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UNESCO-IHP DRAFT PUBLICATION STRATEGY

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Introduction

In June 2008, the Director-General issued a Blue Note (DG/Note/08/22) containing UNESCO's new Publication and Distribution Policy. The development of the new policy was built upon the recommendations made by the External Auditor's report on UNESCO's publication activities in 2007, as well as conclusions of an IOS 2005 report, the ongoing review by the Committee on Communication and Public Information (CCIP), and the work by the Working Group on Publications Policy and Guidelines. The key features of the new publications policy relevant to the delivery of the IHP programmes are listed in the following paragraphs.

- (i) UNESCO's new policy defines publications in terms of the nature of the content, the audience, and the quality control as below:
 - All substantive material published for an external audience, whether in print or electronic form, free or for sale, is considered as a publication, carries an ISBN or ISSN and is subject to standardized quality control procedures.
- (ii) Other categories of content are considered as:
 - Documents (material produced mainly for the purpose of the Organization's governance);
 - Communication materials (material for raising visibility, e.g., flyers, brochures, information kits, posters);
 - Content destined for inclusion on the web portal; and
 - Databases and software.
- (iii) Author contracts are required for all types of publications even if no payments to authors are involved. To facilitate publication in as many languages and forms as possible, and to minimize exposure of the Organization to rights-related litigation, publishing projects must respect the following principles:
 - Standard author contracts established for all authors;
 - Comprehensive written permission obtained for any non-UNESCO copyright material; and
 - BPI's clearance obtained for any negotiations with co-publishers.
- (iv) Very detailed process for issuing centralized ISBN and ISSN numbers for all types of publications. Attribution of ISBNs/ISSNs is subject to respect of the procedures given in the guidelines, which cover all stages of the publication cycle:
 - Planning and project definition;
 - Content preparation;
 - Production;
 - Cataloguing and archiving;
 - Promotion and visibility;
 - Distribution and stock management; and
 - Evaluating impact.
- (v) The Director-General's Blue Note 08/44 ([DG/Note/08/44](#)) allows autonomy to intergovernmental programmes with detailed publications plans such as the IHP in the application of the policy and to issue ISBN and ISSN.

(vi) A centralized database listing all publications.

In particular the new guidelines requires that any publication policy needed to provide clear answers to three key questions:

- *Why* publish? (purpose)
- *What* to publish? (content)
- *Whom* to publish for? (target audience)

The guidelines go on to state that the answers to these three questions provide the basis for determining *How* to publish (format, timing, partners and process) as well as underlining the importance of distribution, audience monitoring and impact evaluation.

This report takes these questions as its starting point for an evaluation of the current state of publishing in IHP, and examines the particular challenges facing IHP's publishing programme. It further offers a series of guidelines and recommendations for the future. Annexes at the end comprise documents prepared to assist IHP programme specialists in the preparation of publications.

Why publish

The main aim of IHP publications is to disseminate work developed by or with the support of IHP, IHE, WWAP, UNESCO Category II centres, IHP National Committees, and other UNESCO related programmes (e.g. UNESCO Chairs and Fellows).

The reasons for publishing have not changed, but the administrative situation has. Until recently, the production of print documents via UNESCO/CLD was subsidized under a quota system. As of 2006, this quota system ended and CLD began charging for the production of documentation. IHP has produced material extensively under this quota system. It now faces a decision: either to continue publishing material in the same manner as before and somehow fund the substantial rise in costs, or to re-evaluate and streamline its publishing programme and methods of distribution. It is imperative, therefore, to examine the merits of the various publication and dissemination options open to IHP at the present time.

This analysis, although necessitated by administrative changes, is in many respects welcome, as it refocuses attention on the importance of impact. IHP publishes to communicate and disseminate its work to its audiences. This study examines strategies for best achieving this and maximising the resources of IHP's extensive network. It also looks at 'publishing' within the wider framework of communication and examines what it means for IHP to establish an effective 'corporate identity'.

What to publish

The merits of free and sales publications

At the present time, IHP produces a wide variety of material, some of which can be classified as 'grey material' and is freely distributed, and some of which passes through a substantial peer review and editorial process and is sold via publishing partners (IHP cannot itself sell publications).

Prior to 2006:

- a) documentation for free distribution was produced via CLD under the quota system
- b) higher-quality sales publications were produced in cooperation with a co-publisher (CUP, UNESCO Publishing etc), from whom IHP purchased copies for free distribution.¹

Example of free documentation (a) include the following series:

- *Technical Documents in Hydrology (TDH)*. Available in print form and as PDF downloads from UNESDOC.
- *Groundwater Series*. Available in print form and on CD-Rom.
- *PCCP*. Available in print form.

Examples of sales publications (b) include the following series:

- *International Hydrology Series* (hardcover). Co-published with Cambridge University Press.
- *Studies and Reports in Hydrology* (softcover). Co-published with UNESCO Publishing.
- *Urban Water* (softcover and hardcover). To be co-published by Balkema/Taylor and Francis and UNESCO Publishing.
- *History of Water and Civilisation*. No publisher or format selected as yet.

Free documentation. This covers a wide area including proceedings, case studies and reports. The unit cost of these publications is lower, particularly if published on CD-Rom or online only. However, the majority of this material is not peer reviewed and, as such, is only infrequently cited. As such, it is difficult to gauge its impact, particularly if distributed in print form (downloads can be monitored, resources permitting).

Sales publications. The unit cost of these publications is higher and represents a more significant investment. However, sales figures and citation indexes give a much clearer indication of impact. Furthermore, distribution of sales copies via the co-publisher(s)' networks (in addition to IHP's free distribution) enables broader dissemination of IHP material.

Media

In addition to the question of publications type, there is the question of media. The media options open for publication in order of cost (cheapest first) are:

- PDF Download
- CD-Rom
- Print Document
- Softcover and Hardcover sales publications

Each option has its advantages and disadvantages, some of which are relative to different regions of the world.

¹ The IHP Water Family also incorporates sales publications produced by related programmes and institutes, such as the *UN World Water Development Report*, the *UNESCO-IHE Lecture Note and Book Series*, the *UNESCO-IHE PhD Theses and Conference papers and proceedings*.

The *PDF download* option removes entirely the cost of printing and dispatch and, as such, has clear cost advantages for IHP. It also enables users to quickly search the text for relevant information. All IHP documentation since 1995 is available for download via UNESDOC. The disadvantages lie foremost with user-end technology. Certain regions of the world, notably parts of Africa, do not as yet possess the infrastructure to enable easy download of files. Secondly, many users prefer to print their own copies to read. This can be problematic when the publication is lengthy or utilises colour.

The *CD-Rom* option has many advantages. The cost of production is lower than that of print publications, particularly bearing in mind that one CD-Rom can often incorporate several different publications. The smaller size and weight also means shipping is cheaper than for printed matter. CD-Roms are also easier to transport to conferences and meetings. The format is flexible and can include simple PDF files or more complex interactive software. CD-Roms can also be easily sold with print publications. Most countries have the capability to use CD-Roms. Material published on CD-Rom is not often cited, however, making the format more suitable for documentation than peer-reviewed publications.²

The *Print Document* option is, in many ways, the most accessible for the end-user and does not require a computer or any external support to read. However, the costs of printing and shipping are both significantly higher than for CD-Roms. In almost all cases, these costs have been covered by IHP, although in a recent case IHP has charged users for the shipping costs of print versions (more on this later). Print on demand arrangement with publishers may be an effective way of quality printing of IHP publications. This is where the publisher has an electronic copy of the document and prints on demand any number of copies for a given price. This avoids the need for estimating big print runs and stock management.

The *Softcover and Hardcover sales publications* option represents a more rigorous review process and, as such, these publications are cited more frequently. The unit cost, however, is higher than all other options. In the case of co-publication agreements with UNESCO Publishing, UNESCO Sectors pay half of all production costs of the sales publications in return for an agreed number of copies for free distribution. In the case of co-publications with commercial publishers, IHP normally agrees to purchase copies at a low rate (significantly below the cover price), with the co-publisher covering the production costs. (Please see the section on *Co-publishing* for more information on this option.)

Dissemination

Dissemination of publications can take several different forms, often used in conjunction with one another:

- Distribution of free material by mail, handled either by Headquarters (sometimes in cooperation with Regional Offices) or via a professional distribution partner (see section on Distribution for more on this last option).
- Distribution at meetings, conferences etc.
- Sales via the UNESCO bookshop and website and regional UNESCO sales agents,
- Sales via co-publishers' websites or third-party outlets (bookshops, online retailers etc.)
- Download of material from the Water Portal website.

Guidelines

² DVDs have a much greater capacity than CD-Roms, but are more expensive to produce. The number of computers in developing countries able to easily access DVDs is also smaller, making the format unsuitable for mass distribution. This situation is subject to change and should be periodically reviewed considering the significant capacity of the format.

The key is maximising impact-based distribution while minimising cost. Regarding format and delivery, there is no one global solution. Instead, publications should be evaluated on a case-by-case basis with the following guidelines in mind:

- Where possible documents should be published as PDFs online *only*.
- CD-Roms should be preferred over print documents whenever possible.
- Print documentation should be produced and dispatched on a *need* basis only.
- Users should be given a choice in formats, but users from regions with online access should pay shipping charges to receive CD-Rom or print versions.
- Publications should be carefully evaluated (with BPI) to gauge their viability as sales items.
- Any sales co-publishing framework arrangement should be carefully evaluated (with BPI) to ensure IHP receives a good return in terms of numbers of copies and that its partner is committed to selling and marketing the publications. In line with the co-publishing framework individual title contracts can be managed by IHP.

A new option: an IHP Journal³

In many countries, peer-reviewed journals are the preferred source of scientific information. Research in citation patterns shows that the material most often referred to in the scientific literature of developed countries are papers from peer-reviewed academic journals (43%), followed by books (27%), and book chapters (16%). In contrast, conference proceedings (3%), articles from peer-reviewed e-journals and other online sources (2%) and reports (2%) are the least cited. In addition, developing countries rely largely on grey literature for information, but this reliance is sometimes interpreted as compromising credibility.

Publications in peer-reviewed journals are also increasingly relevant for the career progression of academics and researchers. Previously, material published in the *IHP Technical Documents in Hydrology* series and other IHP-related reports has also been revised and submitted by the authors to peer-reviewed journals. This provides authors with greater visibility, but UNESCO-IHP or the original report is rarely mentioned.

Thus, an UNESCO-IHP peer-reviewed journal on hydrology and water-resources may have the following benefits:

- Increase the visibility of UNESCO within the chosen target audience.
- Alleviate the workload of IHP staff by providing a simplified publication structure, which would include edition, peer-review, and production.
- Reduce the overall cost of IHP's publications, as the journal costs would be covered by the journal publisher.
- Provide a stringent peer-review process that can increase the quality of publications.
- Offer feedback on the work under development to programme specialists through blind review.
- Provide some demonstrable outcomes via citation reports, immediacy indexes, articles half-life, impact factors, and downloads (with geographic and institutional distributions).
- Offer a place to showcase existing and future activities.
- The journal can be used to promote large UNESCO reports and the Water Portal.
- Make IHP publications more attractive to authors whose careers and funding depend on publications in peer-reviewed journals (e.g. as in the US and several European countries).
- Programme specialists will be credited for their work through the inclusions of all programme specialists on the editorial board.

³ Acknowledgement is made to Miguel Doria for his work on this section.

The following limitations should be borne in mind:

- The market for water journals is very competitive, with more than 60 journals already available. It will be difficult to promote a new journal in this area and to ensure its listing by ISI.
- The journal will only be able to include a very limited number of articles, all with a small number of pages.
- Articles can take a long time (more than 1 year) to reach publication, due to the peer-review process, the periodicity of the journal, and the limited number of articles in each issue.

Given the crowded water management journals market at current time it may be best for IHP to consider making specific alliances with existing peer reviewed journals for special issues around IHP VII themes. Program specialists and IHP national committees need to consider publication of program results in special issues of (preferably ISI listed) journals to help recognition of IHP products and wider dissemination at an early stage of events planning.

A note regarding ISBNs and ISSNs

An ISBN (International Standard Book Number) is a unique number identifying a publication by publisher and book number. A jointly published work, for instance, may have the ISBN of each of the publishers.

An ISSN (International Standard Serial Number) is a number that identifies a series of publications. It also identifies the publisher along with the number of the series and may appear on a publication together with an ISBN if that publication is part of a series. Periodical publications (magazines, newsletters etc.) bear only an ISSN.

Until recently, ISBNs and ISSNs were only permitted for sales publications at UNESCO. A recent ruling from UNESCO/BPI changed this. Now any publications that have undergone a peer review process are entitled to feature ISBNs and ISSNs. These numbers are essential for IHP publications for several reasons:

- They enable easy cataloguing and finding of material
- They are perceived by many as an indicator of a quality publication
- Publications without ISBNs or ISSNs are only infrequently cited
- Authors receive greater visibility by publishing in publications with assigned ISBNs/ISSNs.

The issuing procedure by BPI for the ISBN and ISSN numbers is OK for peer reviewed publications such as books. However for ISBN or ISSN numbers can issued by the IHP on the basis of publication plan well produced in advance of the actual publications given the time bound nature of these events. The publication will be sent shortly afterwards the event to BPI for monitoring purposes. (Note: This is in line with Director General's Blue Note 08/44 which allows intergovernmental programs with well documented publication and quality assurance procedures to issue ISBN and ISSN.).

Whom to publish for

Projects should not be launched without specification of their purpose, and in particular of their target audience. (BPI Guidelines)

Water is increasingly a key issue for debate. IHP's audience ranges from professional hydrologists, to interested members of the public to key decision-makers. In this situation, the temptation to over-print and over-distribute publications is strong. This leads to unnecessary expense and wasted resources. To maximize the impact of IHP's material and resources it is important to target audiences as specifically as possible. We need to know what publications and formats the different sections of our audience are requesting. It is also important to know who we are not reaching and why.

Audience monitoring and impact evaluation

To start, we need to evaluate the impact of IHP's existing publications. This is often difficult to gauge as data regarding distribution is lacking. Specifically, we need more data on the following points:

- Who is receiving or downloading our material?
- What did they think of it?
- How are they using it?
- What else might they be interested in receiving?

Adequate information on audience response and expectations is essential for rolling assessment of publication strategy and procedures, as well as of specific publications. Statistical analyses, paper and online questionnaires, user tests and interviews, press surveys etc. are among the ways to define and follow up audience needs.

Collecting, analysing and integrating statistics on downloads, sales, distribution and user feedback enables more effective targeting of audiences. This in turn helps keep costs low by tailoring print runs of documents, CD-Roms or sales publications. Web based tools can be used to monitor categories of clients, origin of interest etc.

For PDF downloads statistics can be compiled from the Water Portal website. Given the resources, these can be analysed to produce audience profiles (location, frequency of visit, other downloads requested). Establishing profiles for individual users is time-consuming (and debatable in value), but establishing the audience profile of institutions is feasible and would provide valuable data.

For sales publications, IHP needs to receive regular sales figures from its co-publishing partners, detailing as much buyer information as possible (location, format chosen, other titles purchased etc.)

For free print documentation, IHP is reliant on user requests, which in turn depend on the extent of the user's knowledge of IHP and its programmes. To effectively manage the data generated by user requests IHP has to take a look at how it manages its distribution lists.

There is a need for using a suite of web and non-web based matrices (including consultation with IHP national committees) to monitor products and their impact. This activity needs to be undertaken on a biennium basis.

Distribution

At present, IHP has separate print distribution lists for its different programmes and different lists for electronic mailings. Our audience is divided into narrow streams along thematic programme lines. While this is pragmatic to a certain extent, avoiding costly (and possible unwelcome) blanket coverage, the same institution or name can be sent material by different programmes simultaneously, unaware of identical actions by colleagues. Furthermore, programme material is often sent out without any supplementary information on IHP's other programmes and publications. In many cases, documents do not even contain information on other titles in the same series. Our audience receives the material they have requested but often remains ignorant of other IHP programmes and material that may well be of equal or greater interest. In general, the following actions should be considered:

Compatible platform for IHP mailing lists. This would enable IHP to exploit the potential of its existing separate databases (and of its sister institutions, such as IHE⁴) and effectively manage and harmonize its data. The new database should also be cross-referenced with e-mailing lists for IHP's newsletters. This would represent a valuable resource, enabling cost-savings through the combining of mailings and eradicating unnecessary duplication. As well as improving efficiency, it would also provide valuable information: IHP would have a clear overview of its different audiences, what they were interested in, when, how and in what quantity. It would enable IHP not only to understand its audiences, but also to anticipate their future requirements, something vital for its development. The database would require management, maintenance and analysis to avoid duplication of work and outdated information. It should also be accessible to all IHP colleagues, who should be encouraged to participate in the analysis process.

Distribution of material should be streamlined. (For details on this see section on Distribution.)

All mailings should be accompanied by supplementary information on relevant IHP material. This should be carefully selected, but in general, all publications should be supplied with information on other IHP (or related organizations) material on the same theme, and a comprehensive, but brief brochure detailing the other programmes and initiatives of the Water Family network.

All program specialists should consider submitting selected category-2 documents to appropriate journals for book reviews for wider dissemination of IHP products.

⁴ At this point in time, IHE's mailing lists include about 13,000 alumni. The majority of these are professional hydrologists from different regions, working in the field. At present, any overlap between IHE and IHP's mailings is unplanned. It is likely that many of these professionals would find IHP material of relevance and interest to their specific fields. IHE and IHP could discuss appropriate and non-aggressive ways to contact this group and utilise any feedback they provide.

How to publish: the publishing process

Planning

To ensure smooth running and avoid budgetary problems, the production elements for a given publication should be identified and funds allotted early on in the planning stage. Among the points that need to be identified are the following:

- What is the intended audience for the publication?
- What is the best format or series for the material?
- Should the publication be for sale? (BPI can advise on this point)
- Is there a specific meeting or conference for which the material will be required? (deadline)
- Is supplementary material going to be needed (accompanying CD-Rom, web-pages, promotional material) and has it been budgeted for?
- Who is going to coordinate production?
- Will authors and editors be paid and, if so, has a fee been agreed?
- How many copies of the publication (if print or CD-Rom) will be needed?

It is vitally important to leave sufficient time to produce publications. Whereas documents can be checked, edited and printed in a relatively short timeframe, books or monographs commonly take a year or more. There is no set production time; this can vary enormously depending on variable such as the content, number of authors, length and quality of the specific publication. It is important that clear production timeline be established as early as possible so that all individuals concerned are fully aware of the different stages and their responsibilities. The Programme specialist involved can establish this in consultation with the Division focal point for publications and BPI. It is important to make clear statements in the publication plan that in case of unreasonable delays from a given author, the lead editor will exercise its right to proceed without that contribution.

Production coordination. It is essential for any publishing operation to possess up-to-date information on what is planned, what is being produced and what is available. A common production database could cover all these aspects. Data relating to the planning and production stages of publications could be accessible to all UNESCO-IHP staff. BPI has already developed an example of such a database using Access to provide this information to its entire staff. IHP could look at the possibility of implementing such a database.

Authors

The IHP-Author relationship. The relationship between IHP and its authors needs to be clearly established from the outset in either author's contracts or copyright assignment. Questions regarding payment, publication dates, author rights, contracts and delivery of material etc should be clarified as early as possible with all authors. If a publication has an editor handling author contact it is important to ensure that all authors receive all relevant information and return all necessary documentation. Managing expectations is key to handling the relationship with authors, particularly in cases where authors are not receiving significant payment for their work. Editors and authors should be informed of any changes to the production process that affect them as soon as possible as their contribution does not end with the submission of the contracted material. Authors will be expected to make time to answer editorial queries and in certain cases check thoroughly first proofs for errors, all of which requires time setting aside.

Author Guidelines have been formulated to assist IHP authors and editors in the submission of manuscripts for publication (see Annex). This document includes the following elements:

- 1) *Author Guidelines*. This provides information on the formatting and submission of the manuscript.
- 2) *Manuscript Checklist*. This is for use by the author(s) and editor(s) to ensure their manuscript is ready for submission.
- 3) *Author Questionnaire*. This is to assist with the marketing of the publication and should be completed and returned all authors.
- 4) *Permissions Form*. UNESCO-IHP must respect the copyright of others, so authors must obtain permission from the copyright holder to use large sections of text, photographs, maps graphics etc. It is the author's responsibility to ensure that all necessary permissions have been obtained.
- 5) *Copyright Transfer Form*: this must be completed and signed by all authors.

These documents should be issued with the author's contract or copyright assignment. All authors and editors must always sign an author contract or copyright assignment, which should be issued and signed prior to the commencement of work. All copyright and legal aspects regarding the manuscripts (right of texts, illustrations, graphs, maps, quotes, tables, etc.) must be cleared before publication, in order to avoid problems later.

Quality and peer review

The key principle is that poor-quality material should not be published in any form. The possibility that a manuscript might be rejected due to insufficient quality should be built into the production cycle. Ideally, the production timeline should make it possible to request a fundamental rewrite from the author or to commission alternative material. When this is not possible, the author should not be paid in full, freeing funds for rewriting by a third party (if feasible). In the last resort, cancellation or postponement of a publication should always be considered preferable to publication of substandard material.

Although the majority of grey material is not peer reviewed, it is essential that IHP's major technical publications be submitted for *peer review*. The peer review process should be undertaken prior to editing. It is important to allow adequate time for this stage as peer reviews can cause delays. Although the author/editor should be asked to submit a list of at least three names for peer review, IHP should reserve the right to choose a reviewer of their own choice.

Editing

The job of the editor at IHP will vary depending on the nature of the publication itself. In the case of *documents or grey literature*, the job of the editor comprises:

- Ensuring the text is publishable in terms of language and content, rewriting where necessary.
- Contacting the author to resolve any queries.
- Copy-editing for grammar and style
- Fact-checking
- Formatting the bibliography, references, notes
- Preparing any illustrations (tables, maps and figures)
- Checking all sources are present
- Formatting the text according to the chosen layout
- Completing the prelim pages (disclaimers, copyright notices, table of contents etc.)
- Finalising the file for camera-ready production by CLD or outside printer.

In this instance, the material should be proofed by the programme specialist prior to printing. The editor though is effectively the last person to rework the text.

In the case of *major peer-reviewed publications*, the job of the editor comprises:

- Ensuring the text is publishable in terms of language and content, rewriting where necessary.
- Contacting the author to resolve any queries.
- Fact-checking

In this instance, the edited manuscript will then be passed to the publisher for copy-editing, typesetting and proofreading prior to publication.

Although the role of the editor in the case of documents is clearly more substantial and the remuneration should reflect this, publications and the editorial rate should be evaluated on a case-by-case basis.

It is important that the editor does not find himself or herself completing work that should have been undertaken by the author. The Programme Specialist should evaluate each manuscript in consultation with the Division Publication specialist to ensure that the author has adhered to the Author Guidelines (see Annex). If the author has not, then the manuscript should be returned. Likewise, in the case of peer-reviewed publications due to be copy-edited, the editor should not undertake excessive work that falls under the domain of the copy-editor, such as substantive grammatical editing or application of the publisher's house style.

Co-publishing

Co-publishing or joint publishing occurs when UNESCO-IHP enters into a partnership to produce, distribute or sell a publication. It is important to gauge the seriousness of any co-publishing partner, in terms of what they bring to the arrangement. The whole point of co-publishing for IHP is an effective partnership, which brings IHP increased visibility and greater dissemination possibilities as well as producing quality publications at an affordable price, both for IHP and its audience.

While many publishers are ideal partners for IHP in terms of their commitment to publishing and promoting books in IHP's fields of speciality, some publishers, particularly in the scientific academic field, propose deals that are fundamentally exploitative. Signs of a bad co-publishing deal include:

- Print runs that amount only to the number of books IHP needs (this means that the publisher is not interested in selling the book elsewhere, which means a higher unit cost per book for IHP)
- An expectation that IHP will contribute or cover production costs *and* purchase copies (IHP should receive free copies in return for covering at maximum half of production costs)
- Copyright being assigned to the publisher (UNESCO should *always* retain the copyright)
- Lack of promotion
- High unit costs on buy back options

These signs indicate the difference between a sincere partnership and vanity publishing. BPI summarized the position in their Guidelines as follows: 'Promotion, marketing and distribution are crucial components of co-publication agreements. Publishers should be contractually required to promote UNESCO co-publications in an appropriate way. Those that fail to do so should not be regarded as viable partners for future co-publications.' In general, BPI should be consulted in all

matters relating to joint publishing so to avoid exploitative co-publishing arrangements and to ensure the best possible deal for IHP in terms of number of copies for IHP's investment. Consultation with BPI ensures that:

- The proposed joint publication has passed through the normal procedures for control of content and quality;
- The number of copies to be provided by the publisher are sufficient (but not excessive), whether this is under a 'buy back' or any other arrangement;
- Arrangements for selling through the publisher's own network and through UNESCO-IHP's online bookshop are clearly specified;
- co-publishing framework agreements are checked and ratified by UNESCO's legal specialists in associations with BPI.

Effective Distribution

The best publication is a failure if no one reads it. Distribution should therefore not be simply a matter of disposing of a print-run; it should be designed so as to fulfill the purpose of the publication.

Electronic publishing

Over recent years the Water Portal has assumed increasing importance within IHP's publishing programme. In terms of dissemination, the web is ideal: it's fast, easy, cheap and saves on expensive storage, printing, handling and distribution costs. All IHP Documentation since 1995 is available for download from UNESDOC via links on the Water Portal. The web must now form the centre of IHP's publication strategy. But publishing *only* via the web is not a viable strategy for several reasons.

- *Access.* For the time being, less developed countries have limited access and capability to download PDF files.
- *File size.* Studies show that users prefer to have print copies of large publications, rather than download and print these from the web.
- *Ease of use.* For many situations, print material is more convenient as it requires no external support.
- *Citations.* At this point in time, print publications and journals are still more frequently cited than online documentation.

In other words, the web is a central part of IHP's strategy, but not *the* strategy. This means that IHP still requires traditional means of publishing and distribution. The question becomes how to streamline these to minimize cost and maximize impact. There is a need for entering grey literature in "text delivery service" for example similar to the one used by ICID to help ready access to grey literature.

Print runs

Establishing the exact print run of any publication can be difficult, but gauging this is important to avoid expenditure on both on producing and storing excess copies, not to mention the space and resources this takes up.

When establishing print runs the following factors should be taken into account:

- Free distribution outside and within UNESCO-IHP based on the requirements of the publication;
- Free distribution to partners, collaborators and other interested parties;
- Review copies;
- Reserve held at IHP Secretariat; and
- Reserve held in external warehouse.

Rather than overestimate print runs, programme specialists should be encouraged to order reprints when a sufficient demand has been demonstrated for more copies. Alternatively program specialists should consider print on demand deals with the external publishers.

Storage

Storage costs money and time. It is not just a problem of space; it is also a question of maintaining an inventory: knowing where copies are located, and in what numbers. In general, unused and unwanted publications should be reduced in number, unless there is justification for retaining a larger number of copies to meet expected demand.

When disposing of outdated publications, it is important to consider sending copies to UN Depository Libraries. These libraries were established to make the UN's documents and publications available throughout the world; there are at present over 400 of these libraries in 146 countries, and one of the conditions is that the libraries have to make the UN material available free of charge.

Shipping

With regard to documentation, the cheapest option for both IHP and the end-user is PDF download from the Water Portal, followed by CD-Rom, then print. The basic principle is one of choice taking into account means. IHP cannot continue to subsidise shipping of CD-Rom and print material to developed countries when PDF downloads of the same material are readily available. It should, however, subsidise CD-Rom and print orders from developing countries with limited download capacity. The recommended steps are as follows:

1. New documentation should be announced in advance in the IHP e-newsletter and on the Water Portal. A contact email should be given to users wanting CD-Rom or print copies. A deadline should be given for ordering these.
2. The documentation is published online in PDF format.
3. Requests for CD-Rom and print copies are collated and print runs are made based on order figures plus any additional copies required by IHP.
4. CD-Rom and print copies are shipped. Users in developed countries pay for shipping costs, users from developing countries do not.

At this point in time UNESCO is unable to accept user payments for shipping without great administrative difficulty. One potential solution, which has already proven viable, is the use of an external contractor for handling payments.

SMI are an external contractor who specialise in distribution of documentation for organisations in the UN system (further details can be found at their website www.earthprint.com/smi). They currently handle distribution for 13 UN agencies, and in the case of some (UNEP, for example), handle all their distribution needs. But what are the advantages of using an external contractor? The immediate ones are that they can process orders, handle payments by cheque or credit card (not bank transfer), store and distribute IHP's documentation. Effectively, this not only solves the payment problem but presents a whole series of other advantages:

- Centralized management of bulk stock
- Access to worldwide transport and delivery at competitive rates (especially when compared with those obtainable at HQ)
- Saving on space in UNESCO-IHP premises.

At present, IHP ships all documentation at its own cost either directly to individuals or institutions or to Regional Offices, which then disseminate it using their own budgets. Recommended changes to this set-up would include to:

- Encourage more users in developed countries to access documentation online.

- Offer all audiences a choice in formats (one of which should be print), but charge shipping costs to users in *developed* countries. IHP continues to subsidise shipping to *developing* countries as long as infrastructure makes online access difficult.
- Distribution and storage of IHP documentation can be externalised via an external contractor for a trial period of biennium, *as long as rates are competitive with other rates available to IHP*.
- The external contractor can also handle shipping of documentation to Regional Offices, for regional distribution. Where regional distribution has proved ineffective, the external contractor can negotiate with the Regional Office to handle their distribution.

Corporate Identity

The 2004 IHP document IHP/IC-XVI/Inf.7 prepared for the 16th Session of the Intergovernmental Council restated the importance of ‘corporate identity’: ‘It is imperative that all UNESCO’s water activities carried out by members of the Water family bear an identical corporate image as part and parcel of the overall corporate image of the Organization.’

Since publications (and other published outputs) form one of the first visual contacts for people outside UNESCO-IHP, it is important for this first glimpse to be positive and to reflect the image of UNESCO-IHP. Although IHP attempted to redesign its free print documentation in recent years, overall, its many series lack a coherent ‘corporate’ identity. While producing a wealth of material there are far too many disparate formats and this hinders visibility, credibility, and is inefficient in cost terms. The situation is complicated by the extensive and complex nature of the IHP network, which incorporates not only its own programmes, but the publishing programmes of IHE, WWAP, and certain IHP National Committees, among others.

One key question is when redesigning the visual identity of its publication programmes, to what extent should IHP and its partners within the IHP water family align their separate visual identities?

Aligning corporate identities within the UNESCO-IHP water family

In contrast with IHP, the UNESCO Institute IHE has made significant overall advances in establishing a corporate identity over recent years. Graphic templates have been devised and implemented by an in-house Graphic Designer. All promotional material (brochures, flyers, UPDATE newsletter etc) has a strong and consistent visual style, using colour to indicate different thematic specializations.

Both the WWAP and PCCP programmes have also separately evolved distinct and internally coherent visual identities across all their published material. Elements of WWAP’s colour choices are also strongly visible in the palette used for the online Water Portal. This is in part due to the creation of graphic charts designating specific colours and fonts, and also to the consistent use of the same external designers. In order to maintain consistency and an acceptable ‘look’ for UNESCO-IHP’s publications, similar steps must be taken for all of IHP’s output.

- A Graphic Chart should be designed for all IHP promotional material and documentation. Close attention should be paid to the colour choices of IHE, PCCP and WWAP, all of whom use particular colours to signify programme specialties.
- The use of elements such as logos and fonts should aim for consistency throughout all material produced by partners within the Water Family.
- The production of all IHP family material should be considered as part of a ‘larger corporate identity’. All brochures, documents, flyers, information material should reflect a consistent recognisable visual identity.
- Publications focal points should be established within the constituent parts of IHP’s network. These focal points should be charged with overseeing the production of all publications to ensure that guidelines are applied.

The network-wide corporate identity will be actively promoted through all possible means.

It is important to note that the development of a Corporate Identity is not limited to publications. Graphic templates should also be developed for *Powerpoint* presentations for conferences and meetings and information material such as kits, posters, postcards and flyers etc.

The Water Portal

IHP's advances towards corporate identity have focused to date on the 'Water Portal'. It presents a coherent picture of the UNESCO 'water family' in three languages, providing updates and e-newsletters and easy access to IHP documentation. At present, it is the most effective communications tool IHP has at its disposal. To remain effective, however, the website requires frequent updating, which in turn requires smooth flow of internal communication between programme specialists and the web team. Advance notice of important news items is vital in order to enable timely presentation of information (in three languages).

Active web interface through the implementation of Community of Practice products within the UNESCO wide Enterprise Platform will further enhance effective linkages with IHP committees, programs and the wider water community.

Conclusion

The following suggestions and guidelines summarise the recommendations of this strategy.

Production

- Clear production timelines should be established for all publications. The Programme Specialist involved can establish this in consultation with the Division Publication Specialist.
- There is a need clearly defined roles in case of co-publishing with professional publishers.
- A production database including up-to-date information on planning, production and current availability of material should be implemented and made accessible to all IHP personnel.
- IHP should clarify matters regarding payment, publication dates, author rights, contracts and delivery of material with authors as early as possible in publication projects. Editors and authors should be informed of any changes to the production process that affect them as soon as possible.
- All authors and editors must sign Authors Contracts or copyright assignment, prior to the commencement of work.
- IHP Author Guidelines (see Annex) should be issued with all Author Contracts and copyright assignment.
- Editorial rates for manuscripts should be evaluated on a case-by-case basis by the Programme Specialist in consultation with the Division Publication specialist.

Target audience

- PDF download statistics should be compiled from the Water Portal website and analysed to produce audience profiles.
- IHP should receive regular sales figures and web based interest from its co-publishing partners, detailing as much buyer information as possible (location, format chosen, other titles purchased etc.)
- All mailings should be accompanied by appropriate supplementary information on relevant IHP material.

Partnership

- Any sales co-publishing arrangement should be carefully evaluated (with BPI) to ensure IHP receives a good return in terms of numbers of copies and that its partner is committed to selling and marketing the publications.

Format and distribution

- Program specialists and IHP national committees need to consider publication of program results in special issues of (preferably ISI listed) journals to help recognition of IHP products and wider dissemination at an early stage of events planning.

- IHP's audience should be notified of upcoming publications and given a specific time in which to order hardcopy or CD-Rom versions.
- IHP should encourage more users in developed countries to access documentation online.
- Although audiences should be offered a choice in formats for documentation (one of which should be print), users from regions with online access should pay shipping charges to receive CD-Rom or print versions. IHP should continue to subsidise shipping to *developing* countries as long as infrastructure makes online access difficult.
- Programme Specialists should use order figures to establish print runs of publications. Reprints can be ordered when a sufficient demand has been demonstrated for more copies. Wherever appropriate print on demand options for external publishers should be used.
- Unused and unwanted publications should be reduced in number, unless there is justification for retaining a larger number of copies to meet expected demand.
- Publications should be carefully evaluated (with BPI) to gauge their viability as sales items.
- Distribution and storage of IHP documentation may be considered through an agent (either at whole of UNESCO or the IHP level) for a trial period, as long as rates are competitive with other rates available to IHP.
- The external agent can also handle shipping of documentation to Regional Offices, for regional distribution. Where regional distribution has proved ineffective, the external contractor can negotiate with the Regional Office to handle their distribution.

Corporate Identity

- The approved Graphic Chart should be promoted for all IHP promotional material and documentation (including *Powerpoint* presentations for conferences and meetings and information material such as kits, posters, postcards and flyers etc).
- The production of all IHP family material should be considered as part of a 'larger corporate identity'. All brochures, documents, flyers, information material should reflect a consistent recognisable visual identity.

Implementation

- To effectively implement this policy there is a need in the IHP program for a full time communications officer to work closely with the science publications officer and IHP program specialists.
- There is a need for the incorporation and coordination of publication plans of the IHP program specialists as part of formulating biennial activities.
- IHP should establish a baseline and regularly monitor by using a suite of web and non-web based matrices (including consultation with IHP national committees) to evaluate IHP products and their impact. This activity needs to be undertaken on a biennium basis.
- The progress of this publication strategy will be periodically reviewed by the IHP Publications Committee. The committee will also provide ongoing inputs on aligning this

strategy to the rapidly changing external publications environment and related developments at the regional level.

- The IHP Publications Officer will ensure that the recommendations of the committee are regularly embedded within existing IHP-VII plans.

Author's Guidelines for the Preparation of UNESCO-IHP Manuscripts

Introduction

UNESCO publications are read in well over a hundred countries by readers from different backgrounds, cultures and traditions. The following general rules should be observed:

- Only in a minority of cases will the language of publication be the reader's mother tongue. Authors can lessen the difficulty for UNESCO readers by writing clearly, simply and unambiguously.
- Abbreviations should be spelled out on first usage. Monetary units and terms such as 'billion' with alternate meanings should be clearly specified.
- Cultural or country-specific literary, historical or religious allusions and proverbs that may be unknown or meaningless to some readers should be avoided.
- Technical language can legitimately be used. Jargon, however, should not be mistaken for technical language, and should be avoided where ideas can be stated in a simple and straightforward way.

Components of your Manuscript

The following components make up a UNESCO manuscript. Please refer to and use the *UNESCO Manuscript Checklist* at the end of this document.

1) Title Page

The first page of your manuscript must provide the following information:

- Title and subtitle (if any) of the manuscript;
- Names of all authors as they are to be cited in the publication.

2) Abstract

Your manuscript should contain a 200-word summary of the work. This should highlight the origin of the publication, the methodology used, the key observations, and the important conclusions.

3) Table of Contents

The Table of Contents should list all major headings (Parts, Chapters, etc.) and at least one level of heading below the Chapter level. Each entry must be accompanied by a page number *corresponding to the document*.

4) Lists of Tables and Figures

Please list all numbered tables and figures that appear in the manuscript. These lists should state the table or figure number, title and location.

5) List of Acronyms and Abbreviations (optional)

All acronyms and abbreviations *must be defined on first mention* in the text. They can also be listed here.

6) Executive Summary

The Executive Summary should, in no more than 10 pages, provide a complete overview of the entire work. In manuscripts that focus on policy matters, this overview can be used to highlight policy recommendations.

7) Body Text

This is the bulk of the manuscript and may begin with an Introduction and end with a Conclusion. It can be divided into Parts, Chapters or papers, or a combination thereof.

8) Appendix (optional)

Appendix material may include a case study relevant to the manuscript, background data, a list of participants or consultants, and a questionnaire. Appendices may or may not be referred to in the Body Text.

9) Bibliography

All references cited in the manuscript *must* be listed in the Bibliography.

10) Author bios (optional)

You may wish to include a *brief* biographical sketch for each author.

Formatting the Manuscript

1) Spacing and Pagination

The entire manuscript must be presented in Times New Roman, 12 pt, double-spaced. All pages must be numbered, beginning with the title page as page 1.

2) Headings and Subheadings

Each part or chapter should begin on a new page and levels of subheadings within chapters must be clearly distinguished. Try not to exceed three levels of subheadings within chapters. Indicate different levels through modified presentation (e.g. **bold** (first level), ***bold italics*** (second level), *italics* (third level), underlined (fourth level)...) or by using numerals.

3) Footnotes

Number footnotes consecutively throughout chapters using superscript numerals. Footnotes must appear on the bottom of the page on which they are first cited. Please restrict the use of footnotes: as much as possible, include pertinent material in the body text. *Do not use footnotes for references.*

4) Units and Currencies

Please use SI (International System) units throughout the text. If you must use non-SI units, please give the conversion to the correct SI unit. For currencies, clearly define any abbreviations given. Please also ensure that the correct symbols for the minus sign (-0) and dash (-) are used.

5) Tables and Figures

i) Identification

Please number tables and figures consecutively with Arabic numerals. All figures and tables *must* be referred to in the text. (Please ensure that all terms, abbreviations and symbols used correspond with those in the text.) All tables and figures must have a title and a source (author and year). Full details of the source should appear in the bibliography. Notes go under the figure or table, before the source.

ii) Format

- Figures should be submitted as separate *high-resolution* image files, preferably vector EPS, which can be opened and edited by Adobe Illustrator or equivalent. Photos may be submitted as high-resolution TIFFS or JPEGs (minimum 300 dpi for colour, 600 dpi for black and white). *Do not import images into Word as this decreases the quality.* Instead note the place where the figure should be inserted in the text using a place marker ([Place Figure 1.1.here]).
- Tables should be prepared using the Table menu in Word rather than tabs to create columns and saved in a separate document. Please keep tables to a reasonable size with large tables divided into components. Column headings and descriptive matter should be brief with no vertical rules between columns. Indicate the exact location in your manuscript where a table should be inserted with a place marker (e.g. [Place Table 1.1.here]).

Please note that only figures and tables that *complement* the text, rather than duplicate it will be accepted.

6) Bibliography and References

- Please use the 'author date' system when citing references in the text. Please list citations by year and within years in alphabetical order.

- References in the Bibliography must be listed alphabetically according to the first author's family name. It is important that each entry be *accurate and complete*. The format for entries is as follows:

Leaventhorpe, J.C. 1987. *Scandinavian Influence on Northern English Dialects*, 2nd edn, Vol. 1. Oxford, Oxford University Press.

Dumont, H.J. 1998. The Caspian Lake: History, biota, structure, and function. *Limnology and Oceanography*, Vol. 43, No. 1, pp. 44–52.

Golubev, N.G. 1998. Environmental policy-making for sustainable development of the Caspian Sea area. I. Kobori and M.H Glantz (eds) *Central Eurasian Water Crisis*. UN University Press, pp. 91–104.

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It is the *responsibility of the author* to obtain all necessary permissions for the use of copyrighted material in a manuscript. The process of securing permissions can take a long time, so an early start is advisable. A sample permissions request form entitled *Non-Exclusive Copyright Assignment* is found at the very end of this document.

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In general, extracts under 400 words may be used without permission. Formal permission is required from the copyright holder for extracts longer than 400 words.

ii) Figures and tables

All copyrighted figures (maps, graphs, charts, and photographs) and tables that are reproduced exactly or adapted slightly must be accompanied by a formal permission from the copyright holder.

Submitting the Manuscript

Submission

Your submission should consist of the following:

- Electronic copy of manuscript on CD or by e-mail (label the CD with the title of the work, the name(s) of the author(s), and the software and platform used).
- A completed *Transfer of Copyright* form.
- A completed *UNESCO Author's Questionnaire* and current CV.
- Two copies of all necessary signed *Non-Exclusive Copyright Assignment* permission forms.

UNESCO-IHP Manuscript Checklist

Please use this checklist to ensure that your submission to UNESCO is complete. If you wish, you may attach the completed checklist with your submitted manuscript.

1. Manuscript

- **CD:** Is it clearly labelled? Does the label indicate both software and platform used? Are any graphics softwares specified? Is it properly packaged?
- **Title page:** Are all authors listed? Are they listed in the proper order? Are all affiliations given? Are the names and project numbers of sponsoring organizations provided?
- **Abstract:** Is it no more than 200 words?
- **Table of Contents:** Is it detailed enough? Do page numbers correspond to the manuscript? Are all components listed?
- **List of tables:** Is the list complete? Does it state the location where the table is first cited?
- **List of figures:** Is the list complete? Does it state the location where the figure is first cited?
- **List of acronyms and abbreviations:** Is the list complete? Are all acronyms and abbreviations also defined where they first appear in the text?
- **Executive Summary:** Are all important recommendations included?
- **Body text:** Is the manuscript double-spaced? Are all pages numbered? Are heading levels clearly differentiated? Are all tables and figures referred to? Are references cited as 'author date' within the text?
- **Appendix:** Is this really appendix material? Would it be better as part of body text? Is it needed at all?
- **Bibliography:** Are all cited references included? Are all entries complete? Are they listed alphabetically? Is there enough information given so that the reader can find each publication listed?
- **Tables:** Are they all numbered and referred to in the text? Is each one on a separate page? Does the table complement the text, not repeat it?
- **Figures:** Are they all numbered and referred to in the text? Is each one on a separate page?
- **Author bios:** Is all information up-to-date?

2. Documentation and forms

- **Permissions to use copyrighted material:** have all necessary permissions been included with your submission?
- **Copyright release:** is the form signed?
- **UNESCO Author's Questionnaire:** is it completed?

UNESCO-IHP Author's Questionnaire

The following questionnaire will help UNESCO develop an effective publication plan and help us to know you, the author, better.

*Please type or print your answers
Please attach an up-to-date version of your CV*

1. Names and roles of all authors or editors of manuscript (as they should appear in print and in the final order for citation; please describe briefly the role each author or editor played in the production of the manuscript):

2. Full working title of manuscript:

A. Biographical Information

Please indicate if information is available on CV

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4. Your current postal address, phone and fax numbers and email address:

5. Your permanent address if different from above:

6. Your work postal address, phone and fax numbers, and email address:

7. Your nationality:

8. Your place and date of birth:

9. Education (please list college, university, specializations, degrees with dates and honours):

10. Research (please list any research, discoveries, inventions, patents and publications that are related to the manuscript):

11. Previous books, articles, or publications (please list titles, publishers and dates):

12. Affiliations (please list pertinent academic, business, governmental, and professional affiliations, present and past; include professional and other honours, and relevant offices held):

B. Promoting the Book

13. Description (in describing the book, please cover purpose, subject matter, style, unique and compelling features, and what special need is fulfilled):

14. Main theme (in one sentence, please express the book's scope and theme):

15. Audience(s) for whom this book was written:

16. Originality (why this book differs from other books on the same subject):

17. Other books in the same field (please give titles and publication dates of similar or competing books):

18. Reviewers (please list at least five prominent people from whom UNESCO might solicit an endorsement or review the book; please supply complete names, titles, and addresses):

19. Reviews and advertising (please list periodicals, newspapers, magazines, and scholarly journals, domestic and foreign that are most likely to review the book or where notice of the book might be especially effective; please highlight major journals):

20. Mailing lists (please list professional groups and other organizations whose mailing lists might be useful in promoting the book):

21. Co-publishing (please list any foreign or domestic publishers you know of that might be interested in co-publishing the book with UNESCO in English or in other languages):

22. Courses (please list academic courses for which the book might be used as a text or collateral reading):

23. Events, exhibits and awards (please list all upcoming conferences, seminars, conventions, and other events where the book might be displayed, and awards for which we should nominate the book):

24. Other comments:

Completed by:

Date:



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ORGANIZATION

Date: _____

The Author

NAME

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