



UNESCO Publications Board

Meeting Minutes

Meeting date: 6 August 2014

Meeting time: 10:00 a.m.

Location: 5.021, UNESCO Headquarters, Paris

Call to order

The Secretary, called the meeting to order at 10:00 a.m. and welcomed those Members and observers present.

Attendees

An attendance sheet was circulated for signatures. The following people were present:

Chair

Mr Eric Falt, Assistant Director-General, ERI

Members

Mr Guy Berger, Director, CI/REM [*representing Mr Indrajit Banerjee, Director, CI/KSD*]

Ms Anne Candau, Interim Director, SC/EO [*representing Mr Han Qunli, Director, SC/EES*]

Ms Soo Choi, Director, ED/PSD [*representing Mr David Atchoarena, Director, ED/TH*]

Ms Mechtild Rossler, Deputy Director, CLT/WHC

Ms Christina Von Furstenberg, Senior Programme Specialist, SHS/EGC [*representing Ms Angela Melo, Director, SHS/YES*]

Ex officio Members

Mr Cvetan Cvetkovski, ODG/GE [*representing Ms S. G. Corat, Director ODG/GE*]

Mr Jacques Plouin, AFR/Consultant

Ms Ranwa Safadi, BSP/PB

Mr Martin Wickenden, Chief/ADM/CLD/D/PMU [*representing Mr Rudi Swinnen, Chief, ADM/CLD/D*]

Secretary

Mr Ian Denison, Chief, Publications Unit, ERI/DPI

Observers

Ms Madeleine Barry, ED/GMR

Ms Natalia Denissova, Publications Officer, CI

Ms Catherine Domain, Assistant Publications Officer, ED

Ms Nancy McLennan, SHS/YES/YSS

Ms Cristina Puerta, ERI/DPI/PBM

Ms Vesna Vujicic-Lugassy, Publications Officer, CLT

Minutes Secretary

Ms Isabelle Nonain-Semelin, ERI/DPI/PBM

I. Item 1. Approval of minutes

The Board approved the minutes of the 2 July 2014 meeting.

II. Item 2. Policy discussion: Guidelines for Book Cover Design

1. The Chair introduced the policy discussion by explaining that the Secretary (Chief of the Publications Unit) and his team had prepared draft Guidelines for Book Cover Design.

The Chair said that he had looked carefully at the draft, which is very detailed and provides examples of best practices from all sectors. The Chair stated that one of his favourite book covers is *Pressing for freedom* (from CI).

The Chair explained that this draft, available in English and French, constitutes a first attempt at guiding colleagues regarding book covers, which need to be improved within the Organization.

2. The representative for ED remarked that it is commonly thought among the sectors that they are not allowed to have the graphic design done outside of UNESCO.

The Secretary said that there is a graphic design team within CLD, but the sectors can look for other professionals if so they wish (and a lot of people do so). However it was clarified that, when doing so, the sectors have to go through CLD to do the contract with the outside partner.

The Chair inquired whether this is clearly explained in the guidelines and recommended that this be explained.

3. The representative for CI congratulated the Secretary on this draft and suggested several amendments:

- i. On page 11, below the two examples of covers, the words “at the end of this meeting” should be deleted;
- ii. On page 5, an “s” should be added to the word “format” so that the title of Item 1.6 would read: “What will be the digital formats of your publication?”. Indeed, several formats are possible.

The representative for CI also reminded that in many cases, it is not possible to download just the cover of a publication and people have to download it entirely. The possibility of having the option to download just the cover should be explored.

- iii. On page 14, the annex should comprise additional fields for other formats.

The Secretary agreed with the representative for CI and stated that draft guidelines on e-publishing would be ready by the end of the year. It is a big area to cover as it concerns many formats, such as e-pubs, pdfs, flip versions, etc.

The Secretary also agreed that, in terms of connectability in certain parts of the world, it would be good to have a cover first of all in low resolution, and the option to download it in high resolution as a separate choice. Chapters, graphics, etc. should be available separately so that people can pick and choose what they want or need.

The Secretary stated that there is a whole discussion currently going on about how people read digitally and about how publishers have to rethink books entirely. Other UN agencies are already working on this topic and UNESCO has to do the same. Colleagues should be given options which are made possible by the digital world in terms of publishing.

The representative for CI said the guidelines should just elaborate on this topic pending the publication of the guidelines on e-publishing.

4. The Chair requested that more details be provided regarding the question of the choice of title, under Item 2.2.

5. The Ex officio Member for BSP reminded that the use of political maps on covers should be avoided, and underlined the fact that the choice of the colours for a cover is very important. The Secretary stated that these points are covered in the guidelines.

6. The Chair said that the guidelines should include a specific paragraph on Priority Gender Equality. The representative for ODG/GE added that, if a cover is to include photographs, the issue of gender equality is to be taken into account.

7. The Member for CLT asked whether the draft guidelines could be distributed to staff or downloaded from the intranet.

The Secretary replied that it would be possible once the guidelines have been approved.

8. The Ex officio Member for AFR asked whether he could send corrections regarding the French version of the draft guidelines.

The Secretary replied positively.

9. The representative for SHS pointed out that there is a basic difference regarding the way in which covers are visualized in portrait format or in landscape format. The representative for SHS will send suggestions on this topic to the Secretary.

10. The Secretary mentioned an interesting article found on Amazon and explaining that publishers are starting to change their covers so that they can be viewed in thumbnail format, because people are now buying books online.

11. The representative for CI referred to a quote featured on page 2 of the draft; “a person spends about eight seconds looking at the front cover of a book” (Wall Street Journal study) and stressed that eight seconds is actually very long! The Chair suggested that this quote be deleted if it is an old one.

12. The representative for CLD asked whether there is a quick link to obtain advice on logo issues.

The Secretary replied that a link does exist on our website and intranet, leading to all the logo guidelines. The Secretary would be the person to contact for further advice, as well as Ms Jinchai Clarke.

13. In view on the discussions above, the Chair thanked everyone for their work and concluded that the draft needed to be slightly revised in order to be approved during the next meeting of the Board.

III. Item 3. Review of publications proposals

9 proposals were presented to the Board. The Board approved 9 proposals, including one resubmission and 3 Category 4 proposals.

1. Three proposals were put into Category 4 :

	<i>Proposal No.</i>	<i>Series</i>	<i>Title</i>	
1.	0814_ED04		Building a profession of opportunity: Policies and practices for TVET teachers and instructors in the Arab region para o cenário brasileiro	4
2.	0814_CI01		Educating audience in Uzbekistan: How journalism can counter myth and stigma on HIV and AIDS	4
3.	0814_CI02		In pursuit of truth: improving the quality of journalism reporting in Uzbekistan	4

IV. Item 4. A.O.B

The next meeting of the Publications Board will be held on Wednesday 10 September 2014 (to be confirmed).

The following general points were made during the discussions:

1. For the benefit of new colleagues attending the meeting of the Board, the Chair asked the Secretary to present briefly the four existing categories of publications and explained that the categorization is detailed in the document entitled "*Strategizing publications for impact*" (approved during the 29 November 2013 meeting of the Publications Board).
2. Mr Jacques Plouin was welcomed as the new Ex officio Member for the Africa Department.

V. Item 5. Adjournment

The meeting was adjourned at 12:05 p.m.

Minutes submitted by Isabelle Nonain-Semelin, ERI/DPI/PBM

Annex 1 – Agenda

1. Approval of the minutes of the 2 July 2014 Publications Board meeting
2. Policy discussion on Guidelines for Book Cover Design
3. Review of publication proposals
4. A.O.B.
5. Adjournment

Annex 2 – Overview of proposals reviewed

The proposals are listed below in the order in which they were actually reviewed.

	<i>Proposal No.</i>	<i>Series</i>	<i>Title</i>	<i>Category</i>	<i>Decision</i>	<i>Estimated media impact</i>
1.	0814_ED04		Building a profession of opportunity: Policies and practices for TVET teachers and instructors in the	4	Approved (with caveats)	-

Arab region						
2.	0814_CI01		Educating audience in Uzbekistan: How journalism can counter myth and stigma on HIV and AIDS	4	Approved	-
3.	0814_CI02		In pursuit of truth: improving the quality of journalism reporting in Uzbekistan	4	Approved	-
4.	0814_SC01	Science Policy Series	(Resubmission) Science diplomacy and trans-boundary water management. The Orontes River case	3	Approved (with changes)	6
5.	0814_ED01		EFA Global Monitoring Report 2015. What did we achieve? (PROVISIONAL TITLE)	1	Approved	10
6.	0814_SHS01		Quality Physical Education (QPE) Policy Guidelines	3	Approved	8
7.	0814_ED02		Measuring Child Development and Quality of Learning Environments in Young Children: A technical manual	3	Approved	7
8.	0814_CLT01	World Heritage Papers: Heads	World Heritage Papers 41: HEADS 5: Human origin sites and the World Heritage Convention in the Americas	2	Approved	5
9.	0814_ED03		Teacher Education for Sustainability: Effective Teaching and Learning Guide	3	Approved	4

Although Category 4 publications are normally approved as a list provided there is no objection, the three publications submitted as Category 4 publications raised questions and were thus presented and discussed individually.

1. Publication Proposal 0814_ED04

Building a profession of opportunity: Policies and practices for TVET teachers and instructors in the Arab region

The Ex officio Member for BSP considered that the publication should be placed in Category 3, due partly to its length (i.e. 96 pages), but most importantly because it concerns the Arab region.

The Chair asked whether the Secretary shared this opinion, and the Secretary replied that he thought that the publication could belong to Category 4 or Category 3.

As a result the Sector was requested to present the proposal.

The proposal was presented by the representative for ED:

- The proposal is the result of a joint study from UNESCO HQ and the Beirut Office.
- The proposal focuses on policies and practices for TVET (Technical and Vocational Education and Training) teachers, a special category of teachers, in the Arab region.
- The authors are a consultant and one UNESCO colleague.
- The submission will be published in English, and translated into French and Arabic.
- The proposal will be launched on World Teacher's Day (5 October 2014).
- Regarding gender, there were some observations made by the Gender Focal Point (GFP) and ODG/GE, which can be discussed during the present meeting.

Comments from the Board:

1. The Chair said that the title is very long and not understandable by non-specialists.
 - The Sector agreed that the title should be improved.
2. The Chair stressed that the submission form indicates that the French and Arabic versions are foreseen and asked assurances that this would indeed be done.

The Ex officio Member for BSP pointed out that the translations seem to be seriously foreseen.

- The representative for ED confirmed that there will be an Arabic version, since it will be done by the Beirut Office.
3. The choice of authors and editor was considered to be a little questionable: Julien Stanley does not seem to be from the Arab region, Borhène Chakroun is from France and Alison Clayson is certainly not from the region either.

The Ex officio Member for BSP emphasized that Borhène Chakroun is Tunisian and very knowledgeable about the region.

4. The Chair said that the peer review seemed to be adapted to the region. The Ex officio Member for BSP agreed, especially since the work is being done with UNEVOC and the Beirut Office.

5. The representative for ODG/GE said that the proposal is rather gender-neutral: some gender-related issues are mentioned, but there is no elaboration. The proposal does not include sex-disaggregated data. There is therefore room for improvement, all the more so since TVET has strong gender equality aspect.
 - The representative for ED agreed with the comments.
6. The representative for CI stressed that the acronym “TVET” is very specialized and should be avoided. The Chair agreed and reminded that acronyms which are not understandable should not be used.
7. The Ex officio Member for AFR asked for clarification regarding the absence of illustrations: will there simply be no photographs, or also no graphics, maps, etc?
 - The representative for ED explained that when the proposal was submitted, it was considered to be a Category 4 publication. If it is to be considered as belonging to Category 3, it could be improved with photographs.
8. The Ex officio Member for BSP supported the proposal, explaining that the topic is important and that this kind of publication is needed for the region.

Approved for print and web (with one caveat: a different, shorter title has to be found)

2. Publication Proposal 0814_CI01

Educating audience in Uzbekistan: How journalism can counter myth and stigma on HIV and AIDS

The representative for CI presented the proposal:

- This is a proposal from the Tashkent Office.
- There is pressure to publish the proposal in September to coincide with the Media Forum days in Uzbekistan.
- The publication will be in Russian.
- The main target audience will be journalists and editors.
- The representative for CI stated that the gender aspect of the proposal could be improved.

Comments from the Board:

1. The Chair asked for clarification as to why such a publication is done in Uzbekistan and not elsewhere. Indeed, it seems to be of value in several areas, and it could have some great potential in other countries.

- The representative for CI explained that, although other publications have been done, which can be used in other parts of the world, it seems that something more relevant for Uzbekistan was needed.

The Chair was of the opinion that, perhaps, if something similar had already been published, it could be used in Uzbekistan instead of doing a new publication. In his opinion, there are certainly lots of publications on this topic, and perhaps some in Russian. The Chair wanted to know what was so particular with regard to Uzbekistan that would justify the need for this publication.

- The representative for CI explained that the idea for this proposal had come from the Field Office. This publication will be relevant for the Uzbekistan, but other countries will be able to use it if they wish. Other Field Offices may have enough resources to do the same.

2. The Ex officio Member for BSP thought that what was missing perhaps, with regard to this proposal was peer review. For example, the Bangkok Office had one publication relating to discrimination recently approved and it would be good to have Bangkok to review the proposal even if the publication will be in Russian. Someone can certainly be found to review it.

- The representative for CI wanted to know why it was considered that the peer review already performed by two external reviewers was not sufficient.

The Ex officio Member for BSP explained that since the Bangkok Office had published something on the topic six months ago, it would be good to consult colleagues there in order to seek harmonization in the Organization's publications.

- The representative for CI asked whether instead of requesting the Bangkok Office to review the proposal, the Sector could not simply direct the attention of colleagues responsible for this submission to the Bangkok's publication.

3. The Member for CLT wondered why the publication would not be used in other Russian-speaking countries in Central Asia.
4. The Member for CLT also stressed that there seemed to be a mistake in the gender checklist since there was a negative reply to the question “Has the publication proposal been reviewed by your Gender Focal Point?”, but the checklist definitely includes comments by the GFP.

The representative for ODG/GE said that the proposal had been received very late by ODG/GE, and that there not been sufficient time to review it as a consequence. In his opinion, it would be quite easy to make gender more visible as there is already some good existing capital in gender sensitive journalism.

5. The Chair asked whether the proposal had been discussed with the Director of the Tashkent Office.
 - The representative for CI replied that the discussions which had taken place had been with the colleagues submitting the proposal, not with the Director of the Office.
6. The Chair said that he would have liked to get some feedback on the questions raised by the Board, but also stressed that the proposal had come very late to the Board, for a launch in September. Therefore, the Chair stated that the publication could be approved, but insisted that the Sector should seek to clarify the issues above, as a follow up.

Approved for print and web

3. Publication Proposal 0814_CI02

In pursuit of truth: improving the quality of journalism reporting in Uzbekistan

The representative for CI presented the proposal:

- This is a proposal from the Tashkent Office, to be published in September to coincide with the Media Forum days in Uzbekistan.
- The publication will be in English.
- The peer reviewers are from the country and seem credible.
- The proposal will be a local adaptation of an existing UNESCO publication entitled “*Story-based inquiry: a manual for investigative journalism*”.
- The representative for CI said that the gender aspect was not as weak as in the previous submission, but considered that it could be reinforced.

Comments from the Board:

1. The Chair reminded that, while the Board tried to encourage Field Offices which are active, there is also an effort made to harmonize things done by the Organization. Therefore, the Chair wondered why the Organization would want to publish what appears to be a “stand alone” publication. There are certainly a number of existing publications which are applicable in this case. The question of Uzbekistan’s specificity was thus raised.

Although the Board should be seen as rewarding Offices that take initiatives, the “stand alone” aspect of this publication seemed strange.

- The representative for CI asked for clarification as to the “stand alone” aspect and the issues raised.

The Chair explained that the purpose of the Board is to bring coherence, which is often lacking, to the Organization’s publishing activities. The Chair wondered whether this publication would be turned into a series. Perhaps countries could be chosen and selected for similar publications, or perhaps a global or regional publication could be done instead of just one focusing on Uzbekistan.

- The representative for CI stated that the current situation is difficult. All Offices do not have sufficient budget to do similar publications. Moreover, while there may be existing publications, their contents may not be necessarily universally equivalent.

The Ex officio Member for BSP did not consider that the proposal was a “stand alone” publication, but the title may be misleading. The proposal is an adaptation of “*Story-based inquiry: a manual for investigative journalism*”, which has already been adapted to different country contexts. The Ex officio Member for BSP was of the opinion that this publication was proposed because there is a need for it, and considered that it should be approved if the quality is there.

2. The Chair asked who generally discusses with the Directors of Field Offices, BSP or the sectors? The Chair also asked whether in this particular case, there had been any discussion with the Office’s Director to check whether the proposal was acceptable from a political standpoint.

- The representative for CI explained that proposals are generally discussed with colleagues in charge in the Field Office, and the representative for CI reminded that HQ does not have authority over such colleagues. Directors are involved in discussions regarding sensitive issues.

The representative for CI added that last year each Field Office had been consulted by CI on their plans relating to the Sector's activities. Any Office was welcome to come up with ideas of publications.

The Ex officio Member for BSP said that discussions on proposed publications would normally be the sectors' responsibility. The Ex officio Member for BSP also said that proposals would certainly not be submitted to the Publications Board if they had not been approved by the Director of the responsible Field Office first.

The Secretary explained that proposed publications should normally be included in the Publications Plan of each sector, which is to be approved by the ADGs. In the case of CI, proposals are authorized to be presented without the ADG's approval. They are approved at Director's level, even for proposals initiated by Field Offices.

3. The Chair considered that the budget was very low: 6,800 USD, with no budget for illustrations and photographs, communications, distribution, evaluation and monitoring.
4. The Chair was not sure that priority gender was sufficiently addressed.
5. The representative for ED stressed the fact that there is a need to harmonize, vis-à-vis UNAIDS among others, what is done within the Organization regarding HIV-AIDS, to make sure that our message is coherent.

The representative for ED suggested that the Moscow Office be consulted to check whether this activity had been integrated as part of all the regional activities.

6. In response to a question from CLT, the representative for CI confirmed that the launch foreseen for this publication would be the same as the one planned for the previous proposal.
7. The Ex officio Member for AFR underlined the fact that the proposal targets an audience of 150 students a year, which amounts to 750 students for the five years of the publication's estimated life.
8. The Ex officio Member for AFR asked whether there were similar publications for Africa.
 - The representative for CI replied that no office in Africa was doing the same kind of publication, but reminded that each office determines their own priorities in terms of publications.

9. The Board moved to approve the proposal, however the Chair requested that there be a discussion between BSP (in the context of its coordination functions) or CI, and the Director of the Office, to check whether the proposed publication is acceptable from a political point of view.

The Chair offered to discuss the issues raised with the Director of the Office should she attend a meeting of the Board in the future.

The Ex officio Member for BSP agreed to send an email to check whether there were no political issues, and said that in the future the Sector should clear all potential issues before approving a proposal for submission.

4. Publication Proposal 0814_SC01

Science diplomacy and trans-boundary water management. The Orontes River case (Resubmission 0714_SC03)

The representative for SC presented the proposal:

- The proposal is a resubmission.
- With regard to the comments made by the Board during its 2 July meeting the following items were discussed or modified:
 - The budget funded by UNESCO has been indicated in box 43b of the submission form.
 - The title has been revised from *New technologies for responsible management of water resources in Lebanon. Science diplomacy and trans-boundary negotiations on the Orontes River* to *Science diplomacy and trans-boundary water management. The Orontes River case*.
 - As for the comments regarding the fact that the publication being technical and regional could be placed in Category 4, the Sector stressed that it is a very important case study and expressed the wish to keep it in Category 3. It presents lessons learnt not only from a technical point of view, but also in the context of science diplomacy and geopolitics.
 - More information regarding the peer reviewers has been provided and one of them, Professor Mahmoud Nasreddine (from Beirut) has a very impressive CV.
 - Regarding the acronyms of the partners, they have been clarified and the representative for SC stated that the foreword would be signed by a UNESCO representative. The partners will sign a preface instead of a foreword as initially indicated.
 - As for the series to which the submission belongs, the representative for SC explained that the publication had been proposed as part of the Venice Office's *Science Policy Series*. However, whether the publication is actually maintained within the series or not is open to discussion.
 - Concerning the added value of the proposal, there was only one previous publication about the Orontes basin and it was 20 years old. The proposal is a case study which will be very useful in capacity building and for policy-makers.

Comments from the Board:

1. The Chair noted that all requests for clarification had been addressed by the Sector.
2. The Chair asked for recent examples of publications in the series within which the submission had been proposed, and also asked whether there would be new titles in the future.
 - The representative for SC said that there had been no new title in the series in the recent years and doubted that there would others in the future.

During the course of this discussion, the representative for SC reached the conclusion that this publication should not be included in the series.

3. The Member for CLT underlined the fact that not everybody may know where the Orontes River lies. Therefore the title would perhaps need to be more specific.

- The representative for SC agreed and said that the Sector would welcome suggestions on how to improve the title to locate where this river lies, without making it too long or complicated, and without raising political issues.

4. The Member for CLT also suggested that the word “Lebanon” be removed from the title of Part II (as indicated in the submission form), which reads as follows “New technology tools for water management in Lebanon”. Indeed, the Orontes River runs through three countries.

- The Sector agreed with this suggestion.

Estimated Media Impact: 6

Proposal approved for print and web (with changes regarding the series)

5. Publication Proposal 0814_ED01

EFA Global Monitoring Report 2015. What did we achieve? (Provisional title)

The representative for ED presented the proposal:

- The proposal is a Category 1 publication.
- This will be a very important edition of the Global Monitoring Report as it will summarize the progress made during the last 15 years toward the achievement of the six EFA goals established in 2000. It will really be a special edition.
- There is a set protocol for preparing the GMR which is followed rigorously.
- This edition will be launched for the 15th anniversary of the World Education Forum in 2015.

Comments from the Board:

1. The Chair emphasized that this publication is the flagship publication for UNESCO.
2. The submission is excellent.
3. There is only one issue, which has already been discussed by the Chair with the GMR team: the regularity at which the GMRs are published. Some editions are published in April, some editions are published in September. This issue needs to be addressed.
4. The budget is of 5.2 million USD.
5. The cover design needs an early consultation.
6. The proposal “ticks all the right boxes”.
7. Similarly, the Ex officio Member for AFR underlined that Africa was well-reflected in the report, as usual.

The Ex officio Member for AFR commented on Box 34, in which it is indicated that the life of the publication will be one year. The Ex officio Member for AFR stressed that, although data last one year, this does not do justice to the research that was done, which is original and often presents a new perspective. In his opinion, it would be more accurate to consider that the publication’s estimated life is 5 years.

9. The representative for ODG/GE was very satisfied with the approach taken concerning the gender perspective. The GFP has been involved from the very beginning of the process and there were gender experts in the drafting team.
10. The Chair commended the team regarding the multilingualism aspect of the publication, since an effort is being made to try and have the GMR in all official languages faster. The Chair considered that this should be viewed as a model for all publications.

11. The Ex officio Member for BSP suggested that there should be a “pre-launch” planned at HQ for all sectors.

The Chair strongly thanked the Ex officio Member for BSP and supported this idea. The Chair said that, on behalf of the Publications Board, he would prepare a memo to this effect to the attention of ADG/ED, with the Director of the GMR and the Director-General on copy.

Estimated Media Impact: 10

Proposal approved for print and web

6. Publication Proposal 0814_SHS01

Quality Physical Education (QPE) Policy Guidelines

The representative for SHS presented the proposal:

- The proposal responds to a strong call from Member States, from the Intergovernmental Committee for Physical Education and Sport (CIGEPS) and participants of the fifth World Sports Ministers Conference (MINEPS V).
- The proposal draws on extensive research, the results of which have already been brought to the attention of the Publications Board, since the Board approved the final report (*Worldwide Survey of School Physical Education*) during its 1 April 2014 meeting.
- This publication proposal is closely linked to the final report above-mentioned.
- The partners are the European Commission, the International Council for Physical Education and Sport Science and Physical Education (ICSSPE), UNDP, UNOSDP and WHO. They were not only co-drafters, but also reviewed the publication.
- There is currently no such document available at a global level. It corresponds to a strong demand and a strong need.
- The survey identified 7 key weaknesses which have been turned into policy chapters. It will provide policy advice, policy matrix and practical solutions.
- Although the submission form indicates that there will be a pilot phase, this phase is over as there has been 4 years of research and consultation carried out.
- There will be local adaptations as it is a must. Some of the local adaptations will be reviewed by UNESCO and the rest will be reviewed by UNESCO's partner agencies.
- The proposal is in French and Spanish. UNDP has already translated it for free. The Brasilia Office will do the Portuguese version and the International Olympic Committee will cover the costs for the design.

Comments from the Board:

1. The Chair agreed on the fact that the submission is not really a pilot publication.
2. The Chair said that the proposal could potentially be considered as a Category 2 publication because, if done right, it could have a great value for UNESCO.
3. Supposing that the publication be indeed placed in Category 2, the fact that no co-publishing agreement seems to be in place with the partners may be a problem.
 - The representative for SHS underlined the need to respond to the Member States who want to make the publication available online as soon as possible. The representative for SHS added that all participating institutions had agreed that UNESCO should take the lead and

that there should be a total harmony among the partners. She suggested that the publication should be made available online and foresaw no problem.

4. A proper launch date should be identified as soon as possible, and ADG/SHS a.i. should discuss with ODG to see whether the Director-General would be interested in participating.
 - The representative for SHS explained that the launch had been planned for November so far, but emphasized that the Sector would be happy to publish earlier.
5. The title, although not perfect, can work, but acronyms should either be avoided or explained.
6. The budget is adequate, since there are contributions by the partners and the design will be taken care of by the International Olympic Committee. However there cannot be a 0 budget for distribution. This needs to be revised. Lastly, there must be a typo regarding the budget indicated for evaluation (i.e. 30,000 USD).
7. The Secretary stressed that if the proposal is not a pilot project, and if it is to be put out to the public, given the fact that we have serious partners, discussions should be started very quickly to inform them of UNESCO's Open Access policy, so that no constraints are added.
8. The Member for CLT said the publication should include photographs.
9. The representative for ODG/GE said that ODG/GE had been involved from the very beginning of the project. Moreover, the partners are very gender sensitive in their approach. The representative for ODG/GE explained that there is a human rights-based approach in this area, with close attention being given to the provisions of the Convention on the Elimination of Discrimination Against Women in Physical Education and Sports. The proposal is a good example of how gender mainstreaming should be done in terms of content.

Estimated Media Impact: 8

Proposal approved for print and web

7. Publication Proposal 0814_ED02 **Measuring Child Development and Quality of Learning Environments in Young Children: A technical manual**

The representative for ED presented the proposal:

- The project is still in the process of being discussed with UNICEF, the World Bank and the Brookings Institution.
- The publication will provide technical guidelines on how to measure school readiness and the quality of the learning environment.
- Early childhood education is one of UNESCO's (and UNICEF's) flagship activities.
- UNESCO and UNICEF will be the authors, but the World Bank and the Brookings Institution will also participate.
- The budget is relatively small, but the writing is done mainly by UNESCO staff. The content will belong to UNESCO.
- The publication will be in English and French.
- The representative for ED considered that the title is too long: *Measuring child development and quality of learning environments in young children: a technical manual*.

Comments from the Board:

1. The Chair suggested that the words "a technical manual" at the end of the title be deleted and recommended that the remaining part be rephrased as the expression "in young children" is strange.

The representative for SC came up with a suggestion: *Measuring development in young children – Quality of learning environment*.

2. The submission form indicates that the publication will be launched in November 2014 and that UNESCO "is likely to take lead authorship on the content". The Chair considered that, if the launch is to take place in November, the Sector should know whether or not UNESCO will take the lead. Therefore, either this information should be corrected or the launch date should be extended.
 - The representative for ED said that although negotiations are still taking place, they are in their final stage. Therefore, it is clear that UNESCO will take the lead because the content is UNESCO's content. Regarding the launch in November, the main work has already been done, therefore this deadline can be met.

3. The Chair asked whether the proposal will be co-published with UNICEF, because this is not clear.

If UNESCO does contribute the main content of the publication, the Secretary insisted that UNESCO take the lead and make sure that we have all the rights to dissemination. The memorandum of understanding should include a clause mentioning that this is subject to a co-publishing agreement if there is to be one co-publisher. Then the co-publishing agreement can define each party's responsibilities more precisely. The Secretary foresaw that the negotiations with the Brookings Institution may be tricky, but recommended that the Sector keep a strong position.

- The representative for ED explained that whether UNICEF is going to be a co-publisher or a co-author will definitely be defined more closely in the agreement to be established with the partner. The Sector confirmed that this aspect has been the most difficult one in the course of the negotiations so far, especially with the Brookings Institution. This is the reason why UNESCO has tried to deal more with UNICEF.
4. The Chair was puzzled by the reply in Box 33 of the submission form according to which the promotion and distribution of the publication “will be part of the overall communications strategy”. The Chair considered that this would require clarification.
 - The representative for ED was not in a position to reply to this question.
 5. If UNESCO is to be responsible for editing as well as for the design and layout, a budget of 500 USD is not sufficient. There cannot be no photographs or illustrations, and no money for communications. Money must be invested in pictures because this is what can make a difference. The Chair said that this is one of the publications which would have benefited from the guidelines on book covers.
 6. The Ex officio Member for BSP asked whether the UIS had been involved.
 - The representative for ED said the UIS had been one of the main partners.
 7. The representative for ODG/GE stressed that although the issues in the publication are technical, the gender analysis is totally absent. The representative for ODG/GE would like to check with a specialist in this area of child development whether there is a different approach between girls and boys.
 - The representative for ED pointed out that since the publication is about school readiness, it tends to focus on the capacities that children have developed and there are less gender issues in this regard.
 8. The Ex officio Member for AFR suggested 20 November, the Universal Children’s Day, for the launch.
 9. Regarding priority Africa, the Ex officio Member for AFR was satisfied with the information provided in the submission form (Box 17). In the absence of specific information regarding Africa in the table of contents, the Ex officio Member for AFR said however that one could wonder whether the publication would include boxes and/or specific paragraphs or chapters on Africa.
 10. The representative for ED pointed out that the publication will be in principle a global normative instrument, which can be adapted at a local level.

Estimated Media Impact: 7

Proposal approved for print and web (with suggestions and comments to take into account)

8. Publication Proposal 0814_CLT01 **World Heritage Papers 41: HEADS 5: Human origin sites and the World Heritage Convention in the Americas**

The Member for CLT presented the proposal:

- The publication is part of the *World Heritage Papers: HEADS* series. It will be the “*World Heritage Papers 41: HEADS 5: Human origin sites and the World Heritage Convention in the Americas*”. Other titles in the series have already been presented to the Publications Board.
- It provides guidance to cultural heritage experts, State Parties and site managers.
- The programme has been reviewed by the 38th Session of the World Heritage Committee held in Doha, Qatar, in June 2014 and was much welcomed by the Committee.
- The Member for CLT had brought as an example a previous issue focusing on Africa, which she offered to the Ex officio Member for AFR.
- This submission will be in print and online, and will be disseminated by the UNESCO Mexico Office.
- It has been peer reviewed by experts from the region (i.e. the Americas) and beyond.
- In comparison to the previous title in the series presented to the Board, the gender checklist for the submission has been considerably improved.

Comments from the Board:

1. The Chair asked for an update regarding the issue of a global evaluation of the series, which has already been discussed several times during previous meetings of the Board.
 - The Member for CLT said that the IOS had been contacted, but that no feedback had been received so far. The Member for CLT said that a reminder could be sent to the IOS.

The Ex officio Member for BSP offered to help in contacting the IOS, so that the evaluation of the series can start.

- The Member for CLT thanked the Ex-Officio Member for BSP for this and stressed that conducting the evaluation should best be done after the publication of this final issue on the topic, and before the publication of a more general “round-up” publication, the possibility of which has already been discussed several times in the past.
2. Some of the Field Offices seem to be more dynamic than others, and Mexico is very dynamic on this topic.
 - The Member for CLT explained that the current Head of the Mexico Office had been previously the Head of the Latin America and Caribbean Unit at the World Heritage Centre and that she had been coordinating the World Heritage Thematic Programme on Human Evolution Adaptations, Dispersals and Social Developments (HEADS Programme).
 3. The submission is late, which is disappointing considering the work done by the Board to improve this aspect.
 4. It is a good that the publication is planned in English and Spanish.

5. The Chair was puzzled by the reviewers and asked whether there were other internal peer reviewers than colleagues from CLT in Mexico.
 - The Sector explained that the proposal had been reviewed by colleagues from CLT/HER/WHC/LAC (César Moreno-Triana and Mauro Rosi) as well as by specialists from Chile.
6. The Chair inquired about the launch plans.
7. The Chair asked whether the Puebla State would be a co-publishing partner.
 - The Member for CLT replied that the Puebla State would certainly not be a co-publisher. This issue belongs to the series, which is funded through the HEADS programme.
8. The Chair asked what will be done to ensure that the quality of the photographs in the series is improved (this was one of the issues raised in the past).
9. The representative for ODG/GE said that, given the topic, there would be little scope for improving the gender aspect in the publication. However, the representative for ODG/GE reminded that during previous discussions regarding other titles in the series the Sector had mentioned that there would be a general publication after the last issue in the series. This future publication could include, as a special topic, the gender aspect of human evolution.

The Secretary also recalled the assurances made by the Sector in the past regarding a “round-up”, general publication which would be published after the last issue, and said that he was very much looking forward to it. The Secretary added that a good co-publisher should be sought for this publication.

- The Member for CLT confirmed that gender could be taken into account in the general publication.
10. The representative for SC pointed out that the acronym “HEADS 5” in the title was not very good.
 - The representative for SC was reminded that other issues in the series also included this acronym in their title. The Secretary said that it might thus be difficult to change this.

The Member for CLT said that the acronym “HEADS” could be placed inside the volume.

Estimated Media Impact: 7

Proposal approved for print and web

9. Publication Proposal 0814_ED03

Teacher Education for Sustainability: Effective Teaching and Learning Guide

The representative for ED presented the proposal:

- The submission aims at providing a conceptual basis and practical guidelines for teachers who do not know much about sustainable development.
- It will be prepared in English and translated in three other languages (i.e. French, Spanish and Arabic) and will contain region-specific examples and adaptations of the case studies.
- There are many writers and contributing offices, institutes and centres, which may explain the seemingly relatively high writing costs. But there will be one lead author who will coordinate all contributions.

Comments from the Board:

1. The Chair stressed that this is very early submission, which should be regarded as an example for all sectors.
2. The peer review appears to be adequate.
3. There is a good approach regarding languages.
4. There are two caveats:
 - i. The budget appears to be quite comfortable, therefore it is not acceptable to have no money assigned for photographs and illustrations, communications, monitoring and evaluation. The budget needs to be adjusted.
 - ii. The title is not original. The Chair said that this is a problem specific to ED: many titles are similar, they sound the same. Considering this, the Sector needs to assign money for illustrations and photographs. This is what can make a difference.
 - The representative for ED agreed with the Board regarding the lack of budget for photographs and communications.
5. The representative for ODG/GE stated that the general approach in the publication is quite good (in particular, Chapter 6 dealing with cross-cutting issues in the teacher education curriculum). The Sector could however explore the possibilities of making gender more visible in Chapter 3, which focuses on “Philosophies, theories and principles for ESD in teacher education” and in Chapter 4, which focuses on “Understanding the student teacher, the teacher educator and the context”. This should be discussed with the authors to see what can be done.
 - The representative for ED said that she would relay these comments.
6. The Ex officio Member for AFR considered that the proposal contained many positive elements. However, he pointed out that many of the African authors are from South Africa. Therefore, he raised the question of the potential local adaptations of the publication. Lastly, the Ex officio Member for AFR noted that the African philosophies were represented in the publication (in Chapter 3).
 - The representative for ED explained that, with regard to languages, the publication will first be published in four languages, but it will be possible to adapt it later.

Estimated Media Impact: 4

Approved for print and web