted and executed to strengthen UNESCO's presence on existing and emerging social media channels. This approach benefited our outreach and visibility, based on tracking success through engagement rates, growth statistics, reader responses and other metrics.



3.1. Social networking sites and Microblogs

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

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

Variation October 2016 vs September 2016

| Likes/Followers | | October 2016 | September 2016 | Variation vs September |
|---------------------------------------|------------|--------------|----------------|------------------------|
| Total likes/followers (all languages) | | 5 089 080 | 4 953 943 | +2.73% |
| Facebook | English | 442 252 | 427 308 | +3.50% |
| | Spanish | 372 524 | 367 596 | +1.34% |
| | Portuguese | 206 355 | 205 077 | +0.62% |
| | Arabic | 28 755 | 28 369 | +1.36% |
| | French | 21 623 | 21 234 | +1.83% |
| | Russian | 10 544 | 10 458 | +0.82% |
| Google+ | English | 1 255 225 | 1 251 532 | +0.30% |
| VKontakte | Russian | 3 830 | 3 759 | +1.89% |
| Twitter | English | 1 775 582 | 1 676 149 | +5.93% |
| | Spanish | 333 712 | 331 202 | +0.76% |
| | Arabic | 166 204 | 162 188 | +2.48% |
| | Portuguese | 100 098 | 99 644 | +0.46% |
| | French | 70 867 | 68 944 | +2.79% |
| | Russian | 27 312 | 27 332 | -0.07% |
| Sina Weibo | Chinese | 274 197 | 273 151 | +0.38% |

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

| Subject | Language | Posted | Likes* | Shares |
|--|----------|--------|--------|--------|
| Day of the Dead (Dia de Muertos) | Spanish | 30/10 | 1 784 | 1 328 |
| World Teachers' Day | Spanish | 05/10 | 1 041 | 1 202 |
| World Teachers' Day | Spanish | 05/10 | 1 028 | 1 835 |
| 2016 Nobel Peace Prize | Spanish | 07/10 | 986 | 421 |
| Education and Gender Equality – GEM Report Gender Review | Spanish | 11/10 | 804 | 709 |
| International Day of Non-Violence | Spanish | 02/10 | 756 | 827 |
| International Day of the Girl Child | Spanish | 11/10 | 725 | 926 |
| Statement by the Director-General of UNESCO on the Old City of Jerusalem and its Walls | English | 14/10 | 684 | 415 |
| World Teachers' Day | English | 04/10 | 641 | 415 |
| International Day of Non-Violence | English | 02/10 | 635 | 220 |

*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 |
|---|----------|--------|-----------|-------|
| Investing in girls' #education empowers girls to reach their dreams&fulfill their potential. More @UN : http://j.mp/UJ01bK #DayoftheGirl | English | 11/10 | 713 | 740 |
| Join us in spreading the message that 5 October is #WorldTeachersDay http://on.unesco.org/2dh6QfK | English | 04/10 | 651 | 632 |
| Por una sociedad que valore más a los docentes y mejore su condición profesional ¡Feliz #DíaMundialDeLosDocentes! http://on.unesco.org/2dM9zTt | Spanish | 05/10 | 542 | 353 |
| Happy #WorldTeachersDay! Find out everything happening today to celebrate #teachers here http://on.unesco.org/2dh6QfK | English | 05/10 | 482 | 450 |
| Join us in spreading the message that 2 November is Intl Day to #EndImpunity for Crimes against Journalists http://en.unesco.org/day/endimpunity | English | 31/10 | 465 | 382 |
| Ayúdanos a pasar el mensaje: el 5 de octubre es el #DíaMundialDeLosDocentes . Valoremos a los docentes http://on.unesco.org/2dM9zTt #MiMaestro | Spanish | 05/10 | 420 | 287 |
| Cada 7 segundos se casa una niña menor de 15 años. No al matrimonio infantil. Hoy es el #DíaInternacionalDeLaNiña http://on.unesco.org/2ep11kP | Spanish | 11/10 | 383 | 258 |
| Today is the Intl Day of Non-Violence in honour of the birthday of Mahatma Gandhi. Details: http://j.mp/d9XGiw | English | 02/10 | 370 | 397 |
| Statement by the Director-General of UNESCO on the Old City of Jerusalem & its Walls, a UNESCO #WorldHeritage site: http://on.unesco.org/2doNWq0 | English | 14/10 | 365 | 295 |
| 17 Oct is Intl Day for the Eradication of Poverty. How can we #EndPoverty in all its forms? Find out here: http://on.unesco.org/2dM9Kim | English | 16/10 | 339 | 278 |

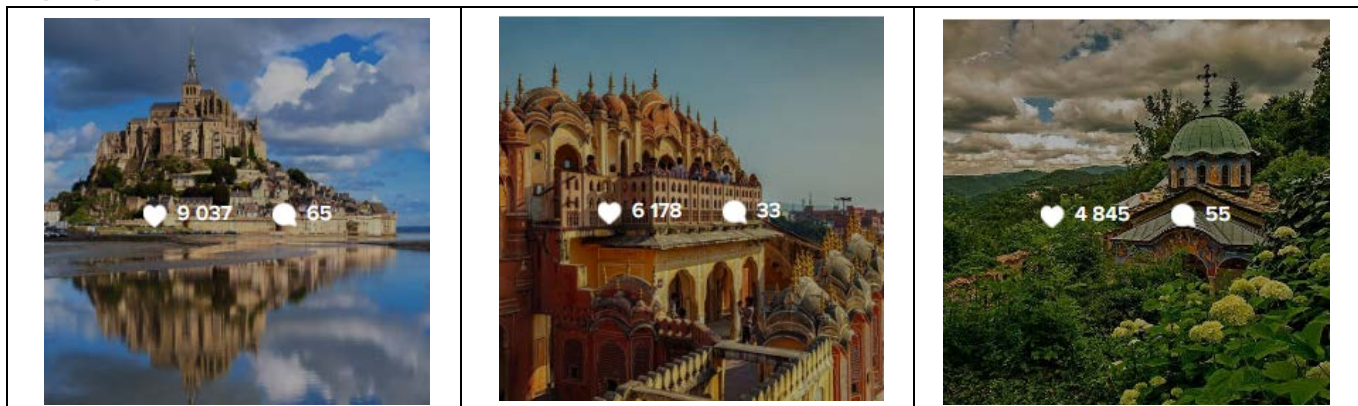
3.2. Social Apps

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

Variation October 2016 vs September 2016

| | Publications | | Subscribers | |
|-----------------------|--------------|------------------|--------------|------------------|
| | October 2016 | Variation vs M-1 | October 2016 | Variation vs M-1 |
| Total (all languages) | 688 | +5.68% | 208 316 | +11.45% |
| English | 393 | +2.61% | 203 507 | +11.59% |
| Spanish | 169 | +4.97% | 4 015 | +4.72% |
| Russian | 126 | +17.76% | 794 | +9.82% |

▪ Top 3 photos/videos (clickable images)



3.3. Video Traffic

Video views are tracked on YouTube.

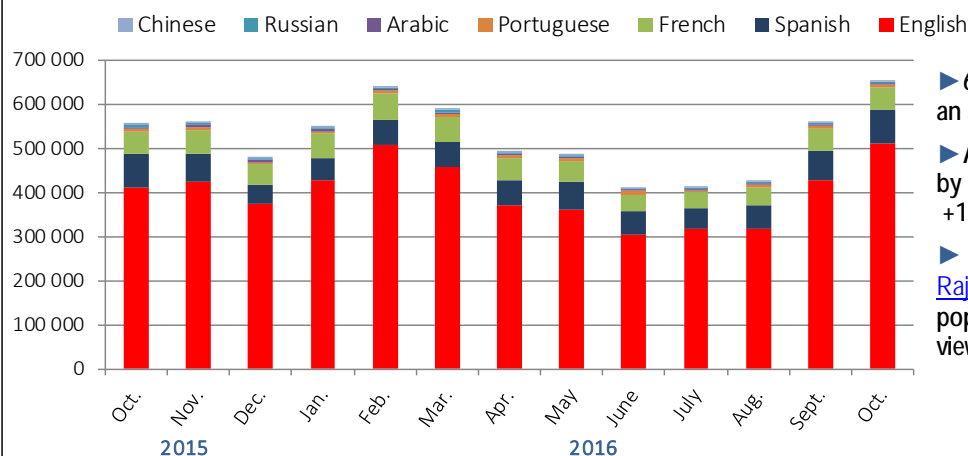
3.3.1 UNESCO Channels on YouTube - <http://www.youtube.com/unesco>

Variation October 2016 vs September 2016

| Video views | October 2016 | Variation vs M-1 |
|-----------------------|--------------|------------------|
| Total (all languages) | 652 623 | +16.86% |
| English | 512 337 | +19.49% |
| Spanish | 75 156 | +16.43% |
| French | 51 732 | +2.96% |
| Portuguese | 5 154 | -32.33% |
| Arabic | 4 899 | +31.52% |
| Russian | 3 303 | -5.57% |
| Chinese | 42 | -17.65% |

| Subscribers Ratio Diff. between gained & lost | October 2016 | Variation vs M-1 |
|--|--------------|------------------|
| Total (all languages) | 1 935 | +28.74% |
| English | 1 406 | +37.98% |
| Spanish | 265 | +6.85% |
| French | 152 | +29.91% |
| Portuguese | 48 | -39.24% |
| Arabic | 35 | +45.83% |
| Russian | 18 | +125.00% |
| Chinese | 11 | +37.50% |

Breakdown of views by UNESCO Channel on YouTube



► 652,623 total video views in October 2016, an all time high.

► After three slower months, views jumped by more than 50% since August 2016. +17% vs Sept. 2016, +18% vs Oct. 2015.

► [Kalbelia folk songs and dances of Rajasthan](#), is since May 2016 the most popular video. This month it got 128,092 views, incl. 103,254 in India only (80%).

Source : YouTube

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

| | Title | Subject | Total views |
|---|--|---------|-------------|
| 1 | Kalbelia folk songs and dances of Rajasthan | CLT/ITH | 128 092 |
| 2 | Tradición del día de muertos en México - Youth Bloggers Latin América UNESCO | CLT/ITH | 23 485 |
| 3 | Daemokjang, traditional wooden architecture | CLT/ITH | 13 872 |
| 4 | Rites and craftsmanship associated with the wedding costume tradition of Tlemcen | CLT/ITH | 12 767 |
| 5 | Kabuki Theatre | CLT/ITH | 12 362 |

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

| | Title | Subject | Total views |
|---|---|---------|-------------|
| 1 | Aprender a Proteger la Biodiversidad | ED | 10 682 |
| 2 | Discurso de Ernesto 'Che' Guevara ante la Asamblea General de las Naciones Unidas | UNESCO | 6 612 |
| 3 | Tradición del Día de muertos en México - Jóvenes blogueros de América Latina | CLT/ITH | 6 219 |
| 4 | La huaconada, danza ritual de Mito | CLT/ITH | 2 910 |
| 5 | Los cantos polifónicos de los pigmeos aka de Centroáfrica | CLT/ITH | 2 718 |

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

| | Title | Subject | Total views |
|---|--|---------|-------------|
| 1 | Bouba & Zaza - le dessin animé pour la jeunesse | ED | 5 376 |
| 2 | Bouba et Zaza protègent la terre | ED | 3 641 |
| 3 | Les chants polyphoniques des pygmées Aka de Centrafrique | CLT/ITH | 2 744 |
| 4 | Le Maloya | CLT/ITH | 2 147 |
| 5 | La pêche aux crevettes à cheval à Oostduinkerke | CLT/ITH | 1 942 |

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

| | Title | Subject | Total views |
|---|---|---------|-------------|
| 1 | Serra Capivara | CLT/WHC | 2 767 |
| 2 | Museu de Imagens do Inconsciente | CLT | 459 |
| 3 | Vídeo da UNESCO celebra 53 anos de Brasília | CLT/WHC | 334 |
| 4 | Boas práticas do Programa Mais Educação | ED | 301 |
| 5 | Boas práticas no combate ao bullying homofóbico nas escolas | ED | 161 |

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

| | Title | Subject | Total views |
|---|--|---------|-------------|
| 1 | Manufacture of clay bricks in the hill of Jaber refugee camp-Jericho | CLT | 1 414 |
| 2 | UNESCO History* | UNESCO | 506 |
| 3 | UNESCO Siq Project, MAKING PETRA SAFER FOR ALL! | CLT/WHC | 318 |
| 4 | Göreme National Park and the Rock Sites of Cappadocia | CLT/WHC | 205 |
| 5 | Lines and Geoglyphs of Nasca and Palpa | CLT/WHC | 163 |

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

| | Title | Subject | Total views |
|---|--|---------|-------------|
| 1 | Prehistoric Sites and Decorated Caves of the Vézère Valley | CLT/WHC | 459 |
| 2 | UNESCO History* | UNESCO | 381 |
| 3 | Taj Mahal | CLT/WHC | 149 |
| 4 | Persepolis | CLT/WHC | 123 |
| 5 | Petra | CLT/WHC | 115 |

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

| | Title | Subject | Total views |
|---|--|---------|-------------|
| 1 | UNESCO History* | UNESCO | 15 |
| 2 | Aowen Jin, Chinese artist and social commentator | CI | 5 |
| 3 | Gao Shijun, Director of European HQ of China Radio International | CI | 5 |
| 4 | Video 24 | CLT | 4 |
| 5 | 40th anniversary of the World Heritage Convention | CLT/WHC | 3 |

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

| Top | Title | Length | Posted | Channel | Views as at 10/11/2016 |
|-----|---|---------|--------|------------|------------------------|
| 1. | Culture - The Soul of Cities | 2:29 | 14/10 | English | 1 084 |
| 2. | Lambert Wilson is committed to protecting the ocean | 2:25 | 05/10 | English | 870 |
| 3. | Lambert Wilson s'engage pour l'océan | 2:16 | 05/10 | English | 612 |
| 4. | Frank La Rue on the occasion of the International Day to End Impunity for Crimes against Journalists* | 1:34 | 14/10 | English | 605 |
| 5. | Francesco Bandarin, Assistant Director-General for Culture (UNESCO) * | 2:02 | 13/10 | English | 453 |
| 6. | UNESCO MIL CLICKS | 1:44 | 21/10 | English | 451 |
| 7. | UNESCO-Japan Prize on Education for Sustainable Development (ESD) - prize-winners 20 | 3:54 | 06/10 | English | 448 |
| 8. | CAMPUS UNESCO « L'Odysée » avec Jérôme Salle et Lambert Wilson, 3 octobre 2016 | 3:14 | 11/10 | English | 420 |
| 9. | Sophie Grégoire Trudeau's message for the launch of the GEM Report's Gender Review | 1:56 | 04/10 | English | 322 |
| 10. | Address by Ms Bokova, UNESCO Director-General, to 4th World Humanities Forum* | 2:26 | 13/10 | English | 281 |
| 11. | Coalición Latinoamericana y Caribeña de Ciudades contra el Racismo la Discriminación y la Xenofobia | 1:04 | 14/10 | Spanish | 279 |
| 12. | 40th World Heritage Committee (Continuation) in UNESCO, Monday 24 October 2016, 10h30-13h* | 1:50:21 | 24/10 | English | 267 |
| 13. | Sustainable Tourism in the Lake Ohrid Region | 6:11 | 31/10 | English | 259 |
| 14. | Día Mundial de los Docentes | 0:42 | 05/10 | Spanish | 258 |
| 15. | Guillaume Long, Canciller de la República de Ecuador | 2:33 | 11/10 | Spanish | 242 |
| 16. | 40th World Heritage Committee (Continuation) in UNESCO, Tuesday 25 October 2016, 10h-13h* | 2:29:51 | 25/10 | English | 234 |
| 17. | Award Ceremony of the 2016 UNESCO-Japan Prize on ESD | 28:04 | 13/10 | English | 226 |
| 18. | 40th World Heritage Committee (Continuation) in UNESCO, Wednesday 26 October 2016, 9h-13h* | 3:08:56 | 26/10 | English | 222 |
| 19. | El alma de las ciudades | 2:29 | 14/10 | English | 217 |
| 20. | 40th World Heritage Committee (Continuation) in UNESCO, Wednesday 26 October 2016, 17h* | 29:50 | 27/10 | English | 189 |
| 21. | Francesco Bandarin, Subdirector general de Cultura (UNESCO) * | 2:02 | 13/10 | English | 185 |
| 22. | SDG 4 Data Webinar Series - Part IV | 59:49 | 06/10 | English | 159 |
| 23. | La Culture – L'âme des villes | 2:29 | 14/10 | English | 157 |
| 24. | Video editado 26 Octubre | 1:01 | 21/10 | Spanish | 149 |
| 25. | 40th World Heritage Committee (Continuation) in UNESCO, Monday 24 October 2016, 15h-17h* | 1:43:22 | 24/10 | English | 139 |
| 26. | 40th World Heritage Committee (Continuation) in UNESCO, Tuesday 25 October 2016, 15h-15h30* | 16:09 | 25/10 | English | 111 |
| 27. | Simulacro Evacuación Tsunami en San Cristóbal (República Dominicana) | 8:50 | 18/10 | English | 108 |
| 28. | Celebration of the 200th Session of the Executive Board of UNESCO | 8:34 | 10/10 | English | 107 |
| 29. | Francesco Bandarin, Sous-Directeur général pour la Culture (UNESCO) * | 2:02 | 13/10 | English | 106 |
| 30. | UNESCO MIL CLICKS | 1:44 | 27/10 | Portuguese | 104 |
| 31. | 2016 UNESCO King Sejong Literacy Prize: laureate from Viet Nam | 2:05 | 31/10 | English | 96 |
| 32. | Frank la Rue - Journée int. de la fin de l'impunité pour les crimes contre des journalistes* | 1:34 | 17/10 | English | 90 |
| 33. | Cérémonie de remise du Prix UNESCO-Japon d'EDD 2016 | 28:05 | 19/10 | English | 90 |
| 34. | 运动传递正面价值观 | 2:19 | 31/10 | English | 75 |
| 35. | UNESCO apoya el Pacto Iberoamericano de Juventud | 1:07 | 27/10 | Spanish | 74 |
| 36. | Building a New Youth Strategy in Palestine | 2:11 | 24/10 | English | 69 |
| 37. | Interview de M. Jamal Eddine Naji à l'occasion de la Journée mondiale du patrimoine audiovisuel 2016 | 4:43 | 27/10 | English | 63 |

| | | | | | |
|-----|--|-------|-------|------------|----|
| 38. | UNESCO Deputy Director-General Getachew Engida at the Homeland & Global Security Forum | 0:53 | 21/10 | English | 56 |
| 39. | 2016 UNESCO Confucius Prize for Literacy: laureate from India | 2:12 | 31/10 | English | 52 |
| 40. | UNESCO empowers local communities in Africa through radio | 23:55 | 17/10 | English | 51 |
| 41. | 保护公海中的世界遗产 | 2:17 | 31/10 | English | 46 |
| 42. | 2016 UNESCO Confucius Prize for Literacy: laureate from South Africa | 1:04 | 31/10 | English | 45 |
| 43. | 教科文组织历史画轴 | 5:02 | 31/10 | English | 39 |
| 44. | 2016 UNESCO King Sejong Literacy Prize: laureate from Thailand | 1:30 | 31/10 | English | 36 |
| 45. | 2016 UNESCO Confucius Prize for Literacy: laureate from Senegal | 0:52 | 31/10 | English | 32 |
| 46. | Como funciona o regime de comércio de emissões? | 3:35 | 17/10 | Portuguese | 24 |
| 47. | UN-REDD Indonésia | 12:54 | 17/10 | Portuguese | 22 |
| 48. | Mudança Climática 2013: Evidências da Ciência Física | 9:20 | 17/10 | Portuguese | 21 |
| 49. | A mudança climática e a saúde | 7:03 | 17/10 | Portuguese | 18 |
| 50. | Um discurso emocional e forte sobre a Mudança Climática | 4:07 | 17/10 | Portuguese | 16 |
| 51. | Perdas e Danos em Gâmbia | 3:44 | 17/10 | Portuguese | 15 |
| 52. | Biogás na China | 4:00 | 17/10 | Portuguese | 15 |
| 53. | Programa UNECE para eficiência energética na habitação - Caso apresentado: Sofia, Bulgária | 3:35 | 17/10 | Portuguese | 15 |
| 54. | Projeções do IPCC para Temperatura e Precipitação no Século XXI | 23:57 | 17/10 | Portuguese | 14 |
| 55. | O Efeito Estufa | 3:30 | 17/10 | Portuguese | 13 |
| 56. | Aprendendo a Enfrentar a Mudança Climática | 4:22 | 17/10 | Portuguese | 13 |
| 57. | Vincent - Quênia – mudanças climáticas alinhadas ao planejamento do desenvolvimento nacional | 4:15 | 17/10 | Portuguese | 11 |
| 58. | Daniela Stoycheva fala sobre o apoio do PNUD | 2:26 | 17/10 | Portuguese | 10 |

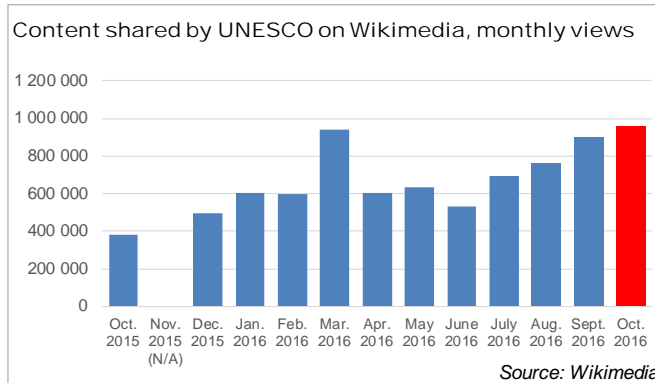
*Produced by UNESCO Studio.

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 October 2016 UNESCO content received over 955,000 page views, more than 2.5 times as many as last year during the same period. In total, since October 2015, UNESCO content received some 8 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 71 new Biosphere Reserve English Wikipedia pages - received over 6,000 page views in October 2016.



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

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.

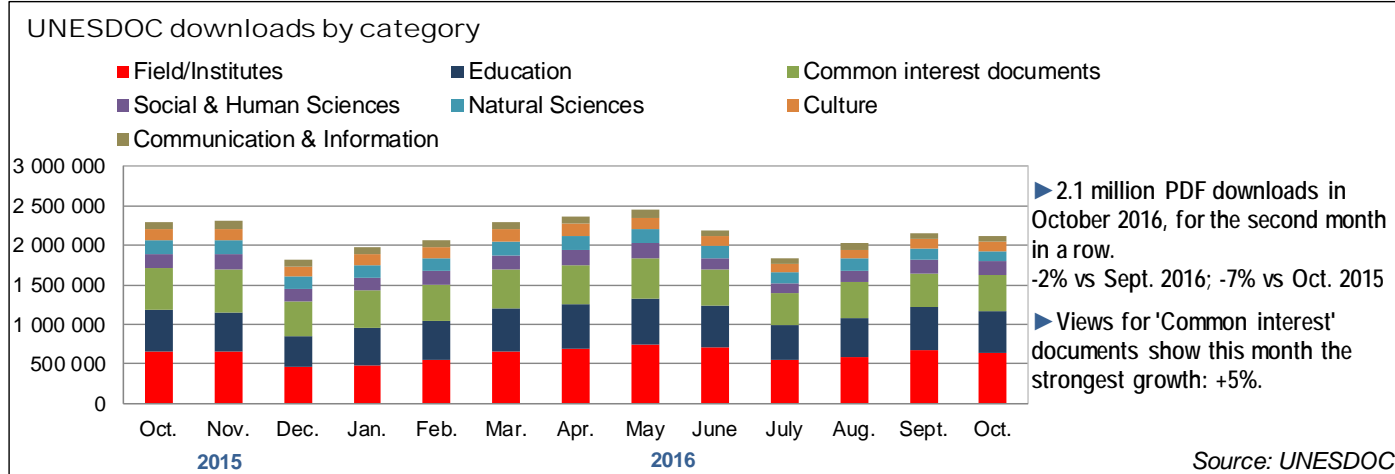
In October 2016, there were **154 603** records available online in PDF format (**154 194** in September 2016), including documents, publications, communication material and other working documents.

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

5.1.1 Statistics of consultation

| | |
|---|------------------|
| Total number of downloads in October | 2 124 698 |
|---|------------------|

| Sectors/Field/Institutes | Number of PDF | Number of downloads | Variation vs M-1 | Average nb of downloads per PDF |
|-------------------------------|---------------|---------------------|------------------|---------------------------------|
| Education | 10 247 | 528 019 | -3.88% | 51 |
| Natural Sciences | 10 090 | 137 282 | -8.21% | 13 |
| Social and Human Sciences | 6 049 | 167 787 | +1.64% | 28 |
| Culture | 4 329 | 118 791 | -0.47% | 27 |
| Communication and Information | 28 97 | 74 622 | -0.69% | 26 |
| Field & Institutes | 10 641 | 643 348 | -3.65% | 60 |
| Common interest documents | NA | 454 849 | +5.33% | NA |



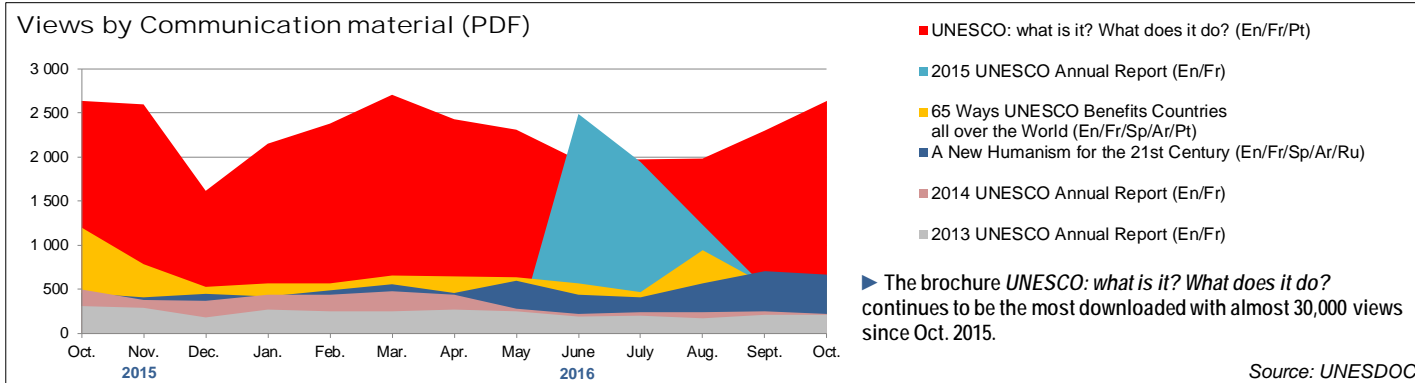
5.1.2 Top 15 Country Origin

| | Country | Downloads |
|----|--|-----------|
| 1 | United States of America | 225 335 |
| 2 | Mexico | 132 742 |
| 3 | Germany | 76 942 |
| 4 | France | 66 908 |
| 5 | Brazil | 46 749 |
| 6 | Canada | 43 500 |
| 7 | Philippines | 40 233 |
| 8 | Colombia | 34 815 |
| 9 | Spain | 34 693 |
| 10 | United Kingdom of Great Britain and Northern Ireland | 34 148 |
| 11 | Peru | 31 656 |
| 12 | Argentina | 28 836 |

| | | |
|----|----------------------------------|--------|
| 13 | China | 21 374 |
| 14 | India | 20 944 |
| 15 | Venezuela (Bolivian Republic of) | 20 485 |

5.1.3 Printable Communication materials

| Title | Total downloads in October | | | | | | | |
|--|----------------------------|------------|------------|-----------|-----------|----------|------------|--------------|
| | EN | FR | SP | RU | AR | ZH | POR | Total |
| UNESCO: what is it? What does it do? | 1 936 | 435 | | | | | 266 | 2 637 |
| A New Humanism for the 21st Century | 154 | 118 | 325 | 59 | 14 | | | 670 |
| 2015 UNESCO Annual Report | 498 | 102 | | | | | 0 | 600 |
| 65 Ways UNESCO Benefits Countries all over the World | 160 | 83 | 196 | | 0 | | 76 | 515 |
| 2012 UNESCO Annual Report | 327 | 48 | 0 | 0 | 0 | | | 375 |
| 2014 UNESCO Annual Report | 181 | 37 | | | | | | 218 |
| 2013 UNESCO Annual Report | 183 | 28 | | | | | | 211 |
| TOTAL | 3 439 | 851 | 521 | 59 | 14 | 0 | 342 | 5 226 |

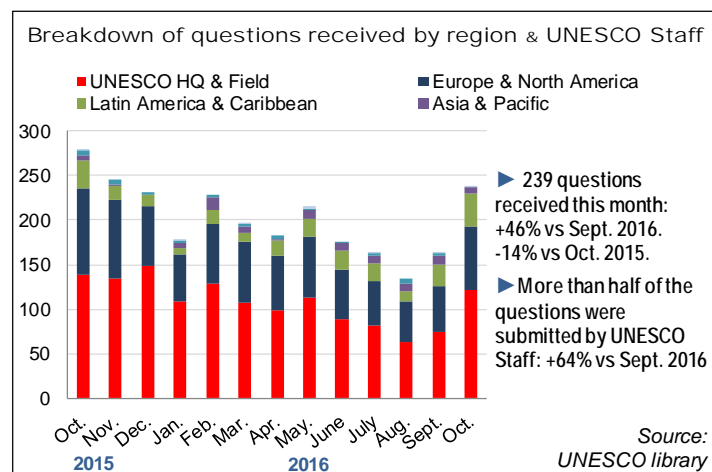


5.2. UNESCO Library - <http://www.unesco.org/library>

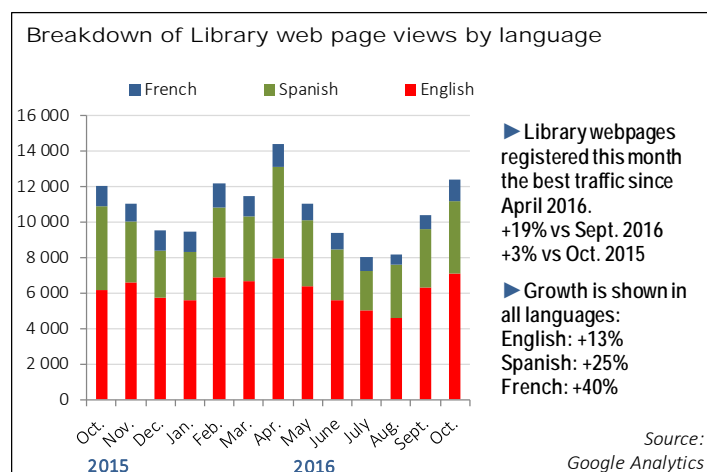
The UNESCO Library collections offer an overview of the Organization's current and past activities and programmes as recorded in print publications and other resources.

Search assistance, access to information, answers to questions from staff (Headquarters and field), Permanent Delegations as well as the general public are provided via *virtual* reference and information services and *in person* via the reference desk in the Library reading room (at Headquarters).

5.2.1 Questions received by: library@unesco.org



5.2.2 Web page views - <http://www.unesco.org/library>



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

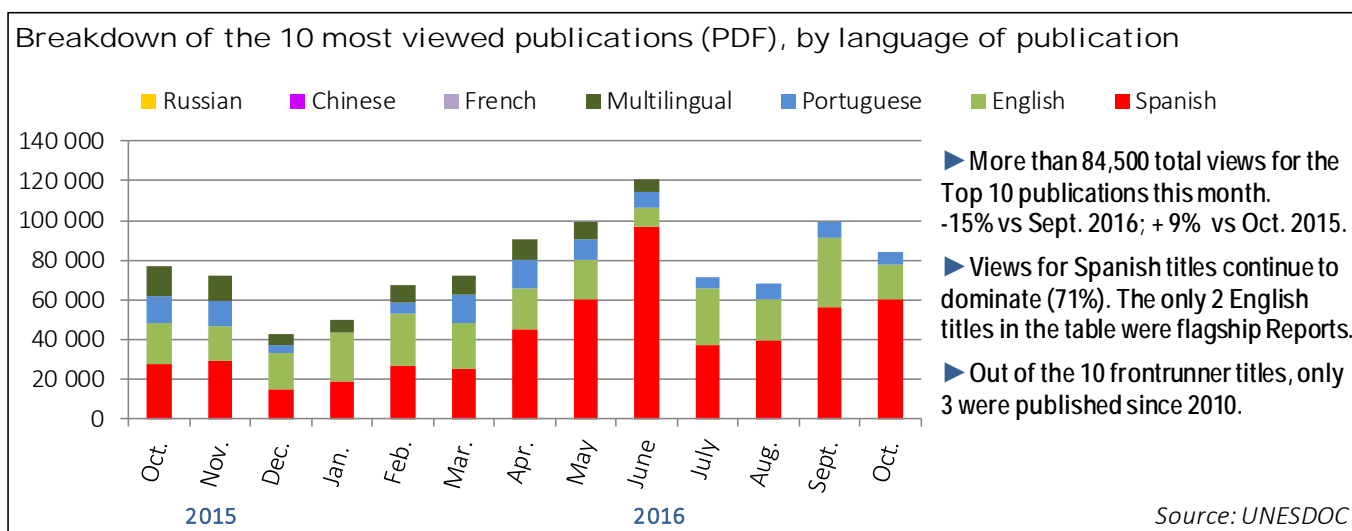
'UNESCO publications' cover the output of the programmes of the Organization and feature in the biennial Publications Plan. They are produced in a variety of formats (books, CD-ROMs, ebooks, etc.) and are classified into different categories (global and regional reports, monographs, reviews, technical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

The October 2016 figures for the Top 10 online viewing have fallen since September this year (-15%) but still remain superior to those in 2015 in the same period (+9%). The figures show a large interest for Spanish titles (71%) and the English version of the new flagship publication GEM Report, 2016 is still in the third place in the Top 10. Unfortunately, the new World Social Science Report 2016 does not figure in the Top 10. Publications page views on Google Books have revived for October 2016 after a slow three months (for reasons which are not yet clear). Sales in the bookshop and internationally online were dominated by bulk sales of the World Social Science Report 2016 and of several titles from the Bouba and Zaza series.

6.1. Top 10 most consulted PDFs* (UNESDOC)

| | Title | Sector | Language | Views* | Published |
|-----|---|--------|------------|--------|---|
| 1. | Universal Declaration on Bioethics and Human Rights (Universal Declaration on Bioethics and Human Rights) | SHS | Spanish | 10 879 | 2006 |
| 2. | Diversidad cultural: materiales para la formación docente y el trabajo de aula; volumen 3 | CLT | Spanish | 10 294 | Santiago, 2005 |
| 3. | Education for people and planet: creating sustainable futures for all. Global education monitoring report, 2016 | ED | English | 9 944 | Paris, UNESCO, 2016 |
| 4. | Los Siete saberes necesarios para la educación del futuro (Seven complex lessons in education for the future) | ED | Spanish | 9 088 | UNESCO, 1999 |
| 5. | Manual de gestión para directores de instituciones educativas | ED | Spanish | 8 161 | Lima, UNESCO Office Lima, 2011 |
| 6. | Protagonismo docente en el cambio educativo (Teacher involvement in educational change) | ED | Spanish | 7 896 | UNESCO Office Santiago and Regional Bureau for Education in Latin America and the Caribbean, 2005 |
| 7. | Engineering: issues, challenges and opportunities for development; UNESCO report | SC | English | 7 719 | Paris, 2010 |
| 8. | Hacia las sociedades del conocimiento: informe mundial de la UNESCO | all | Spanish | 7 173 | Paris, 2005 |
| 9. | Declaração Universal dos Direitos Humanos | SHS | Portuguese | 6 818 | Brasilia, UNESCO Brasilia, 1998 |
| 10. | Mantenimiento de instalaciones eléctricas del establecimiento educacional | ED | Spanish | 6 552 | Santiago de Chile, OREALC/Ministerio de Educación, 1998 |

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

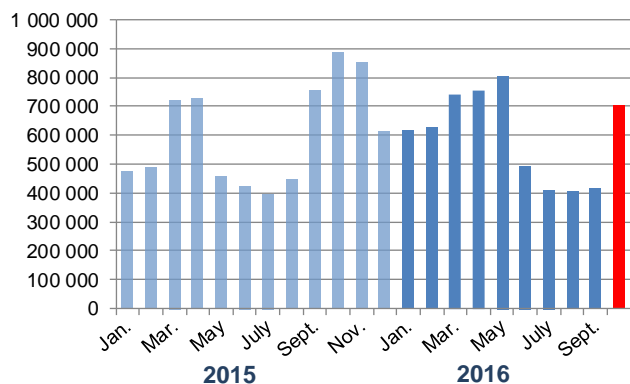


6.2. Google Books

UNESCO began working with Google Books in June 2010, initially with a small selection of titles. Currently, **717 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 |
|------------------|------------------------------|---------------|----------------|-----------------------------|
| Oct. 2016 | 717 | 79 720 | 703 767 | 389 |
| Oct. 2015 | 592 | 77 090 | 887 761 | 467 |

Publications page views



- ▶ More than 700,000 publications page views this month on Google Books.
- ▶ After four slower months, pages views increased in October 2016 by 69%, but remain lower than last year during the same period (-20%).
- ▶ 717 publications are now available on Google Books, including 125 additional titles since October 2015.

Book visits: A book visit is registered each time a user views a book.

Page views: The number of individual pages a user views in a session (counted as a 24-hour period). Regardless of the number of times a user views a particular page, it is only registered once per session.

Book visits with buy clicks: This is registered each time a user clicks on a "Buy" link.

Source: Google Books

6.3. UNESCO Bookshop bestsellers

Bookshop sales of UNESCO publications top 5 (clickable covers)

| Publication | Copies sold | Sector |
|-------------|-------------|---------|
| | 202 | SHS |
| | 141 | ED |
| | 10 | CLT/WHC |
| | 8 | CLT/WHC |
| | 7 | ERI/DPI |

Bookshop sales of non-UNESCO publications, top 5

| Publication | Copies sold | Publisher |
|-------------|-------------|---------------------------------------|
| | 2 | Metsio / Groupe Akanati International |
| | 1 | Editions l'Infini |
| | 1 | Panasonic |
| | - | |
| | - | |

6.4. Online and international sales

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

| Publication | Copies sold | Sector |
|-------------|-------------|--------|
| | 500 | ED |
| | 500 | ED |
| | 257 | ED |
| | 256 | ED |
| | 254 | ED |

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

Bookshop sales of UNESCO publications, lowest sellers

| Title | Copies sold | Sector |
|--|-------------|------------|
| The United Nations World Water Development Report 2016: Water and Jobs | 0 | SC |
| Colour? What Colour? - Report on the fight against discrimination and racism in football | 0 | SHS ERI |
| Re Shaping Cultural Policies - 2005 Convention Global Report 1 | 0 | CLT |
| World Trends in Freedom of Expression and Media Development - Special Digital Focus 2015 | 0 | CI |
| Patrimoine mondial N° 80 - Numéro spécial : Patrimoine mondial en Turquie | 0 | CLT |

Online and international sales of UNESCO publications, lowest sellers

| Title | Copies sold | Sector |
|--|-------------|------------|
| The State of Broadband 2015 | 0 | CI |
| Earth's Legacy: Natural World Heritage / Legado de la Tierra: Patrimonio Mundial Natural | 0 | CLT |
| Ocean Sustainability in the 21st Century | 0 | SC |
| Colour? What Colour? | 0 | SHS ERI |
| Le Patrimoine mondial en Europe aujourd'hui | 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, October

| Contract No. | Title | Publisher | Language | Date signed |
|--------------|---|---|------------------|-------------|
| J.2016-018 | Endangered Heritage: Emergency Evacuation of Heritage Collections | International Centre for the Study of Preservation and Restoration of Cultural Property (ICCROM) | English / Arabic | 06/10/2016 |
| J.2016-019 | Action for Climate Empowerment: Guidelines for Implementation | The Secretariat of the United Nations Framework Convention on Climate Change, The Kyoto Protocol and the Paris Agreement (UNFCCC) | English / French | 14/10/2016 |

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

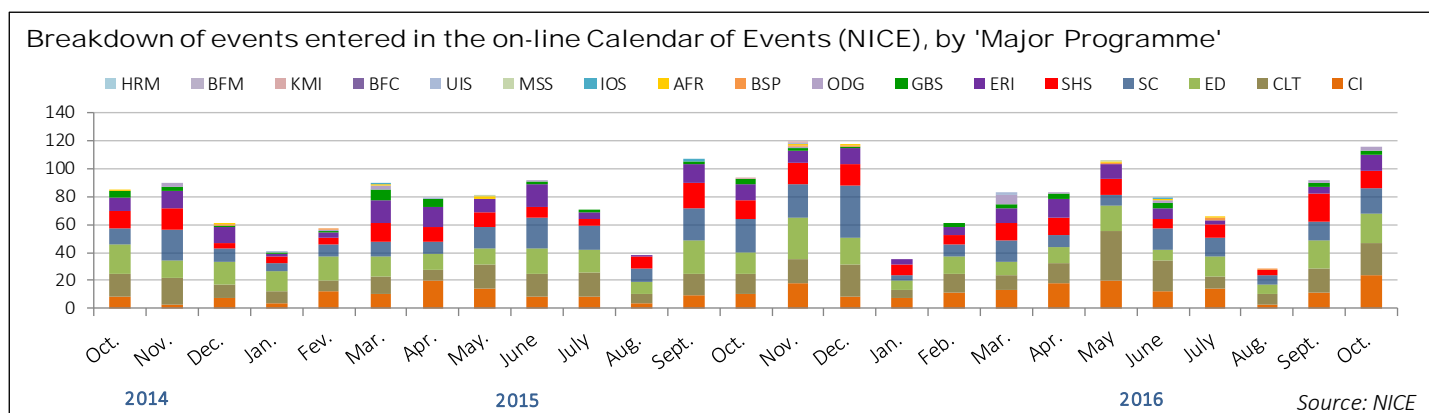
Launched in January 2010, the New Integrated Calendar of Events (NICE) available on Internet and Intranet should reflect all Events organized by UNESCO Headquarters, Field Offices, Permanent Delegations, and/or in which UNESCO is implicated. The tables below reflect only the events entered respectively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

7.1. Number of events by “Major Programmes”

| Major Programme | Total | Organized by | | |
|-----------------|------------|--------------|---------------|------------|
| | | Headquarters | Field Offices | Institutes |
| CI | 24 | 7 | 17 | |
| CLT | 23 | 9 | 14 | |
| ED | 21 | 7 | 10 | 4 |
| ERI | 11 | 11 | | |
| SC | 18 | 13 | 5 | |
| SHS | 13 | 4 | 9 | |
| ODG | 3 | 3 | | |
| GBS | 3 | 3 | | |
| | 116 | 57 | 55 | 4 |

7.2. Events organized by Field Offices/ Institutes

| | |
|--------------|-----------|
| Almaty | 5 |
| Amman | 5 |
| Apia | 2 |
| Bangkok | 4 |
| Beirut | 1 |
| Brussels | 3 |
| Dakar | 2 |
| Jakarta | 3 |
| Kathmandu | 3 |
| Mexico | 2 |
| Montevideo | 1 |
| Nairobi | 5 |
| New Delhi | 1 |
| New York | 1 |
| Rabat | 3 |
| San Jose | 8 |
| Tashkent | 1 |
| Venice | 4 |
| Yaoundé | 1 |
| IIEP | 3 |
| MGIEP | 1 |
| Total | 59 |



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 |
|---------------------|--|-------------|---|--------------|
| 03/10 | Lancement du rapport de l'Année internationale de la lumière | SC/PCB/ICB | Salle II | 200 |
| 03/10 | « L'éducation et l'égalité des genres : les partenaires idéaux pour le développement » | ODG/GE | Salle II | 200 |
| 03-04/10 | Equipe spéciale sur les enseignants | ED/PDE/TED | Salle IX | 50 |
| 03-06/10 | Célébration de la Journée mondiale des enseignants | ED/HED/TED | Foyer + Salle des Actes + Salles II IV -V | 400 |
| 05/10 | Visite guidée : Memorial University Canada | ERI/DPI/PBM | Salle IX | 25 |
| 11-12/10 | CLIMADAPT | SC/EES/EGR | Salle XVI | 30 |
| 11/10 | Conférence "Teach her" | ODG/GE | Salle IV | 200 |
| 17/10 | Lancement du Rapport mondial des sciences sociales 2016 | SHS/TSD/RPF | Salle IV | 200 |
| 20/10 | Bureau Convention 1954 | CLT/CCS | Salle XIV | 50 |
| 20-21/10 | "Skills and jobs: Global trends, local changes" | ED/PLS/YLS | Salles II, III, VI, VII, VIII bis, IX | 250 |
| 24-25/10 | ODD4-Réunion de Groupes régionaux pour l'Europe et l'Amérique du Nord | ED/EFA | Salles VI, VIII-IX, XI | 200 |
| 24-26/10 | Session extraordinaire du 40e Comité du patrimoine mondial | CLT/CCS | Divers | 450 |
| 25/10 | Réunion du Jury du Prix Félix Houphouët-Boigny | CRP | Salle XVI | 15 |
| 27/10 | Planète vivante 2016 | ED/TLC/ESD | Salle IV | 100 |
| 27-28/10 | WHC/Advisory Body meeting | CLT/CCS | Salle VI | 40 |
| 31/10 | Bureau du Comité - Convention 1954 | CLT/WHC | Salle IX | 60 |
| Total participation | | | | 2 870 |

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

8.1.2 Inter-Agencies Meeting

| Date | Title | Organizer | Place | Public |
|----------|---|-----------|----------------|-----------|
| 03-04/10 | High Level Committee on Management (HLCM) Meeting | DDG/SEC | Salles III - V | 60 |

8.1.3 Meeting of Governing Bodies

| Date | Title | Organizer | Place | Public |
|----------|----------------------------------|-----------|--------------------------|------------|
| 04-18/10 | 200e Session du Conseil exécutif | DIR/GBS | Salles X, X bis, XI -XII | 200 |

8.1.4 Information Meeting for Permanent Delegations

| Date | Title | Organizer | Place | Public |
|---------------------|---|-------------|-----------------|--------------|
| 03/10 | Réunion d'information sur le C/5 | GBS/DIR | Salle XI | 250 |
| 03/10 | Stratégie de l'UNESCO pour la protection de la culture en cas de conflit armé | CLT/EPR | Salle XI | 265 |
| 11-12/10 | Réunion des Commissions nationales | ERI/MSP/DIR | Salle IV | 200 |
| 20/10 | Réunion d'information Convention 2003 | CLT/CCS | Salles VIII -XI | 200 |
| 21/10 | Réunion d'information sur les Instituts d'éducation | ED/EO | Salle XI | 200 |
| Total participation | | | | 1 115 |

8.1.5 Electoral Groups Meetings (Plenaries)

| Date | Title | Organizer | Place | Public |
|---------------------|-----------------------------|------------------------------------|------------|------------|
| 19/10 | Réunion plénière de l'ASPAC | Déleg. perm. de la Rép. des Palaos | Salle XIII | 60 |
| 27/10 | Réunion plénière du GRULAC | Déleg. perm. du Mexique | Salle XVI | 40 |
| Total participation | | | | 100 |

8.1.6 External rentals

| Date | Title | Organizer | Place | Public |
|---------------------|---|--------------------------------------|-----------------------------|--------------|
| 05/10 | Signature MoU Prix Hamdan - ALECSO | Déleg. perm. des Emirats arabes unis | Salle V | 15 |
| 06/10 | Colloque sur "Call to Action on Protection from Gender-Based Violence in Emergencies" | Déleg. perm. du Royaume de Suède | Salle XI | 70 |
| 06/10 | Colloque à l'occasion de la Journée internationale de la Non-Violence | Déleg. perm. de l'Inde | Salle IV | 250 |
| 11/10 | Réunion de Télécom ParisTech | Télécom ParisTech | Salle III + Jardin japonais | 200 |
| 12/10 | Lancement de la Fondation CELL | Déleg. perm. du Royaume des Pays-Bas | Salle IX | 90 |
| 13/10 | Conférence de l'Association nationale complément retraite et épargne (ANCRE) | ANCRE | Salle IV | 300 |
| 15/10 | Colloque - Dialogue interreligieux - Recteur de l'USJ | Déleg. perm. du Liban | Salle II + Foyer | 350 |
| 20-21/10 | XVIIIe Congrès mondial de la Presse russe | DP Fédération de Russie | Salles IV - V | 200 |
| 26-27/10 | Congrès "Autonomisation des femmes à travers l'art" | Sino-American Friendship Association | Couloir X-XI + Salle IX | 100 |
| 27/10 | Colloque "Matrakci Nasuh et son oeuvre" | Déleg. perm. de la Turquie | Salle IX | 90 |
| Total participation | | | | 1 665 |

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

8.2.1 Exhibitions, Shows, Screenings and Conferences

| Date | Title | Organizer | Place | Public* |
|----------|--|--------------------------------------|--|-----------------------|
| 03/10 | Campus UNESCO sur la protection des océans à l'occasion de la présentation du film « L'Odyssée » de Jérôme Salle, en présence de l'équipe du film. | COI et ERI/DPI/PPR | Cinéma Gaumont Parnasse | 273 |
| 03/10 | Projection en avant-première du film « L'Odyssée » de Jérôme Salle, en présence de l'équipe du film. | COI et ERI | Cinéma Publicis | 300 |
| 04/10 | Projection du film « Retour à Akplolo » d'André Zaleski, David Gladsteen et Philippe Gosseries | ERI/DPI et l'AFUS | Salle XI | 100 |
| 03-06/10 | Journée mondiale des enseignants 2016 « Valorisons les enseignant(e)s, améliorons leur statut professionnel » | ED/HED/TED | Foyer + Salle des Actes + Salles II, IV -V | 400 |
| 05-07/10 | Exposition « Grèce, sentiers vers un pays enchanté du photographe Robert McCabe | Déleg. perm. de la Grèce | Salle Pas Perdue | 200 (Inauguration) |
| 07/10 | Concert à l'occasion de la 200 ^e session du Conseil exécutif – Non ouvert au grand public | GBS/DIR | Salles II-III + Hall Ségur | 300 |
| 10/10 | Cérémonie de remise du Prix UNESCO-Guinée Équatoriale | SC/PCB/ICB | Salles II, IV | 400 |
| 10-14/10 | Exposition « Millénaire de la ville d'Almaty » | Déleg. perm de la Rép. du Kazakhstan | Hall Ségur, Piazza, Salles Miró | 200 (Inauguration) |
| 10-14/10 | Exposition « Paroles de filles : ensemble contre le mariage d'enfants » à l'occasion de la Journée internationale de la fille | ODG/GE | Couloir X-XI | 200 (Inauguration) |
| 10-14/10 | Semaine du Kenya, 3 ^e édition Expositions-vente, performances artistiques, tables ronde et projection de film. | Déleg. perm de la Rép. du Kenya | Salle Pas Perdue, Salle IX | 200 (Inauguration) |
| 11/10 | Cérémonie de remise du Prix UNESCO pour la nanotechnologie | SC/PSD | Salle V | 30 |

| | | | | |
|----------|--|---|---|-----------------------|
| 11/10 | Cérémonie de remise du prix UNESCO-Japon d'éducation en vue du développement durable 2016 | ED/IPS/ESG | Salle XI + Couloir X-XI | 200 |
| 12/10 | Spectacle « 1000 ^e anniversaire de la ville de Almaty » - Non ouvert au grand public | Délég. perm de la Rép. du Kazakhstan | Salle II | 350 |
| 17/10 | Symposium « Un visionnaire engagé au service de la paix et du développement », en hommage à M. Boutros Boutros-Ghali | ERI et la Délégation permanente de la République arabe d'Égypte | Salle II | 300 |
| 17-21/10 | Exposition « Vers le développement durable par une coopération des villes créatives » | Délég. perm. du Japon | Salle Pas Perdus + Hall Ségur + Salles Miró | 150 (Inauguration) |
| 24-28/10 | Exposition "Preservation of Indonesian Documentary Heritage" | Délég. perm. de la Rép. d'Indonésie | Salle des Actes | 200 (Inauguration) |
| 24-28/10 | Exposition « Guermaz – Rétrospective 1940-1996 » | Délég. perm. d'Algérie | Salles Miró | 200 |
| 25/10 | Exposition "The Mosaic Road Project" | Délég. perm. de la Turquie | Hall Ségur | 200 (Inauguration) |
| 27-31/10 | Exposition « XVI ^e siècle : le génie Matrakci Nasuh » | Délég. perm. de la Turquie | Salle Pas Perdus | 200 (Inauguration) |
| 29/10 | Defile de mode "African fashion show" | Délég. perm. de la Rép. féd. du Nigéria | Salles II, III + Hall Ségur | 300 |

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

- o **11 events** were promoted in the October 2016 monthly *Calendar of cultural events* printed out in 3,000 copies (in French), and its electronic version sent out to 28,887 subscribers.
- o **12 events** were organized, co-organized and/or promoted in October 2016 by DPI/PRP (Public Relations and Partnerships Section).

8.3. UNESCO Visits

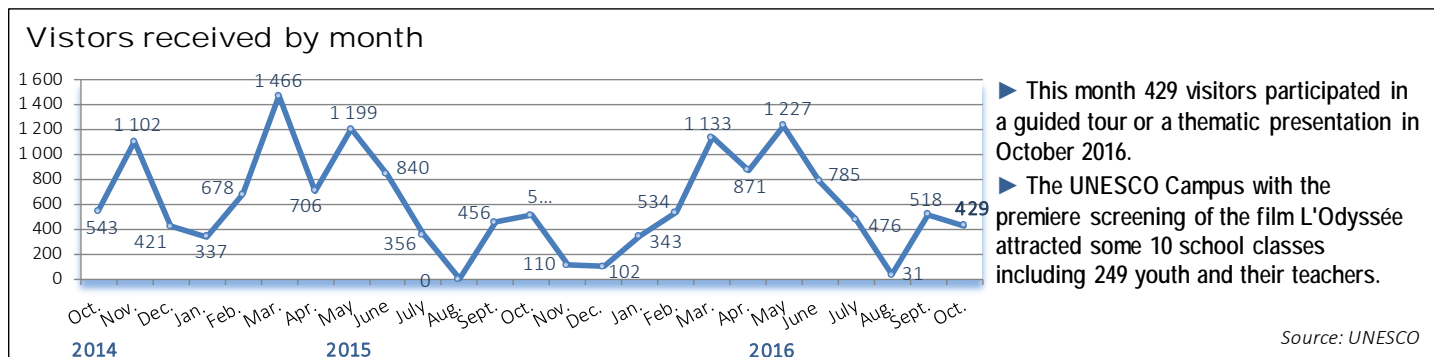
14 guided tours of Headquarters for 156 visitors, as well as **1 UNESCO Campus** - with the premiere screening of the film *L'Odyssée* by Jérôme Salle and a debate – **attended by 249 youth and their teachers (24)** - were organized in October 2016. [Video on the Campus](#): 420 views as at 11 Nov. 2016. Visits were limited during the Executive Board Session (4-18 October). Two-thirds of the visits/presentations were conducted in English, and 94% 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 | 15 |

| 3. Type of visits | | |
|------------------------|----|------|
| Group Visits | 13 | 87% |
| Individual Visits | 1 | 6.5% |
| Thematic Presentations | 1 | 6.5% |

| 2. Languages | | |
|--------------------------------|----|-----|
| Visits/Presentation in English | 10 | 67% |
| Visits/Presentation in French | 5 | 33% |
| Other | 0 | 0% |

| 4. Origin | | |
|---------------------------------|-----|-----|
| Europe and North America | 404 | 94% |
| Asia and Pacific | 15 | 4% |
| Arab States | 10 | 2% |
| Latin America and the Caribbean | 0 | 0% |
| Africa | 0 | 0% |



9. UNESCO logo exposure

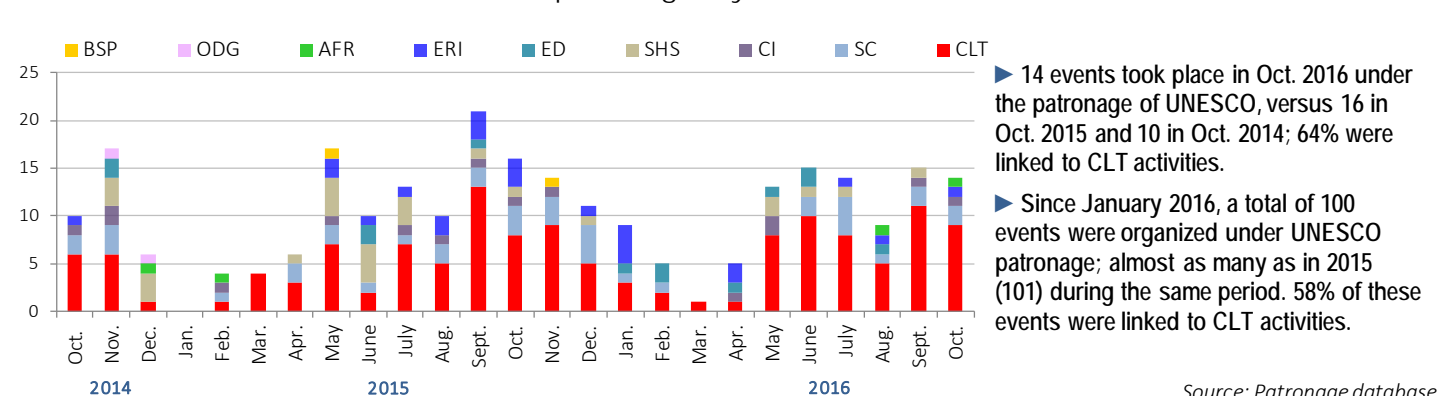
9.1. Patronage

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

▪ **14 events which have been granted UNESCO's patronage took place in October 2016 :**

| Start Date | Country of Activity | Name of Activity | Target Audience | Sector |
|------------|----------------------|---|--|--------|
| 01/10 | Spain | 12th International Ontology Congress in San Sebastián and Barcelona | Scientists & researchers | SC |
| 06/10 | Italy | Exhibition entitled "Rising from destruction: Elba, Nimrud, Palmyra" | General public | CLT |
| 10/10 | Czech Republic | European Conference on Information Literacy - ECIL 2016 in Prague | Information technology specialists | CI |
| 07/10 | France | Colloque international "A quoi rêvent les jeunes ? Jeunes et métropole à l'épreuve de la diversité culturelle" organisé par l'Observatoire de la diversité culturelle au Centre culturel Jean Cocteau aux Lilas, Seine-Saint-Denis | NGO organisations and youth workers | CLT |
| 12/10 | France | Exposition "Tribu/s du monde" de la photographe Anne de Vandière au Musée de l'Homme à Paris | General public | CLT |
| 13/10 | Bosnia & Herzegovina | SMUN - Students Model United Nations 2016 Edition | University students | ERI |
| 13/10 | Canada | Exhibition entitled "Syria: A Living History" organised by the Aga Khan Museum, Toronto | General public | CLT |
| 13/10 | USA | 4th Edition of the Chelsea Film Festival in New York | Artists and General public | CLT |
| 17/10 | UNESCO HQ | Exhibition and symposium entitled "Creative Travel to Japan: Creative Cities and Japanese Cultures" Co-organized by the Creative Cities Japan International Cultural Exchange Committee and the Japanese Permanent Delegation to UNESCO | Permanent Delegation networks and visitors to UNESCO | CLT |
| 18/10 | Slovakia | International Conference "Cities and Water" | Specialists | SC |
| 20/10 | Italy | Conference entitled "Yemen, patrimonio dell'umanità. Archeologia, Arte e Architettura" in Venice | Specialists | CLT |
| 27/10 | Italy | 19th Edition of the "Borsa Mediterranea del Turismo Archeologico" in Paestum | Specialists | CLT |
| 28/10 | UNESCO HQ | The African Fashion Reception 2016 organised by the Nigerian Permanent Delegation | Permanent Delegation networks | AFR |
| 30/10 | France | Film documentaire "Le Maestro, à la recherche de la musique des camps" | General public | 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 |
|-------|---|--------|----------------|
| 02/10 | Vallée de Mai Nature Reserve (Seychelles) | 30 min | 4.8% |
| 09/10 | City of Quito (Ecuador) | 30 min | 4.8% |
| 16/10 | Wood Buffalo National Park (Canada) | 30 min | 5.3% |
| 23/10 | The Architectural Work of Le Corbusier, an Outstanding Contribution to the Modern Movement (France, Japan, Germany, Belgium, Swiss, India, Argentine) | 30 min | 3.9% |
| 30/10 | World Heritages of Himalayas (India, Nepal, compilation) | 30 min | 5.7% |

Average audience share in October: **4.9%** (for the first broadcast). Estimate number of viewers in Japan: **4,430,000** (for the first broadcast). The total audience for the programmes in October was estimated at **22,151,000** viewers.

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

Area of collaboration: extensive coverage on UNESCO activities

Partnership began: October 2010

Products: News and interviews

Output: Xinhua website in Chinese, English, Spanish, French, Russian, Arabic, 20 newspapers, and dozen magazines in Chinese

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

Network: partnership with more than 100 foreign news media

| Links to titles by language (other than Chinese) | Nb of reports |
|---|---------------|
| English | 36 |
| Spanish | 22 |
| French | 16 |
| Arabic | 6 |
| Russian | 4 |
| In October a total of 84 reports were released on UNESCO through Xinhuanet | |

10.2 Ad Hoc Communication partnerships

| Event | Partners | Benefits |
|--|---|---|
| Expéditions scientifiques du premier catamaran à hydrogène « Energy Observer » (2017-2019 & 2020-2022) | <ul style="list-style-type: none"> ▪ UNESCO (SC) ▪ Energy Observer | <ol style="list-style-type: none"> 1. Domaines d'études et coopération scientifique : énergies renouvelables, développement durable, océan et biodiversité. 2. Communication sur des projets locaux ou régionaux remarquables lors des escales (presse, réseaux sociaux, événementiel). Actions conjointes lors de grands rendez-vous onusiens type COP ou d'événements aux Nations Unies ou à l'UNESCO (Campus). Visibilité des expéditions sur les sites et les réseaux sociaux des deux partenaires ; productions audiovisuelles par Energy Observer 3. Actions pédagogiques auprès des réseaux scolaires de l'UNESCO |
| Film L'Odyssée by Jérôme Salle | <ul style="list-style-type: none"> ▪ UNESCO/COI ▪ Producer Wild Bunch ▪ Surfrider Foundation | In addition to the agreement signed in July 2016: UNESCO Campus with actor Lambert Wilson and Film Director Jérôme Salle for 260 youth. Video messages by Lambert Wilson in English and French for the COI. |