

PUBLICATIONS POLICY

I. Overview

The purpose of the UNFPA Publications Policy is to support coordinated, coherent and strategic publishing and ensure production of high quality external publications that are aligned with institutional goals and corporate communication priorities. The Policy will help reinforce the objective of speaking with one voice, as set out in the UNFPA Communications Strategy.

This Policy applies to all headquarters units and offices engaged in publishing materials for internal and external audiences that will bear the UNFPA logo. It also applies to all regional offices, which are encouraged to establish their own Publications Groups to implement this policy.

This policy is in force as of 20 August 2013.

II. Policy

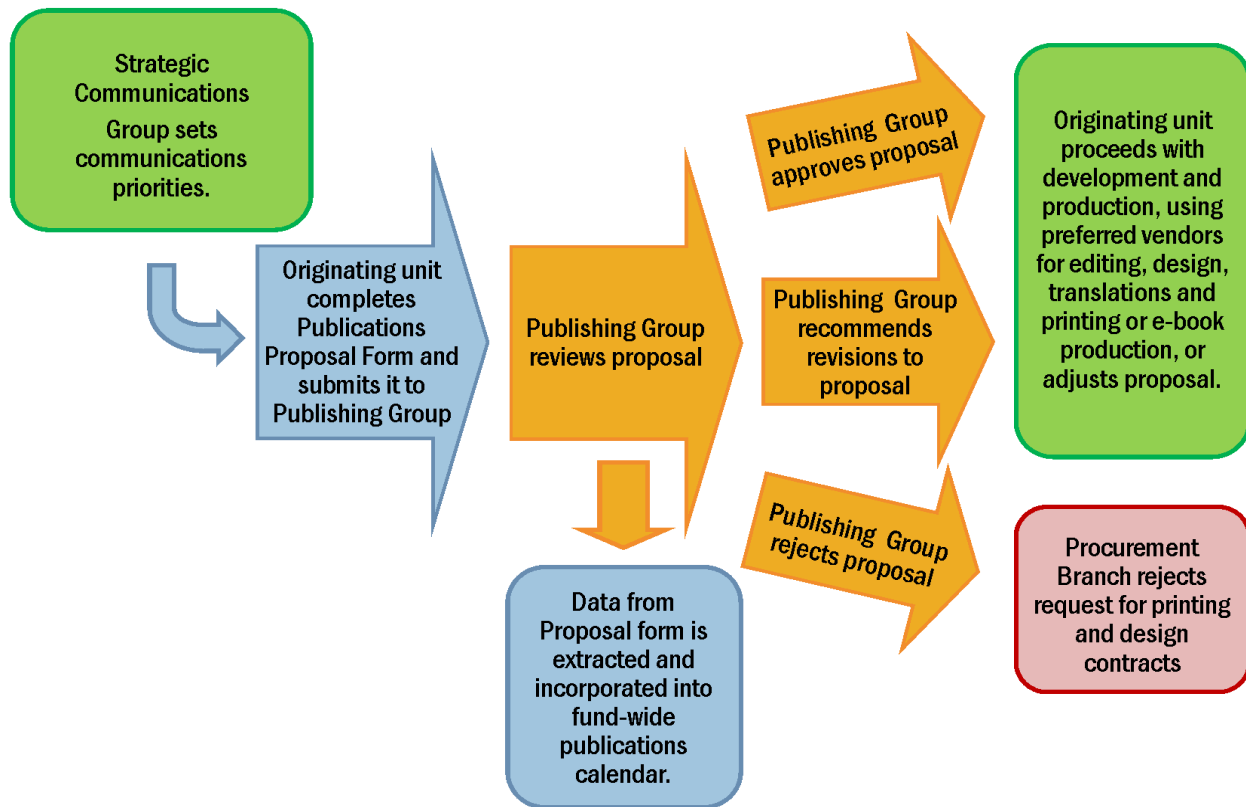
This outlines UNFPA policy and procedures for publishing materials for external and internal audiences that will bear the UNFPA logo. It establishes that all publications intended for an external and internal audience must be approved by the Publications Group following the procedures established below.

- Proposals for any publication intended for an external or internal audience must be submitted by the originating individual, office, unit, branch or division using the on-line Publications Proposal Form (available on MyUNFPA), to the Publications Group for review and approval according to the following:
 - no later than two months before work begins for complex and major publications; or
 - no later than one month before work begins for smaller projects, such as short brochures and publicity materials.
- Writing and production on any publication cannot commence until after the originating department receives approval from the Publications Group.
- Any publication for an external or internal audience developed without first receiving approval from the Publications Group will not be produced. The UNFPA Procurement Support Branch will not approve any design or printing contracts for publications that were produced without the Publications Group's approval.

The originating unit of each publication must arrange all clearances, peer reviews and other reviews for technical and political accuracy. The relevant division director must also approve and sign off on the publication before it goes to press.

The Publications Group oversees implementation of the Publications Policy and reports to the Strategic Communications Group, which was established in response to the UNFPA Communications Strategy, launched in 2012.

III. Diagrams and Flow Charts



IV. Procedures

Prior to commencing work on a publication, the originating unit will be required to complete the Publications Proposal Form (available on MyUNFPA) and submit it to the Publications Group for review. For major works, this form must be submitted no less than two months before work on the publication is scheduled to begin. For small promotional brochures and flyers, this process must be submitted at least one month before work begins.

The Publications Group will consider proposals only on the first Thursday of each month.

The Publications Group will make a decision on each proposal and respond in writing to submitting office within one month of its deliberation.

Depending on the proposal, the Publications Group may:

- Approve the proposal as is,
- Reject the proposal, or
- Request modifications.

The Publications Group will approve proposals that meet the criteria of the Publications Proposal Form, specifically:

- Have a clearly outlined distribution plan
- Have estimated total costs and have budgeted for editing, design, production and distribution
- Clearly identified the audience and intended objective and outcome
- Will help fill a gap in knowledge or information about a specific topic
- Position UNFPA as a thought-leader in a particular area
- Reflect or reinforce UNFPA's current strategic communications and institutional objectives.

The Publications Group may reject proposals that do not meet the criteria of the Publications Proposal Form and more specifically:

- Lack a demonstrated need
- Do not have clearly defined and practical distribution plans, or sufficient budgets and realistic timelines for editing, design and printing
- Address inappropriate or redundant subject matters
- Are not approved by a branch chief and/or a division director
- Are inconsistent with current UN institutional policies, positions, priorities or strategic communications objectives.

The Publications Group may request modifications to proposals that:

- Have met most of the criteria listed on the Publications Proposal Form but are missing or have inadequately addressed critical elements, such as distribution plans.

Principles

Publications—printed or digital—must be well-planned, adequately resourced, professionally edited, based on documented demand or need by a target audience and be produced through the most cost-effective means. Whatever the topic or type of publication, it should be culturally and politically sensitive and reflect the Organization's positions on key issues.

Consistent with the United Nations commitment to protect the environment, print runs should correspond to distribution plans, based on a realistic assessment of the intended audience and the capacity to reach them, and every effort should be made to print on recycled paper. Electronic means of dissemination of publications, reports and materials should therefore be used as much as possible.

V. Roles and Responsibilities

Reference (to step)	Task	Responsible person/unit	Action & Deliverable
1	Complete and submit Publication Proposal Form	Originating unit	Publications Proposal Form delivered to the Publications Group for review.
2	Proposal review	Publications Group	Review and approve, deny or suggest revisions or modifications to publication proposal.
3	Revisions	Originating unit	Revise publication proposal as necessary.
4	2 nd review	Publications Group	Final review and clearance of revised or modified publication proposal
5	Finalized draft and production of publication	Originating Unit	Finalize draft of publication, contract editors, designers, printers, and e-Pub vendors as necessary. Division director and branch chief sign off on any publication before it goes to press.

VI. Templates and forms

[Publication Proposal Form to be added when finalized.]

VII. Definitions and list of acronyms

Publications are defined as print or digital information products, including UNFPA's flagship documents, annual reports, brochures, technical reports, promotional materials, conference proceedings and electronic publications, concerning either UNFPA as an organization, or issues in which UNFPA is involved.

Digital publications, for the purposes of this policy, are defined as information products—such as e-Books and EPUBs—and exclude websites and other social media, which are guided by other policies.

Publications Group: a sub-group of the Strategic Communications Group that reviews proposals for publications at their conceptualization stage.

VIII. Related policies

The Publications Policy is in addition to, and is not intended to replace or supersede, the Policy on Information Disclosure.

[<http://www.unfpa.org/admin-resource/policy-information-disclosure>]

The Publications Policy is in addition to, and is not intended to replace or supersede, the Policy on Outside Activities and/or Honors, Decorations, Favors, Gifts, Awards, Remuneration from Outside Parties.

[<http://www.unfpa.org/admin-resource/policy-outside-activities-andor-honors-decorations-favors-gifts-awards-remuneration>]

The Publications Policy reinforces the objectives of the UNFPA Communications Strategy.

[https://portal.myunfpa.org/c/document_library/get_file?uuid=3d7ae20d-4229-4b41-89ae-5bfd4d8cacf4&groupId=528248]

IX. Name and contact information of policy owner

Richard Kollodge, Information and External Relations Division, Media and Communications Branch **Annexes and Forms**.

Annex I:

Terms of Reference

UNFPA Publications Group

The inter-divisional UNFPA Publications Group will facilitate print and electronic publishing for external and internal audiences, bring coherence to UNFPA's publishing initiatives and align them with strategic communication priorities and institutional strategic goals, promote high-quality and original work, and ensure that products reach their intended audiences. It will be led by the Media and Communications Branch of the Information and External Relations Division.

The Publications Group will help make publishing more strategic, cost-effective and impactful.

It will advise staff on matters of publications production and development and on editing, design and printing services. The Group can bring potentially newsworthy projects to the attention of the Media and Communications Branch, which may garner media coverage.

After the headquarters group is fully functional, each regional office will be encouraged to establish its own group. The Publications Group is one of several groups that will report to the Strategic Communications Group, which was established in 2013 under the UNFPA Communications Strategy.

The Group will implement the UNFPA Publications Policy approved on 20 August 2013.

Context

Print

There has been no central coordinating body that determines which *print* products are published, when, by whom and for what purpose.

Various divisions, branches and units in UNFPA produce their own publications, often in isolation from other parts of the organization. At the same time, country offices and regional offices have their own publishing arrangements, which are almost entirely pursued without coordination with headquarters or even within respective regions.

The uncoordinated approach has sometimes resulted in poor-quality publications, reports that never reach their intended audience, a warehouse that is overflowing with undistributed and out-of-date materials, inefficient use of funds, missed opportunities for promoting the UNFPA brand, inadequate media attention to the issues central to UNFPA's mission, and neglected constituencies in the United Nations system and civil society.

Digital

An existing web-publishing policy governs most web content. However, the Publications Group will review proposals for publishing that are solely digital or that have a major web component.

Scope

The establishment of the new Publications Group is mandated by the UNFPA Communications Strategy, endorsed by the Executive Committee and officially launched in 2012.

The Publications Group is one of several technical committees that receive direction from and report to the Strategic Communications Group, which provides a governance framework for global communications at UNFPA. The Strategic Communications Group is chaired by the Executive Director.

The Publications Group will help establish coherence in print *and* digital communications and ensure that all divisions and branches speak with one voice, communicate messages that reinforce UNFPA's vision, strategies and policies, and be engaged at the conceptualization stage to ensure the best medium for reaching target audiences are chosen to enhance the production process and the quality of publications.

The Publications Group will promote quality publishing that is strategic, targeted and timely. It would discourage the production of print or digital materials that fail to offer new or relevant content, are poorly conceived or written, have no clear targeted audience or dissemination plan, or lack technical and academic rigor.

The Publications Group will focus primarily on print publications produced from headquarters for external audiences but will also help shape print publishing for internal audiences and address major online publishing initiatives as needed.

The Publications Group based in New York will oversee publishing from headquarters. Similar Publications Groups will be established in each region to coordinate publishing in each region.

Guiding principles

The Publications Group will base its decisions on principles of:

- Relevance
- Quality
- Impact
- Cost-effectiveness.

To assess a publication's relevance, the Group will ask how it is relevant to current institutional and strategic communications goals.

To promote quality, the Group will consider whether the proposal includes specific plans for professional editing, layout and design as well as plans to ensure the that publication is well-written, technically accurate and academically sound.

Regarding impact, the group will require individuals or offices that initiate publishing projects to document the intended impact and over time measure the actual impact following dissemination.

Regarding cost-effectiveness, the Group will encourage cost-effectiveness in publications decisions by requiring individuals or offices to make digital publications their default and to justify printing hard copies.

Responsibilities

Plan, shape and monitor publishing agenda

- Canvass UNFPA worldwide annually to determine which publications are planned or under way.
- Establish an organization-wide, annual publications plan.
- Identify gaps in the global UNFPA publications agenda.

Review proposals

- Review, provide feedback on and clear proposals at the conceptualization stage.

Promote quality

- Ensure that each proposal is accompanied by a thorough analysis of objectives, intended impact.
- Confirm that each proposal demonstrates how the work will add value and is timely.
- Ensure that proposals for technical works include plans for peer review or another mechanism to promote academic rigor, relying on existing thematic networks.
- Ensure each proposal includes a clear outlining and availability of audience and costs, especially those related to actual production and a detailed distribution plan.
- Ensure each proposal is, in light of the above, signed off on by director of issuing division.

Ensure coherence with strategic priorities and institutional policies

- Propose and promote publishing that reinforces organizational priorities and addresses key emerging issues (in coordination with relevant inter-divisional groups, e.g., the Issues Forum).
- Ensure conformity with the Publications Policy and Publishing Guidelines, including those which regulate the use of the corporate logo.

Advise on production

- Advise on format or medium (e.g., web, print, multi-media).
- Advise as regards to timelines.
- Assist with obtaining services of editors, designers, printers, e-publishers, translators.

Identify news and other visibility opportunities

- Alert the Media and Communications Branch to any products with potential news value.
- Identify publications that warrant the attention of the Executive Director.

Composition and working modality

The Group will be chaired by the senior editor in the Media and Communications Branch. Each of the following divisions or offices will nominate members, who will serve for two years:

- Technical Division;
- Programme Division;
- Office of the Executive Director;
- IERD/Media and Communications Branch.

This group will report to—and receive guidance from—the Strategic Communications Group, which is chaired by the Executive Director.

Initially, the Publications Group will oversee publishing from New York and liaison offices. Each regional office would be encouraged to establish its own region-wide Publications Groups, which would liaise with the group based in New York.

Frequency

The Publications Group in New York will meet the first Thursday of each month. However, as a standard, the frequency of meetings will be informed by the volume of proposals. The Group will also hold an annual meeting to ensure the alignment of the global publications plan with the year's strategic communications priorities.

The Group will report to the Strategic Communications Group upon request, likely twice per year.

Each regular meeting will be announced one week prior to the meeting date on MyUNFPA as part of a broader effort to keep staff abreast of deadlines for submitting proposals and of the timeline for decisions by the Publications Group. Minutes will be posted on MyUNFPA a week after each meeting.

Members who are unable to attend the regularly scheduled meetings will be required to delegate their responsibilities to ensure each division is represented at each meeting.