



UNESCO Publications Board

Meeting Minutes

Meeting date: 3 August 2011

Meeting time: 10.30 AM

Location: Room 5.021, UNESCO Headquarters, Paris

I. Call to order

ADG/ERI called the meeting to order at 10.35 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 Alberto Tejada-Guibert, Director a.i. SC/HYD

Ms Angela Melo, Director SHS/HPD

Ms Marina Apaydin, Deputy Director Management CLT/WHC

Mr Jānis Kārklīņš, Assistant Director-General, CI [*representing Mr Indrajit Banerjee, Dir. CI/INF*]

Mr Mark Richmond, Director ED/PSD [*representing Mr D. Atchoarena, Dir. ED/PDE*]

Ms Veronica Battikha, Acting Director, CLD; Chief ADM/CLD/T [*representing Ms J. Pearson, Dir ADM/CLD*]

Mr Brian Smith, IIEP [*representing Mr Khalil Mahshi, Director, IIEP (Member for Institutes)*]

Ex officio members

Mr FW Russell-Rivoallan, BSP/ADG

Mr Cvetan Cvetkovski, ODG/GE [*representing Ms Saniye Gülser Corat, Director, ODG/GE*]

Secretary

Ms Samantha Wauchope, ERI/DPI [*representing Mr Ian Denison, Chief, Publications Unit, ERI/DPI*]

Observers

Ms Mimouna Abderrahmane, Publications Officer, SHS

Ms Anne Candau, Publications Officer, SC

Ms Natalia Denissova, Publications Officer, CI

Ms Vesna Vujicic-Lugassy, Publications Officer, CLT

Mr Jean De Lannoy, DL Service [*Guest speaker, Item 2*]

Mr Anthony Polak, SMI Distribution Services [*Guest speaker, Item 2*]

Mr Rudi Swinnen, Chief ADM/CLD/D

Mr Vincenzo Fazzino, Chief of Section, ERI/DPI/PBM

Ms Natalia Tolochko, SC/AO

Ms Nasli Aouka, ED/EO/KMS

Ms Léna Salamé, SC/HYD/WSD

Ms Cristina Puerta, Editorial Specialist, ERI/DPI/PBM

III. Problems with teleconference connection

1. Due to technical problems, Mr Axel Plathe, Head of Kathmandu Office & UNESCO Rep. to Nepal (Member for Field Offices) was unable to attend the meeting via teleconference. Mr Plathe submitted his comments on agenda items and related issues by email during the meeting.

IV. Item 1. Approval of the minutes of the previous meeting

2. The Chair, ADG/ERI moved to approve the minutes of the 6 July 2011 meeting. The minutes were approved.

V. Item 2. Presentations on book distribution

3. Mr Jean De Lannoy gave a short presentation of DL Services and the company's provision of sales and fulfilment services for UNESCO for-sale publications.
 - Mr De Lannoy noted that UNESCO book sales have dropped at least 10% each year since 2005, which he attributed to a parallel reduction in the number of for-sale titles released. Other IGOs have not reduced production to a similar extent in this period.
 - The best-selling publication over the past 5 years has been "Study Abroad", followed by "Tell Me about the Oceans", with the annual World Heritage Desk Diaries taking up the 3rd, 4th, 5th, 6th and 7th places. Mr De Lannoy agreed that at least half of UNESCO's for-sale publications have no commercial market and sell fewer than two copies.
4. Mr Anthony Polak gave a short presentation of SMI's warehousing, fulfilment and distribution services for UNESCO.
 - Mr Polak highlighted the large stocks of UNESCO material held in storage facilities, especially the Trappe warehouse, for many years. SMI has been involved in reducing these stocks, with the Trappe stock expected to reach minimal levels by the end of 2011.
 - Some of this material has been moved to the UK warehouse of SMI, although older, outdated material is recycled by the divisions concerned. Mr Polak noted that all UN agencies have active policies regarding recycling. SMI now holds 15,000 kg of UNESCO material, comprising approximately 500 different titles.
 - Many publications are printed in high quantities with no distribution strategy in place by the division concerned after the initial launch. Mr Polak stressed the importance of preparing detailed communication and distribution plans and calculating print runs accordingly.
 - Mr Polak noted that sizeable distribution efficiencies can be achieved by preparing ahead for events and encouraging grouped shipments.
5. The representative from CI, ADG/CI, asked both distributors whether information on expected distribution costs could be made available in the form of a generalized table. Mr Polak responded that, beyond the statutory lists, distribution requirements and costs varied too greatly for such a generalization to be useful.
6. The representative from CI, ADG/CI and the Member for CLT questioned whether lower printing costs offered outside France would make it more efficient to print, stock and distribute from countries outside Europe such as China.
 - Mr Polak pointed out that distribution costs were in most cases higher than printing costs, and that shipping from China or South American countries, for example, can be extremely expensive. He suggested that in some cases split printing can be an effective solution, whereby copies needed for particular events or distribution in one region can be printed in that region.

VI. Item 2. Review of publication proposals

Twenty publication proposals were reviewed by the Board (see Annex 2). Of these, 17 submissions were approved, 2 submissions were deferred pending preparation of full and detailed budgets, and 1 submission was referred to the attention of the ADG/SC and the DG for their endorsement.

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

1. The Board stressed the importance of communications and promotional activities and noted a general need for improvement in this area.
2. The representative for CI questioned whether the Board might establish a two-stage process, by which a project that is otherwise sound could be approved on the condition that the Board reviews its budget at a later date. This would allow the project to receive fast-track approval of the budget during the second deliberation, rather than having to repeat the full submission process.
 - The Chair pointed out that the process was still new and suggested that the current review process be maintained, at least in the short term, to reinforce the importance of preparing complete proposals for submission.
3. The representative from BSP questioned how the sectors could respond if the Board were to demand they increase the scope of a publishing project markedly, and how they could achieve such objectives from a budgetary perspective.
4. The Member for Field Offices suggested establishing a distinct approach to the introduction of a new publication series, which should be separate from the submission of a proposal for an individual title in a series. [*Comment sent during the meeting via email*]
5. The Member for Field Offices praised SHS for presenting a proposal from the Rabat Office, noting that many other FUs are not yet fully aware of the work of the Board. [*Comment sent during the meeting via email*]
6. The Board stressed the general need to improve the quality of photographs used in UNESCO publications and to invest more money in photo acquisition.
7. It was proposed that the submission form be revised to include the input of funding partners in the budgetary breakdown.
8. The importance of ensuring that all UNESCO activities and outputs are closely aligned to the Organization's priorities was reiterated by the Board, who noted that this point must be very carefully monitored by sectors, especially in relation to partnerships and co-funding.
9. The Board noted the importance of a strong web strategy in which all publications are systematically made available on the Internet as soon as possible after their launch.
10. The imperative of establishing a 3-tiered pricing policy for all UNESCO publications was reiterated.
11. The Member for Field Offices noted that Question 36 on the submission form ("How many review copies will be distrusted") is certainly important, but suggested that it would be useful to also ask to whom these review copies will be sent. [*Comment sent during the meeting via email*]

VII. Item 3. A.O.B. *To be carried over to the next meeting*

VIII. Adjournment The meeting was adjourned at 2.05 pm

*Minutes submitted by Samantha Wauchope, Publications Plan Coordinator, ERI/DPI/PBM
Minutes approved by the Publications Board, 7 September 2011*

Annex 1 – Agenda

1. Approval of the minutes of previous meeting
2. Presentations on book distribution – Jean De Lannoy (JDL Services: fulfilment agent for sales publications); Anthony Polak (SMI: fulfilment/distribution of free-of-charge publications)
3. Review of publication proposals
4. A.O.B.
 - a. Gender guidelines
 - b. Dates for the next meetings

Annex 2 – Review of publication proposals

Proposals reviewed during the meeting:

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| 1 | 0811_SHS01 | The right to enjoy the benefits of scientific progress and its applications |
| 2 | 0811_CLT01 | Echoing Voices: Cultural Diversity: The Path to Sustainable Development |
| 3 | 0811_CIO1 | Policy Guidelines for Development and Promotion of Open Access |
| 4 | 0811_ED01 | Rankings and Accountability in Higher Education: Uses and Misuses |
| 5 | 0811_SC01 | From Space to Place: “An Image Atlas of World Heritage Sites on the ‘In Danger’ List” |
| 6 | 0811_SHS02 | The UNESCO Youth forum from 2009 to 2011 |
| 7 | 0811_CLT02 | The State of Conservation of World Heritage Forests |
| 8 | 0811_CIO2 | Global investigative Journalism Casebook |
| 9 | 0811_ED02 | Guidelines for Educators to Counter Intolerance and Discrimination against Muslims |
| 10 | 0811_SC02 | Shared Borders, Shared Waters: Israeli, Palestinian & Lower Colorado River Basin Water Challenges [<i>resubmission</i>] |
| 11 | 0811_SHS03 | Social Science and Policy Challenges: democracy, values and capacities |
| 12 | 0811_CLT03 | Les animaux du fleuve |
| 13 | 0811_ED03 | ESD teacher sourcebook |
| 14 | 0811_SC03 | Adapting to climate change: Why we need broader and ‘out-of-the-box’ approaches |
| 15 | 0811_SHS04 | Éducation à la démocratie des jeunes tunisiens |
| 16 | 0811_CLT04 | Community Development through World Heritage, World Heritage Papers Series, Nr 31. |
| 17 | 0811_ED04 | Plan of Action, World Programme for Human Rights Education, 2nd Phase (2010-2014) |
| 18 | 0811_SC04 | World Water Development Report 4: Managing Water Under Uncertainty and Risk |
| 19 | 0811_SHS05 | Free Movement of persons in the EU and ECOWAS |
| 20 | 0811_CLT05 | Managing Natural World Heritage |