



UNESCO Publications Board

Meeting Minutes

Meeting date: 7 September 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 David Atchoarena, Director ED/PDE

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

Ms Angela Melo, Director SHS/HPD

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

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

Mr Rudi Swinnen, Chief of Section, ADM/CLD/D [*representing Ms J. Pearson, Dir ADM/CLD*]

Ex officio members

Ms Saniye Gülser Corat, Director, ODG/GE

Mr FW Russell-Rivoallan, BSP/ADG

Secretary

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

Observers

Ms Patricia Toigo, Publications Officer, ED

Ms Mimouna Abderrahmane, Publications Officer, SHS

Ms Vesna Vujicic-Lugassy, Publications Officer, CLT

Mr Douglas Nakashima, Chief of Section, SC/PSD/SII

Ms Estelle Zadra, Chief, Communication and Publications Unit, IIEP

Ms Ulrika Peppler-Barry, Chief, ED/EO/KMS

Ms Natalia Tolochko, SC/AO

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 3rd August 2011 meeting. The minutes were approved.
2. The Chair noted that this was the fourth meeting of the Publications Board and congratulated all on the success of the meetings, in terms of the active involvement of all Members and the transparency and efficiency of the discussions.
3. He added that 35 submissions have now been reviewed by the Board, with another 20 submissions on the agenda for review during the present meeting. Most of the proposals submitted have been approved, with only one declined and three submissions referred for revision or review.
4. The Chair pointed out that through these discussions, clearer criteria for UNESCO publications were beginning to be recognized and applied. He observed that some areas of contention had also arisen in the course of and around these meetings, and acknowledged that this is to be expected of such a roundtable process.
5. The Chair concluded his comments by recalling that the Board was established with the objective of improving the quality, visibility and impact of UNESCO publications and reducing the quantity produced. To achieve this all Members of the Board must work together to change how UNESCO develops its publications.

IV. Item 2. Presentation of Draft Gender Guidelines

6. The Member for GE gave a short presentation on the current development of guidelines for mainstreaming gender into UNESCO publications. The guidelines are in the final stages and a second draft version will be circulated shortly for comments and discussion ahead of the October meeting of the Publications Board.

Item 3. Review of publication proposals

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

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

7. A request was made to circulate proposals on the agenda for review a number of days ahead of the meeting of the Publications Board. The Secretary acknowledged the utility of this and agreed to consider scheduling the final submission deadline earlier than has been the case. He noted that many submissions arrive well after the final deadline, however, and that circulating the proposals earlier would depend on all colleagues respecting submission deadlines.
8. The Board pointed out that many of the proposals on the agenda for review during the present meeting are for online publication only, which could be seen as a positive development and an example for future publications.
9. The question of whether proceedings were appropriate content for printed publications engendered a lively debate. It was argued that because such publications are often voluminous and have a limited and often dispersed target audience, they can be more effectively distributed via online channels, including as downloadable PDFs, via the development of Web pages, and through social media and other channels including iTunes U and YouTube.
 - The Members for BSP and Field Offices highlighted concerns in relying on Internet distribution only, citing the limited connectivity of many Member States and warning the Board about losing the impact of messages to UNESCO constituents. It was also mentioned that perhaps short documents would not need to be summarized in this way.

- The Education sector explained that it has already established a policy of making proceedings available online only, with executive summaries in multiple languages being developed as printed documents for wide distribution. The Board agreed on the potential utility of such a strategy. It was further suggested that such overviews be adapted more as policy briefs than summaries to be useful to partners and stakeholders.
10. The Member for GE expressed concern at the limited attention given to gender review. Noting that gender equality is a UNESCO priority, she suggested that gender focal point comments and reviews of publication proposals be submitted to the Division for Gender Equality for endorsement as a prerequisite for approval by the Board.
 11. The Board underlined the importance of submitting accurate and complete cost breakdowns for publications proposals, noting in particular the frequent omission of responses to certain key questions in the cost estimate section of the proposal submission form, notably in the areas of distribution and evaluation.
 12. It was suggested that guidelines be developed for the production of online publications, in view of the increased number of works being published this way. Such guidelines would also explain the importance of addressing legal questions including copyright, adaptation and co-publishing issues for online publications.
 13. The Board reiterated the need to avoid 'vanity publishing' in the form of an overabundance of forewords, prefaces and introductions written by several different people representing UNESCO. Where possible, the DG should be writing such pieces and any additional input should be justified.
 14. The Board repeated calls made in previous Board meetings to limit the number of publication launches planned to take place during the General Conference. Board Members were reminded of the ODG request for fewer side events to be organized during the General Conference. The Chair added that any events and launches currently being planned should be brought to the attention of the ODG.
 15. A suggestion was made to consider carefully the timing of launches so as to capitalize on potential media interest. An example was made in the case of publications related to education, for which the beginning of the school year – often August/September (Northern hemisphere) or February/March (Southern hemisphere) – is a period of potentially greater media coverage.
 16. It was clarified that individual titles within a series must each be approved by the Board.
 17. The Member for CLT pointed out that the question on sales potential on the submission form is ambiguous, as a publication might well have sales potential even though the sector has no intention of publishing it as a for-sale product. The Secretary agreed to revise the wording on the submissions form.

V. Item 4. A.O.B.

18. The Member for CI questioned the status of the proposed guidelines for the use of the UNESCO platform on iTunes U. The Secretary explained that development of these guidelines is underway and that input is required from certain colleagues to prepare the final draft for circulation.
19. The Member for Field Offices requested further information on the proposed session for representatives of Field Offices ahead of the General Conference to provide guidance on UNESCO's publishing procedures and policies. The Chair replied that an agenda was being developed and that specific agenda items would include the submission of proposals to the Board, UNESCO's online publishing policies, gender guidelines and print on demand, in order of priority.

VI. **Adjournment** The meeting was adjourned at 1.10 pm.

*Minutes submitted by Tara Bukow and Samantha Wauchope, ERI/DPI/PBM
Minutes approved by the Board, 19 October 2011*

Annex 1 – Agenda

1. Approval of the minutes of previous meeting
2. Presentation of draft gender guidelines
3. Review of publication proposals
4. A.O.B.
 - a. Dates for the next meetings

Annex 2 – review of publication proposals

Proposals reviewed during the meeting:

1	0911_INS01	Global Education Digest 2011: Comparing Education Statistics Across the World	Approved
2	0911_ED01	Capacity Development for Education for All: Translating Theory into Practice	Approved
3	0911_SC01	LHC (Large Hadron Collider)	Approved
4	0911_BSP01	Building Green Societies: UNESCO's Commitment for Sustainable Development	Approved
5	0911_CLT01	Human Origin Sites and the WHC Africa	Approved
6	0911_SHS01	The Teaching of Philosophy in Europe and North America	Approved
7	0911_ED02	Women and the Teaching Profession: Exploring the “Feminisation” Debate in Selected Commonwealth Countries	Approved
8	0911_SC02	Biodiversity Learning Kit	To resubmit
9	0911_BSP02	Challenges of the Green Economy and Green Societies: Attitudes, Policies, Governance	Approved
10	0911_CLT02	Protection of Worship Places and Associated Objects	Approved
11	0911_SHS02	Philosophy and the Modern World	Approved
12	0911_ED03	Cost and Cost-effectiveness Analysis of School-Based Sexuality Education Programmes – Full Report	Approved
13	0911_SC03	Proceedings of the Year of Biodiversity	Approved
14	0911_BSP03	Building Peace: Reconciliation through the Power of Education, the Sciences, Culture and Communication	Approved
15	0911_CLT03	International Meeting on Protection, Presentation and Valorization of Underwater Cultural Heritage. Chongqing, China 23 – 27 November 2010	Approved
16	0911_ED04	Working Paper Series on Education Policy	Approved
17	0911_SC04	Tokelau fishing technique	Approved
18	0911_BSP04	UNESCO's Complementary Additional Programme - Resource Mobilisation Objectives for 2012-2013	Approved
19	0911_ED05	The State of Education in Latin America and the Caribbean 2010: Guaranteeing quality Education for All	Approved
20	0911_SC05	Innovation for Development	To resubmit