



## UNESCO Publications Board

### Meeting Minutes

**Meeting date:** 19 December 2012

**Meeting time:** 10:00 a.m.

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

#### Call to order

The Chair, ADG/ERI, called the meeting to order at 10:05 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 D. Atchoarena, Director ED/PDE

Mr Guy Berger, Director, CI/FEM [*rep. Mr I. Banerjee, Dir. CI/KSD*]

Ms Anne Candau, SC/EO/IKM [*rep. Mr Qunli Han, Dir. SC/EO*]

Mr Jānis Kārklīšs, ADG/CI

Ms Angela Melo, Director, SHS/HPD

Ms Jennifer Pearson, Director, MSS/CLD

Mr Axel Plathe, Head of Kathmandu Office & UNESCO Rep. to Nepal [*attending via teleconference*]

Ms Vesna Vujicic-Lugassy, Chief, CLT/WHC/M/CEP [*rep. Ms Lynn Patchett, CLT/EO*]

Ms Estelle Zadra, Chief, Communication & Publications Unit, IIEP [*rep. Mr Khalil Mahshi, Dir. IIEP*]

##### Ex officio Members

Mr Cvetan Cvetkovski, ODG/GE [*rep. Ms S. G. Corat, Dir. ODG/GE*]

Ms Vida Habash, AFR/EO

Ms Ranwa Safadi, BSP/PB

##### Secretary

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

##### Observers

Ms Mimouna Abderrahmane, SHS/EO

Ms Barbara Blanchard, CLT/WHC/M/CEP

Ms Jinchai Clarke, ERI/DPI/PUB

Ms Natalia Denissova, CI/EO/IKM

Mr Neil Ford, Director, ERI/DPI

Ms Saorla Mc Cabe, CI/FEM/IPDC

Ms Cristina Puerta, ERI/DPI/PUB

Ms Hye-Seung Shim, CLT/WHC/P/APA

Mr Rudi Swinnen, Chief of Section, MSS/CLD/D

Ms Patricia Toigo, ED/ERF/KMS

Ms Natalia Tolochko, SC/EO/IKM

Ms Sue Williams, Chief of Section, ERI/DPI/MER

Ms Reiko Yoshida, CLT/CEH/DCE

**Minutes Secretary**

Ms Isabelle Nonain-Semelin, ERI/DPI/PUB

**I. Item 1. Approval of minutes**

The Chair, ADG/ERI approved the minutes of the 28 November meeting.

**II. Item 2. Publications impact - Show and tell**

1. The Secretary (Chief, Publications Unit, ERI/DPI) reminded that it had been agreed during the last Publications Board meeting that one or two publications approved by the Board and successful in terms of impact would be presented during each meeting of the Board.
2. The representative for CLT is the first to present one such publication, namely *World Heritage: Benefits Beyond Borders* (CLT/WHC/M/CEP), co-published with Cambridge University Press.

This publication presents a powerful case for the essential contribution of heritage to sustainable development through the study of twenty-six World Heritage sites from around the world, and explores in particular the role that local communities play in management and protection.

The publication had been approved by the Board on 11 June 2012 and was launched at the closing event of the 40<sup>th</sup> anniversary of the World Heritage Convention, held on 8 November 2012 in Japan. It is therefore a bit early to account for its impact.

The representative for CLT gave an overview of the arrangements made to promote the publication so far:

- 300 copies were distributed during the closing event and were welcomed with great interest.
  - The publication has been announced on Amazon, Google Books, Inclusive Museum (i.e. the Web site of the International Institute for the Inclusive Museum).
  - The publication was of course advertised on the WHC and UNESCO Publishing Web sites.
  - It is also featured on the Web site of Cambridge University Press, although it is not clear that it is co-published with UNESCO.
  - Cambridge University Press has a conservation catalogue that was sent out and which included the publication. It was the object of an e-mail marketing campaign as well.
  - There was also a special mention of the book in the *International Herald Tribune*.
  - Emails were sent to World Heritage website members.
  - Since the launch, the Web page has received 2,000 visits and was viewed/visited 600 times through social media.
  - The Sector is now expecting comments from committees and reviews, as well as comments forwarded by Cambridge University Press.
3. The Chair congratulated the representative for CLT on this success and also for having gone through the whole process of submitting the publication to the Publications Board in May in order to have it ready for the closing event.
  4. One of the observers for ERI asked whether there were any plans to translate the publication and highlighted that a Spanish version would be very useful since the Media Relations Section receives a lot of questions regarding World Heritage.
    - The representative for CLT explained that the Publication was currently being translated into French and that a Korean translation was also planned.
  5. The Chair suggested that copies of the publication be sent to the ADGs in order to make them aware of it.

6. The Chair enquired as to what publications would be presented during the next Board meeting.

- The Secretary (Chief, Publications Unit, ERI/DPI) will probably request a presentation of *Memory of the World*, by the CI sector as such presentation had initially been planned for the December meeting. The Secretary may also ask the SC sector to present a successful publication.
- The Chair also expects presentations from the ED sector, but the Secretary (Chief, Publications Unit, ERI/DPI) underlined that the ED sector is in the process of office move, which may delay such presentations.

### III. Item 3. Review of publication proposals

Fourteen proposals were presented to the Board, seven of which had been revised and resubmitted following decisions from the meeting of the Publications Board on 28 November. One proposal (*Proposal 1212\_CLT03 Creative Economy Report 2013*) was temporarily withdrawn. The Board approved ten proposals, including the resubmissions, with three returned for reconsideration, review and resubmission.

### IV. Item 4. A.O.B.

The next meeting of the Publications Board will be held on Wednesday 23 January 2013.

### V. Item 5. Adjournment

The meeting was adjourned at 12:25 p.m.

The Chair took this opportunity to report that the changes put together by the Board have been noted by the Director-General and the Member States. He also thanked the Member for ED for his help regarding the process of stock optimization and relocation currently in progress.

**Minutes submitted by Isabelle Nonain-Semelin, ERI/DPI/PUB**

### Annex 1 – Agenda

1. Approval of the minutes of the 28 November 2012 meeting
2. Publications impact – Show and tell
3. Review of publication proposals
4. A.O.B.
5. Adjournment

### Annex 2 – Overview of proposals reviewed

	<i>Proposal No.</i>	<i>Series</i>	<i>Title</i>	<i>Decision</i>	<i>Estimated media impact</i>
1.	1212_ED03	LLECE: Publications Factores Asociados al logro cognitivo de los estudiantes de	<b>(RESUBMISSION 1112_ED02)</b> Tercer Estudio Regional Comparativo y Explicativo 2009 - 2013: Análisis Curricular	Approved	7

		América Latina y el Caribe-Segundo estudio regional comparativo y explicativo (SERCE) 2004-2007: Análisis curricular			
2.	1212_ED04	LLECE publications Aportes para la enseñanza de las ciencias naturales Aportes para la enseñanza de la matemática	<b>(RESUBMISSION 1112_ED03)</b> Análisis del clima escolar: poderoso factor que explica el aprendizaje en América Latina y el Caribe [Analysis of school climate: Powerful factor that explains learning outcomes in Latin America and the Caribbean]	Approved	7
3.	1212_ED05	LLECE: Publications Aporte para la enseñanza de matemáticas Aporte para la enseñanza de lectura Factores Asociados al logro cognitivo de los estudiantes de América Latina y el Caribe	<b>(RESUBMISSION 1112_ED04)</b> Factores asociados al aprendizaje en el SERCE: Análisis de los factores latentes y su vínculo con los resultados académicos de los niños	Approved	7
4.	1212_ED06	LLECE publications Aportes para la enseñanza de las ciencias naturales Aportes para la enseñanza de la matemática	<b>(RESUBMISSION 1112_ED05)</b> Las políticas educativas de América Latina y el Caribe [The education policies of Latin America and the Caribbean]	Approved	7
5.	1212_CLT01		<b>(RESUBMISSION 1112_CLT02)</b> Unlocking opportunities: governance of culture for development	Approved	5
6.	1212_ED07		<b>(RESUBMISSION 1112_ED08)</b> Le VIH et sida dans le milieu professionnel de l'éducation en Afrique de l'Ouest et centrale (TBC)	Approved	7
7.	1212_CLT02		<b>(RESUBMISSION 1112_CLT03)</b> Securing the Crown Jewels of the Ocean: A best practice guide for effective management (working title)	Approved	8
8.	1212_CI01	Série d'études de	Etude sur le développement des	Revise and	

		paysages médiatiques nationaux, basées sur les Indicateurs de développement des médias de l'UNESCO	médias au Gabon	resubmit	
9.	1212_ED01	UNEP/UNESCO YouthXchange series	YouthXchange Training Kit on Responsible Consumption for Africa	Approved	7
10.	1212_CLT03	Creative Economy Report (UNDP)	<b>(Submission withdrawn)</b> Creative Economy Report 2013 - Creative Economy for Sustainable Development at the Local Level (product 1)  - Creative Economies in Action (product 2)	Withdrawn	-
11.	1212_CI02		Towards a Free Press in Central Asia: 20 years after Навстречу свободной прессе Центральной Азии: 20 лет спустя	Approved	6
12.	1212_ED02	Lifelong Learning and Employment Prospects (Tentative)	Lifelong Learning and Employment Prospects: Country Case Study Australia (Tentative title)	Revise and resubmit	
13.	1212_CLT04		Safeguarding of the Cultural Heritage in Afghanistan (Provisional)	Revise and resubmit	
14.	1212_CLT05		Brochure of the UNESCO-Sharjah Prize for Arab Culture	Approved (proceedings only, online only)	