



## UNESCO Publications Board Policy Meeting

### Meeting Minutes

**Meeting date:** 24 May 2012

**Meeting time:** 10.00 AM

**Location:** Room 5.021, UNESCO Headquarters, Paris

#### Call to order

The Chair, ADG/ERI called the meeting to order at 10.10 AM 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

Ms Angela Melo, Director, SHS/HPD

Mr Indrajit Banerjee, Director, CI/KSD

Mr Khalil Mahshi, Director, IIEP (Member for Institutes)

Ms Jennifer Pearson, Director, MSS/CLD

Ms Lydia Ruprecht, Chief *a.i.* ED/ERF/KMS [*rep. Mr D. Atchoarena, Dir. ED/PDE*]

Ms Lydia Brito, Director, SC/PCB [*rep. Mr Qunli Han, Dir. SC/EO*]

##### Ex officio members

Ms Saniye Gülser Corat, Director, ODG/GE

Ms Ranwa Safadi, BSP

##### Secretary

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

##### Guest

Mr Sanjaya Mishra, CI/KSD/ICT

##### Observers

Ms Patricia Toigo, Publications Officer, ED

Ms Anne Candau, Publications Officer, SC

Ms Mimouna Abderrahmane, Publications Officer, SHS

Ms Vesna Vujicic-Lugassy, Publications Officer, CLT

Ms Natalia Denissova, Publications Officer, CI

Ms Natalia Tolochko, Assistant Publications Officer, SC

Mr Neil Ford, Director, ERI/DPI

Mr Cvetan Cvetkovski, ODG/GE

Ms Estelle Zadra, IIEP

Mr Bhanu Neupane, CI/KSD/ICT

Mr Abel Caine, CI/KSD/ICT

Ms Krishanthi Rondon Fuentes, EO/CI

Ms Coryn Lang, ADM/DIT/ISS/LIB

##### Minutes Secretary

Ms Samantha Wauchope, ERI/DPI

**I. Item 1. Approval of the minutes of the 11 April meeting**

1. The Board approved the minutes of the 11 April meeting.

**II. Item 2. Guidelines for forewords, prefaces and introductions to publications: revised draft**

1. The Chair presented the revised guidelines document.
  - Members questioned whether the policy should include any directions concerning postfaces. It was agreed that postfaces should be discouraged and were not relevant to the present guidelines.
  - The Board approved the revised guidelines document. This will be made available to all staff online.
  - The Chair requested that Members and Publications Officers from all sectors communicate and enforce the new policy.

**III. Item 3. Review of publication proposal**

*Due to a pressing launch deadline, one publication proposal was presented to the Board (see Annex 2). It was approved for publication.*

**IV. Item 4. Open Access: policy and action**

1. Mr Sanjaya Mishra, CI/KSD/ICT distributed copies of the recent CI publication *Policy Guidelines for the Development and Promotion of Open Access* and gave a short presentation on copyright and the principles behind open access. He noted the significance of open access policies to the developing world and to UNESCO's priorities, including the right of all to freely share scientific advancement and its benefits, and the need for universal access to information and knowledge. UNESCO has a constitutional mandate to 'maintain, increase and diffuse knowledge.'
2. Mr Mishra presented the Creative Commons licences and outlined the steps that UNESCO has taken to develop its own an open access strategy. The financial implications and technology requirements were also discussed.
3. The presentation included the following 'Basic Principles' for UNESCO's implementation of open access policies:
  - All UNESCO publications and those supported by UNESCO should be freely available to the public to access online.
  - UNESCO may release publications through value added routes at a price.
  - Such pricing may take the form of a differential pricing mechanism based on per capita income of Member States.
  - No derivatives should use the UNESCO logo, to differentiate these from the original product.
  - Programme sectors should propose that an open license will be used when presenting submissions to the Publications Board.
  - Joint publications and those with specific contractual arrangements may not be released in Open Access
  - All UNESCO publications to be available through an Open Access Repository
4. The Secretary, Chief, Publications Unit, ERI/DPI noted that there is some opposition to open access licensing, primarily from commercial publishers. However countries including Brazil have moved forward already to develop open access policies especially in relation to outputs of government-funded research. The World Bank has used UNESCO's guidelines to develop its own policy.
5. The Member for CI pointed out that open access has important implications in areas including health, climate change responses, and education. An example is health care, where access to knowledge that is

- available in journals can contribute to developing stronger health policies and practices that will help prevent children from dying from curable diseases. The Director-General would be able to address the large-scale impact of open access policies in these areas.
6. The representative from ED expressed the sector's support for open access. She noted however that some publishers (and learned societies) argue that open access will lower the quality of textbooks and academic works by eliminating traditional publishers who follow rigorous peer review and editorial processes prior to print.
    - The Member for CI pointed out that many major producers of textbooks, including Harvard, Stanford and Oxford universities, are now publishing them under open access licenses.
    - He added that many innovative companies are using new business models that have emerged through the development of open access licensing, and that a number of respected research papers focus on ways that businesses can profit from these models.
  7. The Secretary clarified that there are two separate aspects to the discussion: the first is the distribution of publications online and for free, which is relatively easy; the second is the development of appropriate open access licences to enable others to use and re-use this published content.
    - The Creative Commons licenses are the most broadly used worldwide, and UNESCO and other IGOs have been in discussions with Creative Commons to develop a model that is suitable for their requirements, in particular concerning jurisdiction.
    - WIPO, the World Intellectual Property Organization, is also developing similar licenses.
  8. The Secretary explained that translations of UNESCO publications are developed in partnership with publishers in some countries, for example China, who depend on the revenue they provide. To protect their investment, such publishers will demand exclusive rights over the material. Imposing free, open source license may limit such co-publishing endeavours.
    - Ms Krishanthi Rondon Fuentes, EO/CI pointed out that translations and other derivative products do not need to be official, verified and controlled by UNESCO to be successful. For example, the sector recently developed a publication, 'Guidelines for Open Educational Resources in Higher Education' in English and French in partnership with the Commonwealth of Learning (COL), but lacked funds to develop further language versions. Because the COL was able to publish the work under an open access license, the work has since been translated into other languages.
  9. Ms Rondon Fuentes explained that open access licenses present considerable advantages. The Creative Commons licenses include built-in tracking technology from which UNESCO could develop statistics on the usage of its material. They are also easy to understand, legally strong and global, and machine-readable, which is very important for researchers.
    - The Member for CI added that the capacity to follow usage and derivative products can lead to a feedback loop, in which a work may be developed and changed so dramatically in a derivative work that the original author may decide to redevelop the material further.
  10. The UNESCO strategy, like the Creative Commons licenses, includes 6 license versions, which allows publishers to select among them according to specific needs or characteristics, including the needs of co-publishers and other partners. The simplest license would require only attribution of UNESCO as the owner of the content, however other versions add additional requirements including restricting re-use to non-commercial purposes.
  11. The Chair pointed out that UNESCO had a leadership position in the area of open access, for example in publishing the open access policy guidelines and the 'Guidelines for Open Educational Resources in Higher Education'. However we seem to be losing this lead, which is a frequent phenomenon. He asked Members to consider how UNESCO can restore its leadership.
  12. Members agreed that CI and ERI/DPI shall revise the draft policy and circulate it for discussion at the next meeting of the Publications Board in order to finalize the policy for presentation at the 190th session of the Executive Board in October.

- ERI/DPI will invite other UN agencies and colleagues to a meeting at UNESCO Headquarters in September to assert its leadership of this process.
- The Member for CI announced that UNESCO is organizing the first World Open Educational Resources (OER) Congress, to be held in Paris on 20 June 2012.

#### V. **Item 5. Electronic publishing: defining workflows**

1. The Secretary, Chief, Publications Unit, ERI/DPI, gave a short presentation on new electronic publishing channels in relation to UNESCO's publishing objectives.
  - New publishing platforms and technologies offer opportunities to disseminate UNESCO outputs through a wide range of devices and channels.
  - By creating published works in electronic formats that carry metadata and are searchable, UNESCO can increase and monitor their distribution.
  - E-publishing formats such as XML and ePub are adaptable to a multitude of platforms and readers. They offer broader accessibility for readers with visual handicaps, increased indexing and navigation possibilities, and content is more readily repurposed or re-used.
  - Open access policies and e-publishing must be implemented together.
  - Such documents can be printed through print-on-demand or conventional printing.
2. The technologies are readily available, however capacity building will be necessary to develop the skills needed to produce e-publications. This will incur investment costs but the long-term benefits will include cost-efficiencies and better results.
  - The Secretary noted that the OECD is already developing its publications through an online authoring environment.
3. The representative from ED questioned whether there is a risk involved in producing platform-specific works that may become inaccessible in the future.
  - Mr Sanjaya Mishra, CI/KSD/ICT noted that XML is the current standard. It is a technology that has been available for some time and is very flexible.
4. The representative from ED pointed out that a strong archiving system would be needed to replace UNESDOC and assure the opportunities that e-publications represent.
  - Members agreed that a coordinated approach to archiving would be imperative. The Secretary proposed a meeting with BKI, ERI and UNESDOC towards implementing e-publishing at UNESCO.
  - The Secretary added that benchmarking with the OECD and other would also be valuable.
5. Mr Abel Caine, CI/KSD/ICT suggested that CI could present a demonstration of well-designed ePubs. He added that many UNESCO publications are based on statistics or data that quickly becomes outdated, but that ePubs offer live links to current information.
  - Mr Neil Ford, Director, ERI/DPI asked whether ePubs allowed for the inclusion of dynamic graphs.
  - The Secretary explained that many different types of graphical representation are possible and more are being developed. The Global Monitoring Report team is currently working on a tool to present dynamic timelines that can be integrated into an ePub.

#### VI. **Item 6. New distribution policy measures**

1. The Secretary, Chief, Publications Unit, ERI/DPI, presented an overview of the need for a new distribution policy. At present this concerns the distribution of printed material, although the distribution of open access licensed online publications is a related concern. UNESCO's distribution policies must answer the imperatives of streamlining practices and developing cost efficiencies.

2. Statutory distribution at present represents an estimated biennial cost of \$1.8 million. Member States have indicated that they do not want to receive copies of all publications, but would prefer to select the publications they require.
  - The Working Group on Efficiencies proposes replacing statutory distribution with a supply-on-request system.
  - Open access policies, regular information channels, and improved ordering and cost-recovery systems will be required.
3. For sales publications, cost-recovery measures are needed by which the customer covers production and distribution costs, in conjunction with rationalized delivery practices.
  - A discounting system will allow developing countries and least developed countries to have more access to UNESCO outputs. The proposed model would allow a 50% price reduction for developing countries and a 75% reduction for least developed countries.
4. UNESCO's sales publications are currently distributed through a fulfilment agent and a global network of sales agents, while free publications are distributed through a global distributor. This results in separate and dislocated stocks and billing.
  - Colleagues require guidelines on creating distribution lists and policies by targeting their audiences to avoid unnecessary distribution of printed materials.
  - Distribution of free and for-sale publications must be streamlined by using a single distribution service external to UNESCO with one supplier. (A small in-house stock and distribution service will, however, still be maintained.)
  - A call for tender will be needed to contract a company, by November this year, that can provide both sales and free distribution services, as well as marketing services. Discounted prices for developing countries and least developed countries will be included in the call for tender.
5. Print-on-demand: At present print runs are often not matched to distribution lists and are often higher than required.
  - Waste can be reduced by accurately calculating first print runs and responding to new demands through a print-on-demand system.
  - Standardized formats of books and use of colour can allow for economies of scale.
  - An electronic repository of print-ready files must be developed to allow for an efficient print-on-demand service.
  - Developing print-on-demand services in regions nearer to clients, especially in Africa, can further reduce distribution costs.
6. The representative for ED asked whether cost-recovery measures could be linked to co-publishing contracts as a way of outsourcing costs, and whether UNESCO will be able to sell publications and enter into co-publishing agreements if it moves to open access licenses.
  - The Secretary confirmed that UNESCO can sell printed and ePub versions of its open access licensed content and enter into co-publishing agreements. He acknowledged the importance of maintaining links with co-publishers and networks in all regions so as not to lose access to important audiences.

**VII. Adjournment** The meeting was adjourned at 12.32 PM

*Minutes submitted by Samantha Wauchope, ERI/DPI/PBM*

*Minutes approved by the Publications Board, 4 July 2012*

## Annex 1 – Agenda

1. Approval of the minutes of the 11 April meeting
2. Guidelines on the use of forewords, prefaces and introductions: revised draft
3. Review of one publication proposal from SC
4. Open Access: policy and action
5. Electronic publishing: defining workflows
6. New distribution policy measures
7. A.O.B.

## Annex 2 –reviewed proposal

	Title	Decision	Estimated media impact
1	0512_SC05 Traditional Pathways to Resilience: Indigenous knowledge, Marginalized Peoples and Climate Change – Foundations for Assessment and Adaptation	Approved for print and Web	3.5