



## UNESCO Publications Board

### Meeting Minutes

**Meeting date:** 25 September 2013

**Meeting time:** 3:00 p.m.

**Location:** Room 4.064, UNESCO Headquarters, Paris

#### Call to order

The Secretary, called the meeting to order at 3:10 p.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 David Atchoarena, Director/ED/THE

Mr Indrajit Banerjee, Director, CI/KSD

Ms Bianca Jimenez-Gonzalez, Director, SC/HYD [*rep. Mr Qunli Han, Director, SC/EO*]

Ms Jennifer Pearson, Director, MSS/CLD

Ms Mechtild Rossler, Deputy Director, CLT/WHC

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

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

Ms Anna Maria Majlöf, Programme specialist, SHS/SIY/SIN [*rep. Ms Angela Melo, Director, SHS/HPD*]

##### Ex officio Members

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

Mr Ibrahim Abdoulaye, EO/AFR [*rep. Ms Vida Habash, AFR/EO*]

Ms Ranwa Safadi, BSP/PB

##### Secretary

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

##### Observers

Ms Anne Candau, Publications Officer, SC

Mr Xiaolin Chen, ERI/NCS/NAC

Ms Jinchai Clarke, ERI/DPI/PBM

Ms Natalia Denisova, Publications Officer, CI

Ms Catherine Domain, Assistant Publications Officer, ED

Mr Neil Ford, Director, ERI/DPI

Mr Alton Grizzle, CI/FEM/MAS

Ms Cristina Puerta, ERI/DPI/PBM

Ms Sasha Rubel, CI/EO

Ms Lydia Ruprecht, Chief a.i. ED/ERF/KMS

Mr Genc Seiti, Director, ERI/NCS

Ms Natalia Tolochko, Assistant Publications Officer, SC

Ms Vesna Vujicic-Lugassy, Publications Officer, CLT

Ms Sue Williams, ERI/DPI/MER  
Ms Sonia Zerroualy, ERI/NCS/NAC

**Minutes Secretary**

Ms Isabelle Nonain-Semelin, ERI/DPI/PBM

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

The Board approved the minutes of the 28 August meeting.

**II. Item 2. Policy Discussion: Strategizing publications for impact**

The Secretary reminded members that this policy paper had been presented to the Publications Board during the 3 July meeting. The objective is for the Board to spend less time on very general or “low impact” publications, so that communication efforts can be focused on the first two categories.

Since July and following discussions which have taken place within the working group that has been set up, there has been a slight redefinition of the categories, bringing mostly changes to the fourth category of publications now labelled as “local studies, working papers and proceedings”. The revised paper presented at this Board meeting was the outcome of these discussions. To summarize things, the Board would review and discuss publications within the first three categories, and the publications within the fourth category would still come to the Board, but voted on “as a block”.

The Secretary said that the purpose of the policy discussion during this meeting was not to vote on the paper. It was rather for obtaining feedback from the Members of the Board on the last part of the paper that had been modified, i.e. on “operational guidelines for the new categories”.

The Secretary then invited the Members to make their comments:

- The representative for SC had a question regarding the format for the publications in category 4. The paper presented indicates that it should be “simple, unsophisticated product in one colour without photos”, but what about the case where a donor contributing to the publication would like it to be in full-colour or two-colour?

The Member for CLT said that in similar cases, the donor may wish to have photographs included. Therefore, she recommended a flexible approach with regard to the presentation of the publications in the category.

The Secretary stressed that the paper only makes recommendations. Normally, these papers would not have sophisticated presentations. He also underlined that with proceedings being posted online only, the inclusion of photographs would not affect the costs of the publication.

- The Member for MSS/CLD noted that the paper does not include any definition of what constitutes a publication and it is sometimes not easy to make the distinction between publications and documents. In her understanding, a publication always carries an ISBN.

The Secretary explained that publications were being re-defined (with regard to the 2008 definition), and that not all of them should carry ISBNs. The generic concept should be changed. The Secretary further explained that publications within the fourth category do not necessarily need ISBNs; nevertheless, they should not be considered as documents. What will need to be done is to separate this fourth category from the current documents category.

- The Member for ED stressed that the process of having this working group had been very productive and that it will facilitate the work of the Publications Board in analysing the publications (it will provide

criteria for reviewing publications), as well as the work of colleagues in the field on how to conceive and prepare publications.

- Regarding the second category, the Ex Officio Member for BSP said that the denomination “impact publications” should perhaps be revised.

The Secretary said that a better name was to be found and explained that what was really meant was “high impact publications”.

- The representative for SC suggested that the term “lowest” be removed for the third item of the “Operational guidelines for new categories”.

The Secretary agreed.

- The Member for Institutes wanted to know whether other recommendations would follow, in particular with regard to multilingualism.

The Secretary stated that the aim was to develop a publishing matrix, looking at publications categories, at aspects of quality control, at dissemination, as well as technical requirements. Other questions may come up during the process. The idea is that we will be able to review publications through this matrix. The first two steps towards this end have already been completed, but more discussions with CLD are to take place. Moreover, the paper makes no mention of Open Access, because all publications will be in Open Access.

- The Member for Field Offices joined and asked who will decide on the classification of the proposed publications.

The Secretary said that the classification would have to be discussed between the sectors and DPI. Apart from ED which already has a Publications Committee, there is no suggestion that each sector will have to establish a sub-committee to discuss with DPI. But each Sector will have to discuss each publication and have a small committee or sub-committee discussion with DPI to decide on categories.

In this sense, DPI will be representing the Board in making sure that each publication is in the right category. However, as stated in item 5 of the “operational guidelines”, the Board can change the category of publications where appropriate.

- The representative for SC asked for clarification regarding the Urban Water series, which is co-published with a partner.

The Secretary explained that there would be specific conditions applying to partnerships. In the context of Open Access, embargo periods of twelve months will be put in place. During this embargo period, the partners will be able to sell the publications. After this period, the publications will be made available online for free. Discussions with partners will be needed and letters are currently prepared to inform them of UNESCO’s Open Access policy.

- The Member for MSS/CLD asked about the difference between flagship and impact publications. She also said that the need for multilingualism for these two categories should be emphasized.

The Secretary said that flagship publications are made for the broad, general public, whereas impact publications would target a less broad and more targeted audience. The matrix foresees that flagship publications should be in the six official languages, whereas impact publications should be in two languages, i.e. English or French and another language).

- The representative for ODG/GE asked whether this paper would be included in the publications guidelines and, if so, where within the guidelines.

The Secretary said that he would suggest that it replace the part on definitions of publications, but it will also have an impact on other parts of the publications guidelines. The Secretary highlighted that Administrative Manual foresees a screening mechanism which gives each sector a chance to make comments (Administrative Manual [AM], Governance of the AM, section 0.1, § 4.2: “a multi-disciplinary working group (WG) representing each Corporate Service and Programme Sector facilitates the prioritization, organization and elaboration of new and updated items and agrees on the detailed processes applicable to the AM”).

- The Member for CLT stated that after the word ADG, “Secretaries and/or Heads of conventions” should be added to items 2, because it is statutory.
- The Ex Officio Member for BSP suggested that the first three or four publications submitted to the Board during this meeting be classified, as a categorization test/exercise.

The Secretary agreed.

### III. Item 3. Presentation by CI

The responsible project officer from CI presented “*Women in African History: an e-learning tool*”, a new type of publication which had been approved during the 3 July meeting of the Board, and which is part of the “UNESCO’s General History of Africa” initiative.

The responsible project officer from CI gave a Powerpoint presentation to contextualize the project and present the draft homepage of the multimedia platform and modules. Handouts of its outline were distributed to the Members and the observers present.

The presentation summarized the identified needs for the product, the objectives of this project, the beneficiaries and explained the different phases of the project.

The product will include e-learning modules, pedagogical modules, comic-strips, MP3-, ODF- and e-publications format files.

In terms of partnership, the Sector highlighted the fact that Jay-Z’s record label contributed to the project (for the English versions of MP3 downloadable files, for example).

The Sector insisted on the fact that the whole project would be openly licensed. All drawings used will be originals.

The platform can be consulted on mobile-phones, tablets, computers.

There will be a “soft launch” by the Director-General during the General Conference, on 13 November 2013, with representatives from African governments and from the European Union, as well as several artists. There will also be some regional launches.

The platform will first be in English and French.

The Sector is seeking to improve visibility through cooperation with international artists (like Jay-Z), through partnerships with ministries of education, social media etc.

There will be a second phase for this project for which the Sector is seeking to mobilize additional resources.

This platform will be an interactive tool to which people will be invited to contribute. It will be constantly updated.

**IV. Item 4. Review of publications proposals**

*Fifteen proposals were presented to the Board. The Board approved nine proposals, including the resubmission, with three proposals returned for reconsideration, review and resubmission and three proposals not approved.*

**V. Item 5. A.O.B.**

The next meeting of the Publications Board will be held on 30 October.

**VI. Adjournment**

The meeting was adjourned at 17.45 pm.

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

**Annex 1 – Agenda**

1. Approval of the minutes of the 28 August 2013 Publications Board meeting
2. Policy discussion
3. Presentation by CI
4. Review of publication proposals
5. A.O.B.
6. Adjournment

**Annex 2 – Overview of proposals reviewed**

The proposals are listed below in the order in which they were actually reviewed.

	<i>Proposal No.</i>	<i>Series</i>	<i>Title</i>	<i>Decision</i>	<i>Estimated media impact</i>
1.	0913_CI01		<b>(Resubmission)</b> Media and Information Literacy Policy and Strategy Guidelines	Approved	5
2.	0913_SHS01	Coleção filosofia e tradição	<b>(Withdrawn in June)</b> Estudos clássicos I: as origens do pensamento ocidental	Not approved	-
3.	0913_SHS02	Coleção filosofia e tradição	<b>(Withdrawn in June)</b> Estudos clássicos II: história, literatura e arqueologia	Not approved	-
4.	0913_ED01		Understanding mobile readers and mobile reading	Approved	6
5.	0913_CLT01		Culture for all? Gender equality: a global assessment	Approved	7

6.	0913_SC01	The United Nations World Water Development Report 2014 Side Publications	The Water, Energy and Food Security Nexus: Practical Applications of an Integrated Approach	Revise and resubmit	-
7.	0913_ED02		Adolescents HIV Prevention and Treatment Toolkit	Revise and resubmit	-
8.	0913_CI02		Vers un droit d'accès à l'information publique – Les avancées récentes des normes et des pratiques	Approved	6
9.	0913_SHS03		Underground sociability: identity, culture, and resistance in Rio de Janeiro's favelas	Not approved	-
10.	0913_CLT02		Culture: Key to Sustainable Development	Approved	7
11.	0913_ED03		Household Literacy Survey 2011 in Eastern Highlands Province and Autonomous Region of Bougainville, Papua New Guinea	Approved	8 (locally)
12.	0913_SC02	The United Nations World Water Development Report 2014 Side Publications	Water and Health: Examining the Driving Forces, Geographic Hotspots and Solution Options for the Major Water-Related Diseases	Revise and resubmit	-
13.	0913_ERI01		Annual Report on National Commissions for UNESCO 2013	Approved	2
14.	0913_ED04		UNESCO Guide for Mainstreaming Gender in Teacher Education Institutions	Approved	5
15.	0913_BSP01		Final Report of the Consultation of Women's Empowerment for a Culture of Peace and Non-Violence in the Pacific (Nadi, Fiji, 13-15 June 2013)	Approved	-