



United Nations
Educational, Scientific and
Cultural Organization

Biennale of Luanda
Pan-African Forum for the Culture of Peace

Visibility and Media Coverage

The organization of the Biennale benefited from a communication and visibility at the international and national levels:

UNESCO :

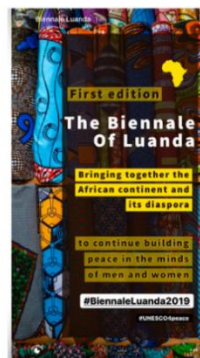
- UNESCO website in:
 - French: <https://fr.unesco.org/biennaleluanda2019/>
 - English : <https://en.unesco.org/biennaleluanda2019/>
 - Portuguese: <https://pt.unesco.org/biennaleluanda2019/>
 - Arabic: <https://ar.unesco.org/biennaleluanda2019/>.
- Flyers presenting the Biennale of Luanda in EN, FR, PT :
<https://drive.google.com/drive/folders/1S2gUQ9Mi-LXGtJx7k6TVQNw1kQpjRUP>);
- International press tools in EN, FR and PT:
- <https://drive.google.com/drive/u/1/folders/1sigN9Hr91Arixj8IyCMIh8Y7svjM7enF>) envoyé à more than 150 media and cultural institutes (Alliances Françaises, *British Council*, instituts culturels belges, Institut Camões, etc.);
- Official Teaser of the Biennale of Luanda :
 1. French : <https://www.youtube.com/watch?v=UsaVIW6zIYI&feature=youtu.be>;
 2. English :
https://www.youtube.com/watch?v=kgx_7emIBGU&feature=youtu.be;
 3. Portuguese :
https://www.youtube.com/watch?v=xP2dR_YNLGM&feature=youtu.be.
- 8 thematic videos introducing the Ideas Forum and the Youth Forum in EN / PT : <https://drive.google.com/drive/folders/1WINMcmB9esRUuQk4P-87U99CivJDTs0k> / videos are also available in short version in a format more adapted to social networks;
- Promotional video with Mr. Forest Whitaker:
<https://www.facebook.com/watch/?v=423735314937899>;

- Promotional video with Mr. Alphadi :
<https://www.facebook.com/watch/?v=470270490437155>;
- Video interview with Eni CEO Claudio Descalzi:
https://www.linkedin.com/posts/unesco_globalgoals-biennaleluanda2019-activity-6582352810241859584-RO8w/;
- Promotional video with Mrs Awa Meite, Senegalese fashion designer :
<https://www.facebook.com/watch/?v=2450686838535157>;
- Video celebrating the International Day of Peace with young African panelists:
https://twitter.com/UNESCO_fr/status/1175439545677910016;
- 2850 copies of the reprint of the Courier, "Culture: the bedrock of peace" were distributed in FR, EN et PT;
- Campaign in social networks

Overview of the Campaign in social networks

The campaign was carried out on 27 June and ended on 30 September. The video content was created in English, French and Portuguese. Videos represented 43% of our social content and 57% of our visual content. 134 messages were created, excluding 16 Instagram stories (8 in English and 8 in French):

Examples of stories about Instagram:



- Twitter : 57 Tweets
 - Facebook : 52 messages
 - LinkedIn : 20 updates
 - Instagram : 5 messages
- The hashtags used:
- #BiennaleLuanda2019
 - UNESCO4Peace
 - Africa4Peace

Angola :

- Angola website in Portuguese: <https://bienaldeluanda.gov.ao/>
- Video teaser : <https://zh-cn.facebook.com/srepublicano/videos/496594971134937/>
- Video teaser : <https://www.youtube.com/watch?v=Zh0B1sIAO7c>
- Video teaser : <https://www.youtube.com/watch?v=6ZigAP33NNk>
- Video teaser : <https://www.youtube.com/watch?v=h7QMan3m1L8>
- Facebook : <https://www.facebook.com/platinaline/photos/junte-se-a-n%C3%B3s-participe-na-bienal-de-luanda-um-evento-de-promo%C3%A7%C3%A3o-da-paz-cultur/3109767615704492/>
- A communication campaign on social networks and public signage was undertaken:



- Mini-buses of the Biennale were covered with the Biennale logo and slogans
- ATM machines were dresses in the Biennale slogan

Media coverage:

Following media relations with several hundred journalists and media through a kit sent to more than 150 media and cultural institutes (Alliances Françaises, British

Council, Belgian cultural institutes, Camões Institutes, etc.), the following results were recorded:

Written press: A number of 387 articles were published on the Biennale in the national and international press: Angola 150, Egypt 53, Portugal 32, Morocco 31, Austria 25, United States 24, South Africa 18, Canada 12, France 8, Cuba 7, Mozambique 6, China 5, India 4, Iraq 3, Cabo Verde 3, United Arab Emirates 3, Brazil 3.

An article signed by the Director-General of UNESCO was published in the: Jornal de Angola: <https://www.pressreader.com/angola/jornal-de-angola/20190918/282144998054285> and on the French magazine Marie-Claire <https://www.marieclaire.fr/biennale-luanda-unesco,1323992.asp>

In addition, several TV reports were recorded and published on YouTube:

Euronews:

- https://www.youtube.com/watch?v=mXX6AHI_MLM
- <https://www.youtube.com/watch?v=TWA3PEKjHSc>
- <https://www.youtube.com/watch?v=RGBqYtcu9iw>

ONU News:

- <https://www.youtube.com/watch?v=LzXTYK9jkbc>

Angolan public television:

- <https://www.youtube.com/watch?v=DU6iveZKFqo>
- <https://www.youtube.com/watch?v=CrKlfoAvkxs>
- https://www.youtube.com/watch?v=2_hNccrFyvI
- <https://www.youtube.com/watch?v=pMiLeP3MjZE>

Platina line :

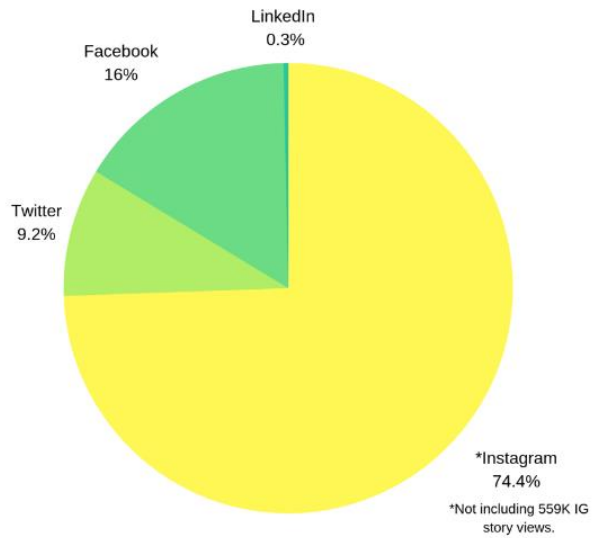
- https://www.youtube.com/watch?v=79wiD_VLaYo
- <https://www.youtube.com/watch?v=iX6iPSamJUk>
- <https://www.youtube.com/watch?v=W3Eo9pmAlcY>

Social Media:

In terms of results: **1,840,000** people were reached across all platforms with more than **28,000** likes:

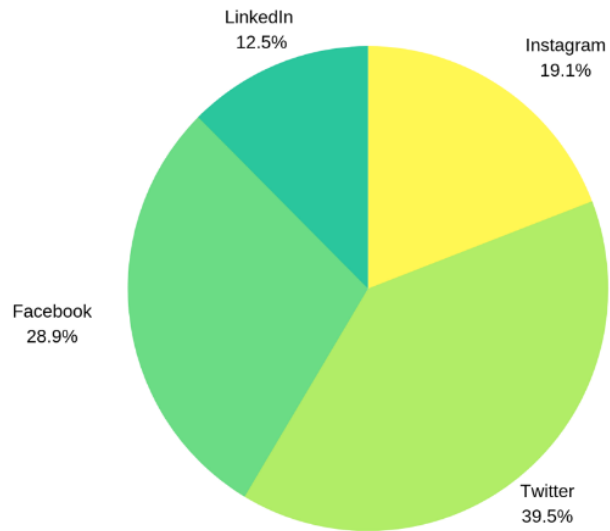
Likes Across Platforms

Total number of likes:
28,207

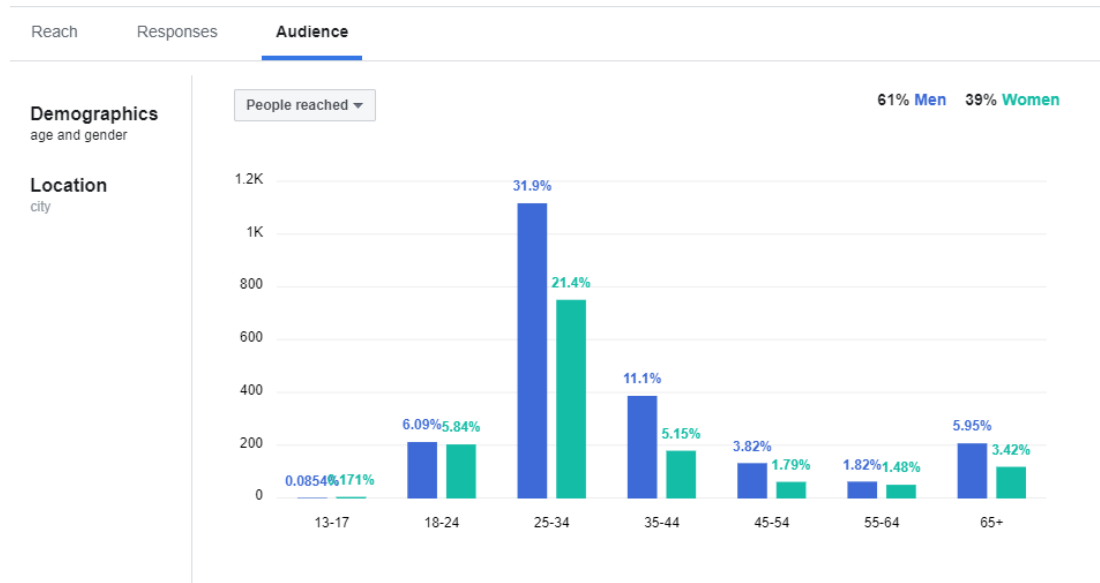


Reach Across Platforms

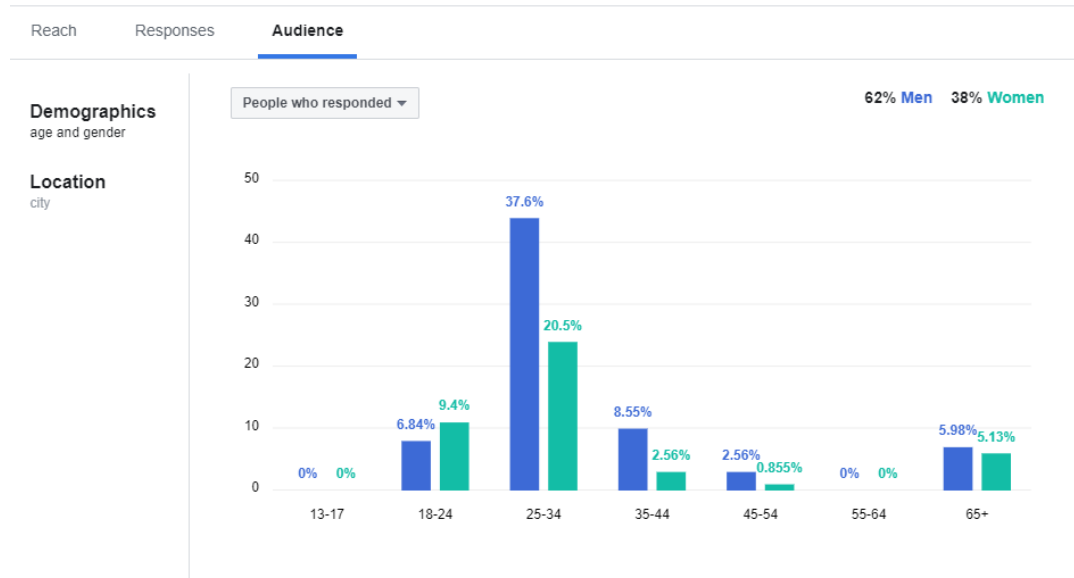
Total people reached:
1,840,000



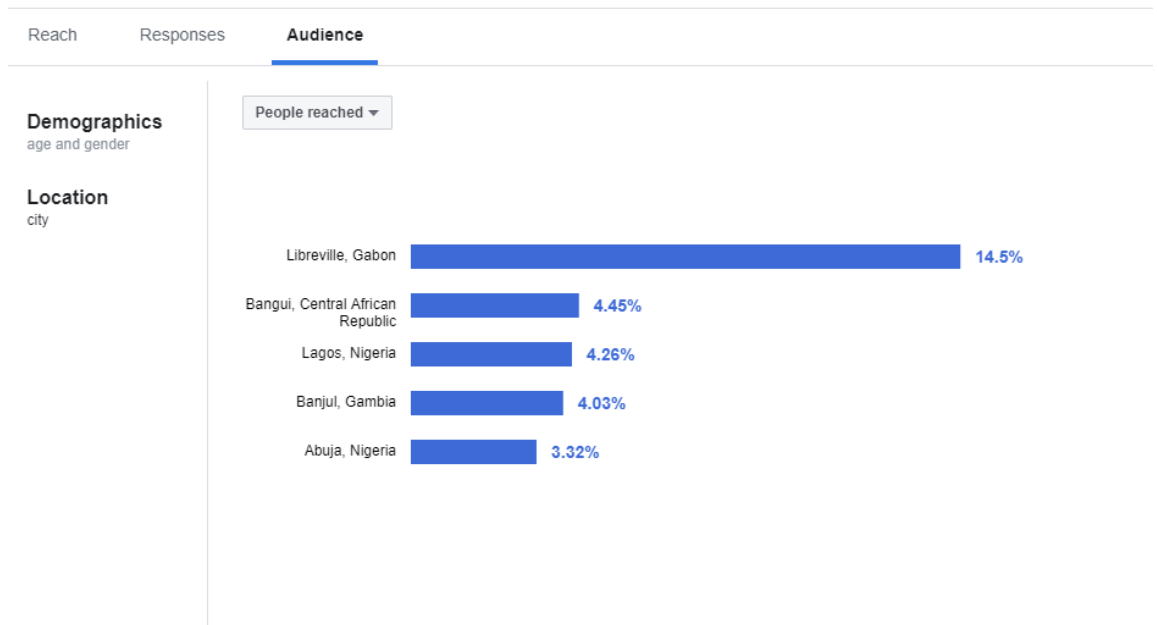
Audience and Demographics – People reached



Audience and Demographics – People who responded



Location of Audience – People reached



Location of Audience – People who responded

