



UNESCO Publications Board

Meeting Minutes

Meeting date: 19 October 2011

Meeting time: 10.00 AM

Location: Room 5.021, UNESCO Headquarters, Paris

I. Call to order

ADG/ERI called the meeting to order at 10.02 AM and welcomed those members and observers present.

II. Attendees

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

Chair

Mr Eric Falt, Assistant Director-General, ERI

Members

Mr Qunli Han, Director, Executive Office, SC/EO

Mr Indrajit Banerjee, Director CI/INF

Ms Marina Apaydin, Deputy Director Management CLT/WHC

Mr Axel Plathe, Head of Kathmandu Office & UNESCO Rep. to Nepal (Member for Field Offices) [via teleconference]

Mr Mark Richmond, Director ED/PSD [*representing Mr David Atchoarena, Director ED/PDE*]

Mr Martin Wickenden, Chief MSS/CLD/D/PMU [*representing Ms J. Pearson, Director MSS/CLD*]

Ms Estelle Zadra, Chief, Communication and Publications Unit, IIEP [*representing Mr K. Mahshi, Director IIEP, (Member for Institutes)*]

Ex officio members

Ms Saniye Gülser Corat, Director, ODG/GE

Ms Vida Habash, AFR/CEO/CEM

Mr FW Russell-Rivoallan, BSP/ADG

Secretary

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

Observers

Mr Neil Ford, Director ERI/DPI

Ms Patricia Toigo, Publications Officer, ED

Ms Mimouna Abderrahmane, Publications Officer, SHS

Ms Vesna Vujicic-Lugassy, Publications Officer, CLT

Ms Natalia Denissova, Publications Officer, CI

Ms Anne Candau, Publications Officer, SC

Ms Natalia Tolochko, Assistant Publications Officer, SC

Mr Sanjaya Mishra, DI/KSD/ICT

Mr Choekey Gyeltshen, AO/CI

Ms Ranwa Safadi, BSP/PB

Ms Samantha Wauchope, ERI/DPI/PBM

Ms Tara Bukow, ERI/DPI/PBM

Ms Cristina Puerta, ERI/DPI/PBM

III. Item 1. Approval of the minutes of the previous meeting and opening comments

1. The Chair, ADG/ERI opened the meeting by welcoming everyone and moved to approve the minutes of the 7 September 2011 meeting. The minutes were approved.
2. The Chair noted that the Board was running smoothly and it was progressing well, and that it was working hard so that there was no backlog of proposal submissions.
3. The Chair took note of prior suggestions from members to hold a separate meeting of the Board to discuss larger Board policy issues, such as guidelines for gender and iTunes U, prefaces and forewords, proceedings, field offices as well as any additional concerns.
 - To this, the Secretary added the need for the Board to clarify its role vis-à-vis UNESCO institutes, such as IIEP and UIS, which have their own Governing Boards and have established their own internal publication control systems.
 - The Secretary added that there was a need to clarify the relationship between field offices and the sectors with regards to publications proposals, and how they should be submitted, either from the field directly, or through the sectors.
4. The Education Sector inquired as whether DPI intended to create a new online tool for entering publications, or if the sector should carry this out on their own.
 - The Secretary replied that as the utilisation of Klopotek has been frozen, discussions were ongoing with the UNESCO web teams and that a solution should be available in the coming months.
 - The Board added that the publications submissions form would be finalized as well.
5. The Member from the Culture Sector suggested making a Publications Board knowledge base, including items such as best practices, minutes, submissions forms and any other Board policies, available online as a place for members and newcomers to learn about the Board and its activities and decisions.
 - The Chair replied that this was a good idea and that it could possibly be done through unesco.int also promoting a transparency of the Board's decision and role. This would be explored.

IV. Item 2. Review of publication proposals

Twenty-five publication proposals were reviewed by the Board (see Annex 2). Of these, 19 were approved by the Board with comments to take into consideration and 6 were deferred for resubmission.

The following general points were made during the course of the discussions:

1. The Board pointed out that many proposals are being submitted much too late. The Board repeated the importance of submitting proposals as early as possible in the development of the project, to allow the Board's comments and suggestions to be fully taken into account.
2. The issue of publication covers was repeatedly raised during the meeting. The Board requested that members, and UNESCO as a whole, work together to create more appealing and attractive covers. It was agreed that poor covers and outdated designs limit the appeal and reach of UNESCO's publications.
3. Similarly, proposed publication titles were criticized as lacking originality and audience appeal. The Board agreed that this is another area where UNESCO should concentrate efforts to improve. The Board advised sectors to avoid repetitive titles or titles that target a limited, specialized audience.
4. There was also a call to think more broadly when planning publications. The Board pointed out that many themes discussed during the meeting, such as open access, water, early childhood care and education, and mobile technologies would be extremely interesting to a broader public – and that opportunities to

- give UNESCO better visibility were being missed. The Board requested that more effort be put into getting publications and UNESCO themes picked up by international media and newspapers such as the International Herald Tribune.
5. The Chair underlined the importance of providing full and complete budget breakdowns, adding that frequently costs for illustrations/photographs, for communications and for distribution were not foreseen in the budget or were not adequately accounted for.
 6. The Member for BSP suggested creating a Board policy that a minimum of copies could be printed for proceedings.
 - The Member for CLT suggested creating a policy for minimum and maximum numbers of print runs to guide sectors when completing the submissions forms, particularly with regards to the question of printing proceedings.
 - The Board agreed to discuss these questions at the upcoming Publications Board policy meeting.
 7. The Member for Field Offices remarked that it might be useful if the submission form required, in addition to print run numbers, more specific information as to whom and how the publication would be distributed, including distribution at events.
 8. The Member for GE expressed concern at the limited attention given to gender review of proposals. The Member reiterated her concern that gender focal points were not always experts in gender mainstreaming and proposed that their comments should systematically be submitted to GE for review.
 - The Member requested that it be made a requirement for comments from the gender focal point to be verified by GE before a proposal is submitted to the Board.
 - The Board agreed to revise the submission form to reflect this procedure.
 9. The Observer for ED asked for clarification as to when, or at what stage, a publication proposal should be submitted for gender review and for review by the Publications Board.
 - The Member for GE replied that this would be clarified in the upcoming gender mainstreaming guidelines, but that gender mainstreaming is vital from the developmental stages of a project. She added that mainstreaming gender is more than ensuring the use of gender-neutral language in the finalized text, which represents only a minimum level of compliance with UNESCO's mandate in this area.
 - The Chair suggested this question be discussed during the Board policy meeting.
 10. The Chair noted that ED was presenting many more publications this month than other sectors, and asked whether this reflected a greater production in general than other sectors.
 - The Secretary replied that this was partly due to a backlog of publication submissions in the sector. As SHS and BSP did not submit any proposals this month and CI and CLT submitted only three proposals each, allowing ED to increase its quota provided an opportunity for the sector to address this problem.
 - The Secretary added that ED produces more publications than other sectors. This output is due to several factors including the budget of the sector, which is higher than that of other sectors.
 11. The Board asked for clarification concerning the high number of submissions for the ED sector from the Bangkok office this month [*note: four ED submissions this month were from Bangkok, of which two were finally reviewed by the Board*]). The Board asked whether this implies that some field offices are more productive than others, and why.

- The sector replied that different regions had programmes at different stages, which could influence timing for publications. It would be difficult to compare all field offices, however for the ED sector; Santiago and Bangkok are two large offices with strong publishing policies.
 - The Member for CI added that there were many factors that separated field offices in terms of output, including financial and human resources.
 - The Member for BSP pointed out that the output of field offices is not always easy to assess, adding that improvement is needed in the SISTER database to better link workplans with information on current activities and outputs.
 - The Member for Field Offices agreed and added that there may also be issues that the Board is not aware of; noting in particular that the creation of the Board has added an extra administrative burden to Field Office staff and that some might be producing publications without bringing them to the attention of the Board.
12. The Member for AFR asked if publications should be required to be reviewed by the AFR department as well, as this is another major priority of the UNESCO Director-General.
- The Chair recommended that this question also be considered at the upcoming Publications Board policy meeting.
13. Noting that next month the Board would likely be approving its 100th publication submission, the Chair asked DPI to draw up statistics to analyse Board activities and to ensure transparency. This would be made available on the UNESCO.int.
- DPI agreed to develop such indicators and to finalize the submission form following the Publications Board Policy meeting, and to make both available on UNESCO.int.
14. Board Members acknowledged the importance of the ground-breaking work of UNESCO in the area of promoting open access. This is also a key topic with regards to other international organizations, which are currently changing their electronic access and copyright policies to increase content access through their websites. The Board stated that UNESCO must continue to be a leader in this domain.
15. The need for strong evaluation, pilot-testing and impact measurement were raised by the Member for BSP and the Member for Field Offices during discussions concerning the production of training materials.
- The Secretary agreed and stated that the methods in place for measuring the impact of UNESCO publications were inadequate and that sectors were setting the bar low from the outset. There is a need for sectors to improve efficiency by scrutinizing budgets and evaluating the impact of their publications.
16. The Secretary added that there was a decline in multilingualism with the example given of the UIS Global Education Digest which was not being produced in Chinese or Russian this year.
- The Board stated that there should be a push to change these practices.
17. The Member for BSP suggested adding the Secretary's suggestion on using instructional designers when developing training manuals and other pedagogical material added to the submission form.
18. The Chair also introduced Mr Neil Ford, the newly appointed Director of DPI for the Sector of External Relations and Public Information who participated in the meeting.

V. Item 4. A.O.B.

VI. Adjournment The meeting was adjourned at 12.57 pm.

Minutes submitted by Tara Bukow, ERI/DPI/PBM

Minutes approved by the Publications Board, 30 November 2011

Annex 1 – Agenda

1. Approval of the minutes of previous meeting
2. Review of publication proposals
3. A.O.B.
4. Dates for the next meetings

Annex 2 – review of publication proposals

Proposals reviewed during the meeting:

1	1011_CLT01	Borobudur: the Road to Recovery - Rehabilitation Work and Sustainable Tourism Development	Approved
2–5	1011_ED01	Emerging Trends in Adult Literacy Vol. I Regional perspectives on literacy policies, strategies and financing	To resubmit
	1011_ED02	Vol. II – Emerging Trends in Adult Literacy - Regional perspectives on literacy programme delivery	To resubmit
	1011_ED03	Vol. III – Emerging Trends in Adult Literacy - Sustaining literacy in Africa: developing a literate environment	To resubmit
	1011_ED04	Vol. IV – Emerging Trends in Adult literacy - Regional Perspectives on Literacy Assessment and Monitoring	To resubmit
6	1011_SC01	Sustainable Management of Marginal Drylands (SUMAMAD): Proceedings of the 8th International Project Workshop, Alexandria (Egypt), 6- 9 November 2010	Approved
7–8	1011_CI01	Assessing Media Development in Croatia: A study based on UNESCO's Media Development Indicators	Approved
	1011_CI02	Assessing Media Development in Mozambique,	Approved
9	1011_CLT02	Training Manual for the UNESCO Foundation Course on the Protection and Management of Underwater Cultural Heritage in Asia and the Pacific	Approved
10	1011_SC02	IGCP: 40 years in the service of society	Approved
11	1011_CLT03	Managing Cultural World Heritage (World Heritage Resource Manual Series) - WHC	Approved
12–13	1011_SC03	WWAP Scenarios 1: Global drivers of change	To resubmit
	1011_SC04	WWAP Scenarios 2: Stylized scenarios	To resubmit
14	1011_CI03	Policy Guidelines for Development and Promotion of Open Access	Approved
15–17	1011_ED05	Presentation of the series “ESD Good practices” ESD Good practices in early childhood	Approved
	1011_ED06	ESD Good practices in addressing climate change	Approved
	1011_ED07	ESD Good practices in addressing biodiversity	Approved
18	1011_ED08	Guidelines for Creating a National ESD Research Agenda and Plan	Approved
19	1011_ED09	An international handbook on early childhood care and education: building the wealth of nations	Approved
20	1011_ED10	Practical guidelines for supporting EDUCAIDS implementation	Approved
21–22	1011_ED11	Working paper series on mobile learning: Regional policy reviews on mobile learning	Approved
	1011_ED12	Regional reviews of mobile technologies for teacher support and development	Approved
23	1011_ED13	ESD Multi-Perspective Learning-Teaching Tool on Water	Approved
24–25	1011_ED14	Parenting education guidebook	Approved
	1011_ED15	Facilitators' handbook for parenting education	Approved