

Strategizing publications for impact

This proposal implies changing point 13.5.2 of the Administrative Manual on the **Definitions** of publications. The second paragraph would be changed to read:

“UNESCO publications consist of substantive material published for external audiences. They concern a variety of media, including print, electronic and multimedia, and include both free and for-sale publications.

A UNESCO publication which is considered to be a category 1, 2 or 3 publication (as defined in Annex 1 of the Publications Guidelines and approved by the Publications Board), whatever its form, carries a UNESCO ISBN or (in the case of periodicals) ISSN. Major UNESCO documents published in volume form may be considered as UNESCO publications, with the Organization as corporate author. UNESCO publications are issued by UNESCO alone or jointly by UNESCO and an outside publisher. UNESCO is legally responsible for the content, or shares responsibility in the case of a co-publication.”

Date of application: On approval of the Publications Board and after the Administrative Manual review process. Target date 1 January 2014.

Publications will be classified under **four broad content categories** according to purpose, audience and significance with respect to UNESCO’s work programme and strategic communication objectives. Content development, production, communication and dissemination processes should be largely determined by these categories, all of which may comprise different publication types.

Operational guidelines for new categories:

1. ALL publications should be submitted to and approved by the Publications Board.
2. Publications in categories 1-3 will be evaluated individually by the Board.
3. Publications in category 4 would be presented to the Board as a list of publications for approval without being individually evaluated by the Board.
4. The categorization of publications to be submitted to the Board should be discussed by the sectors with DPI/PBM before presentation to the Board to determine category and quality control procedures. This will require regular consultations before each Board meeting.
5. The Board can approve the category 4 list *en bloc* or can decide to change the category of publications in the list where appropriate.
6. UNESCO ISBNs should be awarded to publications in categories 1-3 after quality standards have been met. Category 4 publications do not need ISBNs but can be awarded exceptionally, in which case the publication will be evaluated by the Board.

Description of Publication Categories (to be added to Annex 1 of the Publications Guidelines)

1. Flagship Publications:

Definition: These publications are reports with global reach and major historical works that present UNESCO's official position or the official position of an intergovernmental group lead by UNESCO, or information resulting from its global perspective. Flagship publications are corporate products that are often scheduled for periodic release and serve as major advocacy tools for the Organization. As such they are designed to have a broad appeal to public interest at large.

They are attributed to and cited in the name of the Organization, and forewords are signed by the Director-General. Flagship publications are conceived and presented as the most important among related products in a given programme or thematic area. To ensure authoritativeness and maximum impact, the number of such publications should be very limited. Flagship publications will be subject to periodic corporate evaluations to ascertain their continuing relevance and impact. ISBNs should be awarded to this category.

Examples: GMR, World Water Development Report, Science Report, World Social Science Report, History of Humanity, Towards knowledge societies.

Criteria	Description
Audiences	Global. Product development and promotion should target a broad audience, including governments, policy-makers, donors and the media.
Format	Highly full-colour production with graphics and photos. Should be attractive enough for general public consumption.
Multilingualism:	Objective is six official UN languages
Peer Review	Editorial Board, Scientific Committee or External + Internal Reviews
Gender Review	Sector and ODG/GE
Lead time for Publications Board	9 months before launch date
Quality Control	ISBN request
Open Access	CC SA-BY
Co-publishing potential	High with UN or other institutions or leading international publishing houses
Distribution	For-sale and free distribution
Catalogue level	UNESCO Publishing for distributors and book fairs
Launch and promotion planning	Full communication plan (to be discussed with DPI 6 months before launch)
Press	Press release in six languages
Web and social media	UNESCO Home Page, Facebook, G+ and twitter campaigns (six languages)
Monitoring and Evaluation	ERI Monthly reports and follow-up by DPI and Publications Board. Special evaluation including by IOS.

2. Key Publications:

Definition: These are high-profile products that: i) treat major policy issues of strategic importance – usually of global or regional scope; or ii) present official information resulting from UNESCO's global strategy and cross-cutting knowledge platforms. Forewords are signed by the Director-General or an ADG, Secretaries and/or Heads of conventions. They are expected to reach a broad public either globally or regionally. ISBNs should be awarded to this category.

Examples: Education on the Move series, World Heritage Paper Series, Urban Water Management Series, Benefits Beyond Borders, Pressing for Freedom, Freedom from Poverty

Criteria	Description
Audiences	Global or regional. Product development and promotion should target diverse audiences, including policy-makers, academics, students and the more specialized media.
Format	Attractive layout and cover design with professional produced graphics (and photos, where appropriate). Full- or two-colour production
Multilingualism:	Objective is English and/or French and one other UN language
Peer Review	External and Internal
Gender Review	Sector and ODG/GE
Lead time for Publications Board	6 months before launch date
Quality Control	ISBN request
Open Access	CC SA-BY
Co-publishing potential	Medium-High with UN or other institutions or leading or specialized international publishing houses
Distribution	For-sale and free distribution
Catalogue level	UNESCO Publishing for distributors and book fairs
Launch and promotion planning	Launch plan (to be discussed with DPI 3 months before launch)
Press	Press release or media advisory in English and French
Web and social media	UNESCO Home Page, Facebook, G+ and twitter campaigns (two languages)
Monitoring and Evaluation	ERI Monthly reports and follow-up by DPI and Publications Board

3. Policy and technical publications

Definition: These publications treat technical or policy issues of strategic importance but with limited impact for the general public or media. They may be attributed to and cited in the name of individual authors, editors or groups. Forewords are signed by the Director-General or an ADG, Secretaries and/or Heads of conventions.

Examples: The Future of Mobile Learning Series, Policy Guidelines for Development and Promotion of Open Access, The Dynamics of Global Water Futures: Driving Forces 2011-2050, World Heritage Resource Manuals, UNESCO report on Principle of respect for human vulnerability and personal integrity.

Criteria	Description
Audiences	Product development and promotion do not necessarily target broad audiences but focus on audiences including specialized decision-makers, researchers, libraries, information aggregators and very specialized on-line media.
Format	Professionally lay-out and cover design. Photos and graphics not necessary but encouraged.
Multilingualism:	English and/or French
Peer Review	External and Internal
Gender Review	Sector and ODG/GE
Lead time for Publications Board	4 months before launch date
Quality Control	Publications Guidelines and ISBN request
Open Access	CC SA-BY
Co-publishing potential	Medium with UN or other institutions or specialized publishing houses
Distribution	For-sale and/or free distribution
Catalogue level	UNESCO Publishing and/or Sector, Institute or FO catalogue
Launch and promotion planning	Sector, Institute or FO launch and promotion
Press	N/A
Web and social media	Sector, Institute or FO Home Page
Monitoring and Evaluation	ERI Monthly reports

4. Local studies, working papers and proceedings

Definition: These publications contribute to the body of specialized knowledge on specific topics, and may be of country-specific, regional or global scope but with limited impact outside specifically targeted audiences. ISBNs are not necessary for this category but can be requested through the Publications Board, in which case the Board will evaluate. National or regional reports produced by Field Offices or Institutes may be better served by a foreword from a Director or Head of Office or Institute (for Conventions it would be appropriate for the Secretary of the Convention to sign the foreword).

Examples: EDUCAIDS Practical Guidelines, SUMAMAD conference proceedings, Social Inclusion of Internal Migrants in India, Round Table on Culture and Sustainable Development in SIDS and the Post 2015 Agenda, ICT for higher education: Case studies from Asia and the Pacific

Criteria	Description
Audiences	Primary audiences are usually highly specialized and vary according to the topic and content type. They include practitioners and specialized experts; scientific, technical and academic communities; related professionals; specialized government officials and non-governmental organizations (NGOs).
Format	Simple, unsophisticated product recommended
Multilingualism:	English or French or local language
Peer Review	Internal
Gender Review	Sector and ODG/GE
Lead time for Publications Board	3 months before launch date
Quality Control	Publication Guidelines overseen by sectors
Open Access	CC SA-BY
Co-publishing potential	Low except with very specialized partners or networks
Distribution*	Free distribution *(on-line only distribution for proceedings)
Catalogue level	Sector, Institute or FO catalogue
Launch and promotion planning	Sector, Institute or FO launch and promotion
Press	N/A
Web and social media	Sector, Institute or FO Home Page
Monitoring and Evaluation	ERI Monthly reports