

# UNEP Publishing Policy

Second edition




UNEP

United Nations Environment Programme

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## Table of Contents

INTRODUCTION	4	MARKETING AND SALES	14
Purpose	4	Pricing	14
Basic principles	4	Sales catalogues and flyers	15
To whom it applies	4	Reviews	15
MANAGEMENT OF THE PUBLISHING PROCESS	5	Marketing	15
Categories of publications	5	Joint publishing	16
Biennial publications programme	5	The Revolving Fund	16
Publishing Board	6	OTHER CONSIDERATIONS	17
Reporting to the UN	7	Electronic publishing	17
The approval process	7	Copyright	17
Offices away from HQ	7	ISBNs and ISSNs	18
PRODUCTION	9	Local languages	18
Preparation	9	FOLLOW-UP	18
Peer review	9	Review	18
Gender	9	<b>Annex 1</b> UNEP's Divisions and Other Offices	19
Editing	10	<b>Annex 2</b> Checklist of Main Functions and Responsibilities	20
Translation	10	<b>Annex 3</b> Publishing Proposal Form	22
Acknowledgements	10	<b>Annex 4</b> UNEP Publishing Checklist	25
Design	10	<b>Annex 5</b> Use of the UNEP Brand or Logo	27
Printing	11	<b>Annex 6</b> Least Developed Countries	29
STORAGE AND DISTRIBUTION	12	<b>Annex 7</b> Commonly Used Disclaimers	30
Print runs	12		
Storage	13		
Contracted external storage	13		
Unified mailing list	14		
Libraries and archives	14		

## INTRODUCTION

### Purpose

1. The purpose of this document is to define and promulgate the basic principles governing publishing at UNEP and the procedures to be followed. The impetus for this initiative came from the report issued by OIOS in April 2003 on UNEP publications. The Executive Director approved the Policy in 2004, which was then revised in 2006.
2. The basic aims of this exercise are to:
  - Reaffirm the key elements of publishing at UNEP;
  - Improve the planning, coordination and harmonization of publication preparation and production in UNEP;
  - Assist UNEP's divisions in maintaining the high quality of content and appearance that is essential to underpin the role and status of UNEP as a corporate publisher;
  - Ensure that UNEP's published output reflects the Programme's policies and objectives; and
  - Ensure that all of UNEP's published outputs follow a well-defined path for approval, production and dissemination.

### Basic principles

3. So that UNEP can publish in a rational and consistent way several basic principles have to be borne in mind.
  - UNEP is a single, corporate publisher, although its output covers many different fields and activities and originates in different geographical locations.
  - UNEP publications must project the Organisation and/or the Executive Director as its main voice (not units or divisions of the Organisation)

- The responsibility for the quality of the content of all publications and major documents prepared by a particular division is that of the director concerned.
- The responsibility for ensuring that divisions have access to all the advice and help needed to produce publications and major documents of the required quality lies with DCPI.
- UNEP publications shall be sold whenever possible, the proceeds being credited to the Revolving Fund.
- UNEP will continue to provide free of cost some of its key publications to Governments and other stakeholders in the developing countries.

### To whom it applies

4. This policy applies to all outputs planned for publication and produced by UNEP's divisions and regional, liaison, outposted and other specialized offices (see **Annex 1**), regardless of their location and of the source of funds.
5. In practice, though, it is unrealistic to expect that all of these procedures can be followed to the letter in all instances in all of UNEP's offices. Flexibility is essential, common sense has to prevail – along with a sense of common purpose. For instance, some parts of UNEP may have reporting and approval procedures promulgated by a body other than the UNEP Governing Council, such as a Convention or a charitable trust. In such cases, however, it is still important that timely information about planned and completed publications be entered in the biennial publications programme both to avoid any possible duplication and to ensure that a full picture of UNEP's publishing activities be available to all.
6. A checklist of the main functions and responsibilities is to be found in **Annex 2**.

## MANAGEMENT OF THE PUBLISHING PROCESS

### Categories of outputs

7. For the purposes of this policy the following simplified categories have been adopted. It is important to note that the policy does *not* cover pre- and in-session meeting documentation, for which there exist already tried and tested procedures and practices provided by the UN Publications Board.

### Publications

8. Commonly referred to as 'books' or 'monographs', these are reference works, popular reports or studies for the general public as well as important technical reports, studies and proceedings of important meetings (publications usually have a longer shelf life and are of lasting value). Also included in this category are CD-ROMs. They are assigned an International Standard Book Number (ISBN), and those forming part of a series carry an International Standard Serial Number (ISSN) as well (these numbers are discussed in paragraphs 100 - 102 below).

**NB.** Electronic publications shall follow the UN guidelines for electronic publishing as found in ST /AI/189/Add.28 ([intranet.un.org/dgaacs/translation/editorial/ed-guidelines/policy\\_questions/policy.htm](http://intranet.un.org/dgaacs/translation/editorial/ed-guidelines/policy_questions/policy.htm)). See also paragraphs 99 to 101.

### Documents

9. These are generally post-session documents that are reports of meetings, seminars or workshops. This category also includes 'grey literature' such as working papers. They should have a simple, standard layout and use standard covers; they do not carry ISBNs or ISSNs.

### Information material

10. This category refers to such one-off material as leaflets, flyers, brochures, posters, information kits, press releases and the like. It also

includes periodicals, such as magazines and newsletters. Magazines and newsletters not addressed to a restricted technical (and usually internal) readership should bear an ISSN.

11. All of these categories have to be reported to the Secretary of the Publishing Board by the originating division's focal point/director, at the planning stage, since they represent an item of budgeted expenditure, regardless of whether they are printed or in an electronic format. However, there are differences between the categories: 'documents' and 'information material' do not need to go through all the production stages and quality checks (editing, translation etc.) that are obligatory for a publication; in fact, production of documents should be as automated as possible by using templates for the text and covers. In the context of this Policy, the full treatment is thus reserved for 'publications', especially for UNEP's flagship publications.

### Biennial publications programme

12. The formulation of the biennial publications programme, an integral part of UNEP's Programme of Work, is an important first step in the life of a publication. While some of UNEP's published output may be conceived and produced as amendments to or additional items of the programme, basically it is the information contained in the programme of work and costed work plans and the project work plans that sets the parameters for eventual production and distribution.

13. To make this process more transparent and to ensure that all the costs associated with publications are highlighted at this stage, a dedicated budget line for 'Publications' is included in the sub-programme budgets of Divisions' costed workplans as well as projects, and is referred to for any additional publication that may become necessary. All activities related to the production and distribution of publications must be attributed to the dedicated budget line as indicated in the funding table used by BFMS.

14. This will be broken down further as follows:
- Preparation (includes cost for authorship and peer review);
  - Editing;
  - Translation;
  - Printing;
  - Distribution (refers to free distribution).
15. These costs can only be indicative but are useful for conveying a comprehensive picture of the likely total cost.

## **PUBLISHING BOARD**

### **Mandate**

16. In order to streamline UNEP's publishing process, the Publishing Board (PB), which has replaced the Publications and Information Board and the Editorial Committee, will be chaired by the Deputy Executive Director (DED) with the Director of DCPI as Vice-Chair.

17. The mandate of this body is to monitor the execution of the policy by divisions to:
- ensure that UNEP projects a recognized and integrated publishing image;
  - accelerate the approval process for and guarantee the quality of UNEP's published output; and
  - provide a forum where all publishing matters can be discussed in depth and on a regular basis.
18. The PB will normally meet once a month, unless there are no agenda items outstanding, and may establish working groups on particular topics. Division directors will be responsible for their publications, ensuring that peer review, editing and translation, etc. have all been carried out and that quality and presentation are up to

standard. DCPI checks that this has been done. Only in the case of a disagreement would the DED be called upon to decide directly on a particular publication.

### **Terms of reference**

19. The PB will agree on:
- publication proposals submitted by originating units;
  - policies and procedures relating to publications;
  - the divisions' biennial publications programmes and subsequent amendments thereto;
  - the quality standards for the content and appearance of UNEP's published output;
  - new publication series and periodicals (including newsletters) proposed by divisions and implying a financial and intellectual commitment.

### **Membership**

20. The membership of the PB will be as follows:

Chairperson: DED

Vice-Chair Director: DCPI

Members: A representative and an alternate from each division: DEWA, DELC, DEPI, DRC, DTIE and DGEF<sup>1</sup>.

Secretary: DCPI staff member

21. The divisional representatives and alternates will be appointed by the Deputy Executive Director in consultation with the division directors not on the basis of their grade but of their general familiarity with and competence in matters relating to the publishing activities of their divisions. It is assumed that these representatives will be empowered to participate with the full backing of their division directors in those cases where the division director is not the representative.

22. Other staff members may be invited to attend when matters of particular interest or concern to them are being discussed.

### **Reporting to the UN**

23. As mentioned above, the funding source for all publications has to be clearly identified right from the planning stage. This is particularly important for those publications funded by the regular budget of the UN, as these have to be approved by the UN Publications Board.

24. UNEP has the authority to decide on publications covered by the Environment Fund or by extra-budgetary funds. For the sake of expediency, the total programme, regardless of funding source, will be transmitted for action or information, as appropriate, to the UN Publications Board. In this way UNEP will be able to comply with the General Assembly's request<sup>2</sup> 'to ensure, inter alia, that each publication fulfils an identifiable mandate and need, is timely, does not duplicate other publications inside or outside the United Nations system, and is cost-effective...'. The UN Publications Board bears the responsibility for acting on information received from UNEP.

25. Since it provides the secretariat to the PB, DCPI will act as the UNEP focal point for contacts with the UN Publications Board or any successor to that body.

### **The approval process**

26. In summary, the approval process consists of the following steps:

1. At the divisional level the planned publications are incorporated into the costed work plans or project budgets, with the 'publications' budget line broken down into its various constituent costs.
2. The budgeted proposed publication is submitted to the Secretary of the PB for consideration by the PB as part of the

biennial publications programme or as an additional item of that programme.<sup>3</sup>

3. DCPI submits the publications programme to the UN Publications Board for action in the case of those publications funded by the UN Regular Budget and for information in the case of all the rest.
4. When the publication is ready for editing (i.e., the start of the actual production process), the originating division, in consultation with DCPI, will ensure that all the preceding steps have been carried out and that the final contents meet the criteria set out in the General Assembly's request (see paragraph 24 above). In the case of a failure to reach agreement, the publication will be reviewed either by independent reviewers or by the PB, as considered appropriate. DCPI or contracted editors (in cases where DCPI does not have the capacity to edit) will edit texts, however, DCPI will be responsible for ensuring all necessary steps have been taken in the production process.

### **Offices away from HQ**

27. From the publishing point of view, all the offices located away from HQ are part of UNEP's corporate publishing enterprise; their publications bear the UNEP logo and conform to the same standards of quality and relevance as those emanating from HQ. Geography and statutory regulations, however, do impose special considerations in certain conditions, which are outlined below.

### **UNEP divisional offices**

28. The only division outside HQ is DTIE, with offices in three different countries. This publishing policy applies generally in this case just as if the division were in Nairobi. The approval process, quality control, production norms and procedures, tendering for printing, distribution, storage and sales etc are governed by the

same rules and principles as those followed in any other part of UNEP that publishes. The one major difference is that there is no UNON to arrange for tenders and contracts, so the originating units at each DTIE site have to use the UN or local administrative services available to them.

### **Regional Offices**

29. The same basic principles apply. Regional publications are as much a part of UNEP's published output as that of any other unit.

30. The approval process and the timely provision of information on publications in progress are channeled through the Division of Regional Cooperation, which has the responsibility of representing the Regional Offices on the PB. However, a publication originating from a substantive division operating from a regional office shall fall under the responsibility of that division's focal point/director.

### **Conventions, etc.**

31. For publications financed by conventions, charitable trusts and the like there are inherent differences in the approval process and in the crediting of sales income. These entities are basically answerable to their own governing bodies and have to abide by rules concerning their activities and income generated therefrom.

32. This does not, however, absolve these entities from their obligations to keep UNEP as a whole informed about their publishing programmes, and to ensure that their publications meet the basic criteria for quality and relevance emphasized above. In the first instance this means informing DCPI who has the obligation to inform the PB.

### **Monitoring**

33. It is essential for any publishing operation to have up-to-date information on what is planned, what is being produced and what is available. DCPI maintains a common, organization-wide database that will, to the extent possible, cover all these aspects. The data relating to the planning and production stages will be accessible to all UNEP staff (including the external contractor for distribution and sales) but can only be changed by the focal points/director of the originating units and by DCPI for internal use. The URL for the site of the database is: [unep.org/cpi/pmp](http://unep.org/cpi/pmp). For the public, the availability of UNEP publications will be listed under 'Publications' on the UNEP.org website and through UNEP's online bookshop.

34. A key element in making this database a transparent and useful tool will be the issuance of the 'job number' to each item, no matter how small. This number will be assigned at the moment when the job is entered in the consolidated publications programme (see paragraph 26 (3) above), and will consist of five letters identifying both the place of origin (NA for Nairobi, PA for Paris etc) and the originating office (DEWA, DEC, DTIE etc.) as well as five digits. These numbers will be issued by DCPI to originating units in blocks to be used consecutively. They must be printed on all published items, so that these can be identified easily.

35. The job number must be printed on the bottom right-hand corner of the back cover of each publication. If there is also an ISBN, that number together with the job number will be printed on the bottom right-hand corner. This does not preclude the ISBN and Job number appearing on the preliminary pages of the publication as well. Divisions must confirm with DCPI the use of the job number so that a publication can be tracked from start to finish.



36. In summary, the purpose of the database is to:
- aid monitoring of the entire publishing process;
  - provide easy identification of published output; and
  - ensure that all partners in the publishing process receive as soon as possible information concerning publications.

### **Focal points**

37. In the case of UNEP HQ, the focal point should preferably be the same as the divisional representative on the PB. Each division and office away from HQ will nominate a focal point for publications, as well as an alternate, and convey this information to DCPI.<sup>4</sup>

38. The focal points will be responsible for:
- liaising with DCPI on matters relating to publishing;
  - inputting data on divisional published outputs into the central database;
  - ensuring that the consolidated publications programme is completed in detail and on time;
  - maintaining divisional rosters for experts who can carry out peer review;
  - advising divisional staff on publishing and refer them to DCPI for further information; and ensuring that publications sent for production are complete and that all approvals and permissions have been obtained.
  - ensuring that once a publication is sent to print, electronic files – of the text and cover -- are obtained from the printer and sent to DCPI (Internet Unit) for web posting (see Electronic Publishing).

## **PRODUCTION**

### **Preparation**

39. The production elements (editing, translation etc) for a given publication should be identified and funds allotted. Originating units should plan ahead as far as possible with the help of the divisional focal point for publications or DCPI, as appropriate. Originating units should use the UNEP Publishing Checklist (see **Annex 4**) to ensure that all the necessary steps have been taken.

40. At the last stage of the production process, however, it is the responsibility of the division director concerned to ensure that what goes for printing meets the basic criteria for quality set out above.

### **Peer review**

41. With regard to quality, it is essential that UNEP's major technical publications be submitted for peer review. Sometimes this can be carried out internally, but usually such reviews are contracted to external experts. Such objective comment can contribute significantly to guaranteeing the technical or scientific integrity of the publication. Each division should develop a roster of potential reviewers. The originating unit will have to provide DCPI with proof that this has been done. Where appropriate, publications should be peer reviewed by a gender expert (see below).

### **Gender**

42. • As much as possible, UNEP will rely on a balanced pool of male and female authors. When appropriate, characters portrayed should be equally distributed between men and women;
- UNEP publications should use gender-sensitive language and images;

- UNEP publications should reflect a balanced diversity of voices and visions, between women and men, different ethnic groups, and different age groups.
- Where appropriate, in UNEP publications local women will be portrayed and viewed not only as victims but also as actors in environment; and
- Gender expertise should be available in UNEP's Publishing Board, and in peer review panels of UNEP's flagship publications.

43. The peer review process can be undertaken either before or after editing, depending on the state of the final draft. Again, timing is important, as these reviews can cause delays.

### **Editing**

44. It is important that UNEP's publications and major periodicals are not only of the highest technical quality but also contain text that is intelligible and free from imprecision and ambiguity. This applies to all language versions and implies careful editing.

45. It is the responsibility of the heads of originating units (usually the division directors concerned) to ensure that both technical and editorial quality has been achieved. DCPI does not have the staff capacity to carry out this work but can be consulted about contacting qualified contract editors. Indeed, information concerning such editors should be forwarded regularly to DCPI, who can thus maintain a roster of editors whose work has been deemed to be satisfactory. This roster will be available electronically, kept and updated by DCPI, yet open to input from all divisions.

### **Translation**

46. This element must be addressed at the time of budgeting for a new publication. The majority of UNEP publications are issued in just

one language. As a first step, the aim should be for translation into at least the second working language of the Organization (French) and if possible another official languages (Spanish, Russian, Chinese, Arabic). Translation must be a systematic action but the choice of the 'other' language, should be driven by the target audience. There should be the choice of using UN accredited translators who are not necessarily based at HQ however, to the extent possible, the official translators of UNON should be used.

### **Acknowledgements**

47. In the case of individuals, in order that UNEP follows as much as possible the UN instructions on the attribution of authorship in publications (ST/AI/189/Add.6/Rev.4), there will be no placing of authors names on the covers of UNEP publications. There may be special cases for attribution of authors on the title page and this will need the clearance of the PB. Authors can otherwise be acknowledged elsewhere in the front matter (preliminary pages) and preferably in an 'Acknowledgements' section.

48. In the case of contributing or partner UN agencies and organizations, their names and emblems should appear on the cover and title page. The norm is that the UN or UN agencies emblems are placed first and others follow from left to right across the page.

49. Forewords and Prefaces: these may be signed by the Secretary-General, an under or assistant secretary-general OR an official authorized to assume responsibility for the publication. There are to be no photos of directors or senior managers accompanying such forewords or prefaces.

### **Design**

50. Since publications (and other published outputs) form one of the first visual contacts for people outside UNEP, it is important for this

first glimpse to be positive and to reflect the image of UNEP as a corporate publisher. In order to maintain consistency and an acceptable 'look' for UNEP's publications, the following steps must be taken.

### Covers

51. • The title should be clearly legible and be as short as possible.
- Most publications of a repetitive nature should be in series, so the covers should be recognizable as such and bear legible series name and consecutive numbers.
  - The UNEP logo or brand must be displayed according to the rules currently in force (**see Annex 5**).
  - The job number (see paragraphs 35 and 36 above), and the ISBN, should appear on the back cover in the bottom right-hand corner.
  - There should be a brief statement on the back cover concerning the subject of the publication and its intended readership. Divisions may insert their own contact information here.
  - All covers must be cleared by directors and then forwarded by the focal point/director to the Director, DCPI for approval.
52. If the publication is part of an existing series, however, there is no need for DCPI to approve the design for each cover. Only the first cover in a series must be approved by the Director, DCPI.

### Contents

53. • It is important that the typography and graphics are of high professional quality.
- Each volume in the series should have the same format, using a template if appropriate.
  - Aside from the points raised under editing and translation above, the basic reference works for consistency of style<sup>5</sup> are:

- \* The Concise Oxford Dictionary; and
- \* The Oxford Guide to Style
- \* United Nations Editorial Manual (<http://intranet.un.org/dgaacs/translation/editorial>).

### Printing

54. All jobs ready for printing must pass through DCPI. For outposted and regional offices wanting to print at HQ, print jobs must pass first through the designated division focal point before being forwarded to UNON. Prior to print jobs being undertaken away from HQ, focal points responsible for outposted and regional offices will inform DCPI and work directly with UNOG or the appropriate administrative unit in offices away from HQ.

55. The print job, together with a sheet listing the specifications, is then sent to UNON or the appropriate administrative unit (see above), together with a list of recommended printers. In no case should an originating unit or focal point be involved in actually arranging tenders directly with printers.

56. UNEP must not only lead by example but be seen to be practising what it preaches in terms of environmentally sound printing. To this end, divisions must consider several criteria when choosing and evaluating a printing job, whether internally or externally. Price has to be a consideration, but is not the only, or even the main, criterion.

57. The following criteria must be at the forefront in any tender. At least *four* of these must be met on each and every publication. It is also mandatory that on each publication (inside front cover) the specific criteria are recorded, i.e. stated in a sentence:

- Chlorine-free paper;
- Recycled paper (state percentage, preferably above 75%);
- Wood pulp from sustainably managed forests;

- Post-consumer waste (state percentage);
- Mill broke (state percentage);
- Ink from renewable resources, e.g. vegetable, soy, linseed;
- Coatings should be water based;
- The percentage of paper bleach must be minimal; and
- Mailed in photodegradable polythene film.

In addition to the above, the printing process, not just the products, should be considered. This includes issues such as; the consumption of energy; the use of solvents; best practices; certificates (ISO 14000, EMS, eco-labelling, Forest Stewardship Council); waste treatment.

UNEP has adopted a “green dot” symbol to reflect all of the above concerns. Please see **Annex 1 (A)**

58. Where printing locally is not the best option (high unit cost and inefficient and costly mailing) or where CD-ROM versions of a publication are not appropriate, thought must be given to the environmental costs, in addition to the financial.

As the transport/shipping industry moves billions of units each year and accounts for the emission of millions of tons of CO<sub>2</sub> (and other greenhouse gases), distribution must be looked at with an eye to engaging partners or companies that ‘offset’ their CO<sub>2</sub> and which try to be carbon neutral. Companies could reduce their carbon footprint by being more energy efficient and developing renewable energy infrastructure OR by ‘offsetting’ emissions by supporting renewable energy projects (wind, solar and bio-fuels).

59. The final decision on which printer to use is thus made by UNON or equivalent administrative office and takes into account the recommendations of DCPI (or the focal point) and the originating unit. In the case of HQ, this means that UNON will contact the internal print shop first, although the criteria mentioned above (para 53) are paramount.

## STORAGE AND DISTRIBUTION

### Print runs

60. Establishing the print run of any publication is a difficult task, but one that must be faced squarely to make the best use of resources. There can be no justification for hundreds of copies stored on a shelf month after month, year after year.

61. Originating units must take into account several factors when establishing print runs:

- Free distribution outside and within UNEP based on the unique requirements of each publication (i.e, to governments, CPR, SMG members, etc);
- Free distribution to partners, collaborators and other interested parties;
- Review copies;
- UNEP, UN and Geneva Environment Network (GEN) Libraries (mandatory, 2 copies each);
- Potential sales copies (after dialogue with external contractor);
- Reserve held in HQ (or in internal storage in offices away from HQ), to be kept to a realistic minimum bearing in mind the bulk of publications should be with the external contractor; and
- Reserve held in external warehouse.

62. No publication should be sent to the printer without a distribution list signed by the designated focal point (on behalf of the division director). Originating units should be encouraged to order reprints when a sufficient demand has been demonstrated for more copies (the Revolving Fund can help in this regard).

### **Storage**

63. Storage costs money and time. It is not just a problem of space, although this can be helped by keeping the print runs realistic; it is also a question of knowing what copies are where, and in what numbers. In general, this applies to all categories of publications, documents, etc.

### **General principles**

64. The following principles should be taken into account when planning storage.

- Storage is not a solution for dumping unused and unwanted publications.
- After four years the number of copies of a given publication in storage will be reduced to 100, unless there is justification for retaining a larger number of copies to meet expected demand.
- After a further year this should be reduced to five.

65. At each stage originating units will be invited to consider making bulk shipments of free copies to academic institutions, libraries etc in developing countries. The residue will be sold as waste paper, the proceeds being credited to the Revolving Fund.

### **UNEP HQ**

66. DCPI will be responsible for managing the storage of UNEP publications at HQ. Stock will be kept in a centralized storage area, using a unified database, managed by DCPI. This will reduce duplicated staff time and space (estimated in the OIOS report to cost

UNEP some US\$ 100, 000 per year), while still allowing originating units to have access to the copies they need urgently.

67. The copies stored at HQ will be used for the limited amount of sales and distribution carried out directly from Nairobi. Copies may also be sent on to the external contractor for further sales and distribution.

### **Offices away from HQ**

68. Storage of published material is even more problematic away from Nairobi. Only the barest minimum should be kept in-house, the rest being stored with an external contractor.

69. In cases where offices have made prior arrangements for storage of items in addition to publications, e.g., stationery, furniture, office equipment, (according to the existing rules of tendering), these storage facilities should be used only for limited free or internal distribution, not for sales (which should be handled exclusively by the external contractor for sales).

### **Contracted external storage**

70. For more than a decade UNEP has been using the services of an external contractor<sup>6</sup> for storage and distribution of UNEP's published output (i.e., not just publications).

71. While this arrangement does not entirely eliminate the need for limited storage in and distribution from HQ and other offices mentioned above, it certainly offers UNEP as a whole a number of 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 UNEP premises worldwide; and
- prompt and efficient service overall.

72. This arrangement will continue under the overall management of DCPI. All UNEP originating units should use the services of the external contractor for storage and free distribution outside HQ.<sup>7</sup>

### **Unified mailing list**

73. Comprehensive and up to date mailing lists represent a valuable resource that requires constant maintenance to avoid duplication of work and outdated information.

74. DCPI will be responsible for consolidating the various existing divisional lists into a single database; focal points/directors will provide up to date lists to DCPI. DCPI will ensure that:

- the list has a uniform format;
- each label generated has a code identifying the user division; and
- all duplicate addresses have been cancelled. This list would involve all of UNEP, whether at HQ or outside, and would be open to all of UNEP.

### **Libraries and archives**

75. Initial distribution lists must include two copies for the UNEP Library in Nairobi, two copies each for the Dag Hammarskjöld Library in New York and the GEN Library in Geneva. The Library at HQ will act as the depository for all archival material relating to UNEP's past publishing activities.

76. When disposing of outdated publications, it is important to consider sending copies to UN Depository Libraries. These libraries were set up 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.

## **MARKETING AND SALES**

### **Pricing**

77. To guarantee a consistent approach in pricing publications produced by UNEP for sale, DCPI will establish their sales price on the basis of recommendations of the relevant originating division or unit. This figure can be adjusted after consultation with the external contractor for sales and the originating unit, since there may be factors affecting the sales potential that need to be taken into account.

78. In addition, there will be a three-tier pricing system to further the dissemination of UNEP material to developing countries in case the material cannot be provided free of charge. Developing countries will be entitled to a 50% discount on the sales price and the Least Developed Countries (listed in **Annex 6**) will be entitled to a 75% discount, both excluding postage and packaging. Country listings will reflect the UN's accepted status for developing and least developed countries. Annex 6 will be regularly reviewed, updated and communicated throughout UNEP by DCPI for the purpose of sales.

79. For publications produced jointly with other organizations (especially with a commercial publisher), decisions concerning the sales price will have to be made on a case-by-case basis by DCPI and the partners concerned.

### **Sales at UNEP HQ**

80. UNEP publications in general do not have a high profile within the HQ complex, even though there are occasional enquiries from local people or from participants in meetings about purchasing individual copies.

81. It is important that the best use possible of such opportunities be made to publicize and disseminate UNEP's publications. DCPI will thus look into how this exposure can be improved, selecting a suitable site for displaying UNEP's publications more prominently and putting in place a mechanism for selling them.

#### **External contractor for sales**

82. The current external contractor for sales is the same as that for storage and distribution, which offers UNEP considerable advantages by keeping all these operations (including stock control and accounting) under one roof.

83. For any externally contracted distributor, the following points must be borne in mind:

- Except for the few cases at HQ, all sales enquiries and orders go to UNEP's designated on-line bookshop.
- Sales reports, showing how many copies have been sold of what and to whom, should be sent every month to DCPI, who forwards this information to the divisions and offices concerned.
- All proceeds go to the UNEP Revolving Fund, except for the sales of publications issued by Conventions.
- UNEP's distributor should receive sufficient copies for sales (a minimum of 100 copies), regardless of the publishing arrangements.

#### **Sales catalogues and flyers**

84. The integration of UNEP-wide information on its published output into one database will make it easier to produce sales catalogues, flyers and lists by subject area or originating unit. This applies equally to publications in process and to what is already published.

85. In future such catalogues and sales literature will:

- be produced in consultation with DCPI to avoid duplication of effort and resources;
- concentrate on the last two years of titles published; (i.e., those due to come out within approximately six months); and
- be available on CD-ROM as well.

86. A full bibliographic record of what UNEP has produced is available on the UNEP web site. DCPI will annually publish and distribute, in hard copy, a catalogue of the biennium's publications.

#### **Reviews**

87. In an effort to ensure greater awareness and readership of UNEP publications, divisions are encouraged to liaise with DCPI concerning possible reviewers of UNEP publications. DCPI has a list of leading journals and magazines/papers to whom review copies should be sent. Physical copies can be sent out by divisions or DCPI, however, DCPI must be consulted and informed beforehand. With the increasing use of the Internet, it is also important that on-line magazines/sites are contacted in this regard. This could include environmental blogs.

#### **Marketing**

88. While UNEP is not a commercial publisher, every effort should be made to maximize the income from sales of publications. This has been the policy of UNEP since 1996 and will remain so.

89. Through the externally contracted distributor, the following should be undertaken:

- Information on forthcoming titles must be made available by the focal point to the external contractor as soon as possible to aid their promotion efforts and the preparation of marketing materials;

- Press releases and other outputs relating to publications should include a reference to UNEP’s designated online bookshop as the sales contact point, so as to create awareness that UNEP’s publications can be purchased;
- Publications that are listed on the UNEP web sites should have links to the online bookshop, so that readers are aware that they can purchase a hard copy of the publication if they wish; and
- Quarterly marketing plans and reports should be prepared by the external contractor (in addition to the monthly sales reports) and sent to DCPI, which will be the UNEP focal point for the external contractor.

### Joint publishing

90. Joint publishing (often referred to as ‘co-publishing’) occurs when UNEP is a partner in producing, distributing or selling a publication. There are basically three possible scenarios.

91. (i) When UNEP is the publisher, as indicated on the title page, — but is only one of a number of partners (usually but not necessarily other international organizations), the resulting publication is treated as a normal UNEP publication for those copies that are retained by it. All arrangements must be agreed in advance with all the partners.

92. (ii) When UNEP is not the publisher but only one of a number of partners, there are normally a number of copies reserved for UNEP’s use. These are not to be considered as sales items but may need to be distributed free to certain addresses. Again, all arrangements must be agreed in advance with all the partners.

93. It is important, however, to emphasize that the text of any published output bearing the UNEP logo must be approved by the division director (or equivalent) concerned. At the very least, there should be one of the usual disclaimers (see **Annex 7**).

94. (iii) The potentially most contentious form of joint publishing, and the one with the highest profile, is that carried out in partnership with a commercial publisher. While details of publishing can be considered with a commercial publisher on a case-by-case basis, the requirement to work within established procedures as detailed in this document still applies.

95. DCPI will continue to be consulted in all matters relating to joint publishing. Prior consultation with DCPI will ensure 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;
- a list of reputable publishers is forwarded, after consultation with the originating unit, to UNON for putting out to tender;
- the most appropriate publisher is selected on the basis of the bids received, bearing in mind that publishing jointly with the same publisher a sequence of books is often very advantageous to both parties; and
- arrangements for selling through the publisher’s own network and through UNEP’s online bookshop are clearly specified.

### The Revolving Fund<sup>8</sup>

96. All royalties and income from sales are credited to the Revolving Fund (RF), except those derived from originating units whose rules of procedure specifically exclude this (e.g., Conventions and charitable trusts).

97. The Revolving Fund is held by UNON but overseen by DCPI, and the accounts are maintained on an annual basis. These funds are used for a variety of purposes, including the production and promotion of UNEP publications and AV materials intended primarily for sale, particularly in cases where publications are in high demand



and a reprint is needed. Such finance could, for example, cover the following: fees for outside authors; translations; design or production costs; sales promotion and distribution costs.

Accessing finance from the RF entails a request to the Chair of the PB by staff through their division director. If approved by the PB, Finance will be instructed by the Secretary of the PB to release the funds. Quarterly statements will be made available to all divisions.

98. DCPI will prepare an annual report of income and outgoings, broken down by originating units and publications. This will be referred to the PB for information.

## **OTHER CONSIDERATIONS**

### **Electronic publishing**

99. Many of UNEP's member countries are yet not in a position to benefit fully from the electronic revolution in publishing, and many readers all over the world continue to prefer the familiarity of the printed page.

100. Current practices (such as publishing in PDF format or on a CD-ROM) will continue. Originating unit focal points should instruct the printer to provide an electronic version of the publication. This must be sent to DCPI (Internet Unit). When submitting .pdf files for online publication, such files must conform to the UNEP Web Guidelines and not exceed the recommended size -- which is 512 KB per file. However, the cover image should be submitted in both high resolution (minimum 300dpi) for printing and a lower resolution .jpg for inclusion in the database and for web posting.

101. UNEP will follow the UN's general policy and guidelines on electronic publishing as per ST/AI/189/Add.28 ([intranet.un.org/dgaacs/translation/editorial/ed-guidelines/policy\\_questions/policy.htm](http://intranet.un.org/dgaacs/translation/editorial/ed-guidelines/policy_questions/policy.htm))

An Internet Committee representative will regularly attend the meetings of the Publishing Board to update members on Internet publishing. However, publications that are solely electronic will come to the Board under the heading 'for information' and will not have to go through the complete submission process. These 'electronic only' publications will be listed in the biennial publications programme at the start of each biennium.

### **Copyright**

102. DCPI handles all questions relating to copyright and the reproduction of UNEP material.

### **Copyright in UNEP's published output**

103. Material published by UNEP should bear its copyright line (together with the year of publication), although this is not necessary in the case of such ephemeral items as leaflets and brochures. The usual disclaimers should be used wherever appropriate; again, DCPI should be consulted on this (see **Annex 7** for some standard disclaimers).

### **Use of copyrighted material**

104. UNEP is bound to respect the copyright of others, so originating units must obtain permission from the copyright holder to use large sections of text, photographs, maps graphics etc before the job is sent for production. It is the originating unit's responsibility to ensure that all necessary permissions have been obtained, while it is DCPI's task to check that this has been done.

### **Citations**

105. Once copyright permission is granted, each image/graphic/map/text must bear a full scholarly citation (author/owner/source, title reference details, etc).

### Examples of copyright lines:

Photograph: © Michael Smith/Still Pictures/UNEP

Graphic: Table 8.6 Environmental Indicators of Human Vulnerability, taken from Vulnerability: concepts, issues, case studies, 1998, UNEP and WHO.

Text:

- a) Excerpt from Water Quality Assessments, pages 12-15, Chapman & Hall, 1992, reproduced with kind permission from the United Nations Environment Programme.
- b) This article 'Water Wars' by Fred Smith was first published in Our Planet magazine, Vol 2, No. 4, 1997 and online at: [www.ourplanet.com](http://www.ourplanet.com), and is reproduced here with kind permission from UNEP.
- c) Smith G, Walters A, (1993). The State of Coral Reefs, Earthscan, London, UK.

### ISBNs and ISSNs

106. As mentioned above (para 8), these numbers are used to identify certain types of publication.

### International Standard Book Number (ISBN)

107. This is a unique number identifying a publication by publisher and book number. From 2007 it will be a 13-digit number up from the present 10. The ISBN is given out by a national ISBN agency (in UNEP's case from Britain) and it is primarily used in commerce by supply chains and bookstores. For trade purposes a publication must have an ISBN, this is also the case for placing UNEP publications online with platforms such as Google Books. A jointly published work, for instance, may have the ISBN of each of the publishers. UNEP has its own series of ISBNs, obtainable from DCPI; these and only these should be used on UNEP publications (i.e., the UNOG ISBN should not appear unless it is a joint publisher of the work in question). Note: an ISBN is a unique number and each language edition of a given publication **must** get a new number. One cannot have one number for English, French, Russian, Arabic, etc.

### International Standard Serial Number (ISSN)

108. This is a number that identifies a series of publications. It also identifies the publisher along with the number of the series (the number stays the same for the whole 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. These numbers are issued to originating units in UNEP by DCPI once approved by the PB.

### Local languages

109. There are other, non-UN languages spoken by millions of people especially in Asia and parts of Africa. The language barrier may be preventing some of UNEP's information from reaching those who need it most. Often a very small subsidy is enough to launch a local-language version of a text originally published in English, and arrangements can be made with local publishers to disseminate this information in return for the profits from the sale of the translated publications. Originating units are encouraged to consider ways to make UNEP publications available in local languages

### FOLLOW-UP

#### Review

110. The implementation of UNEP's publishing policy and guidelines will be reviewed from time to time at the discretion of the PB.

<sup>1</sup> The full names of the divisions are listed in **Annex 1**

<sup>2</sup> GA Resolution 47/73B, paragraph 4.

<sup>3</sup> Originating units should use the Publishing Proposal Form of which a sample is attached as **Annex 3**

<sup>4</sup> This is valid for Conventions and other specialized offices.

<sup>5</sup> Although UK English is the UN standard for spelling and usage, the Chicago Manual of Style is also useful, as is the WHO Editorial Style Manual as well.

<sup>6</sup> SMI (Distribution Services) Ltd., located in Stevenage near London and under contract until December 2007.

<sup>7</sup> Detailed instructions to be followed when using SMI's services were issued by the Deputy Executive Director on 9 April 2003. See also paragraph 70 above.

<sup>8</sup> The full name is Revolving Fund (Information).

## **Annex 1**

### **UNEP's Divisions and Other Offices**

#### **UNEP Divisions**

Division of Communications and Public Information (DCPI)  
Division of Early Warning and Assessment (DEWA)  
Division of Environmental Law and Conventions (DELCO)  
Division of Environmental Policy Implementation (DEPI)  
Division of Global Environment Facility Coordination (DGEF)  
Division of Regional Cooperation (DRC)  
Division of Technology, Industry and Economics (DTIE)

#### **UNEP Regional Offices**

Regional Office for Africa (ROA)  
Regional Office for Asia and the Pacific (ROAP)  
Regional Office for Europe (ROE)  
Regional Office for Latin America and the Caribbean (ROLAC)  
Regional Office for North America (RONA)  
Regional Office for West Asia (ROWA)

#### **UNEP Liaison Offices and other Specialized Offices**

European Union Liaison Office (Brussels)  
UN Liaison Office (New York)  
Arab League Liaison Office (Cairo)  
Post Conflict Assessment Unit (Geneva)  
Beijing Office  
Moscow Office  
Addis Ababa Office  
Brasilia Office

UNEP-WCMC aims to comply as much as possible and practical with the UNEP Publishing Policy. Where a significant deviation from the Policy is envisaged, UNEP-WCMC will consult DCPI before proceeding.

GRID Centres, RISO, Conventions and other collaborating partners are encouraged to apply the UNEP Publishing Policy.

#### **Annex 1 (A)**

##### **The "green dot"**

This symbol should be placed on the inside front cover or credits page of every publication. It is meant to give a strong signal about UNEP's commitment to the environment.



UNEP promotes environmentally sound practices globally and in its own activities. This magazine is printed on 100% recycled paper, using vegetable-based inks and other eco-friendly practices. Our distribution policy aims to reduce UNEP's carbon footprint.

#### **SAMPLE ONLY**

The first sentence must be systematically included, but the rest of the statement depends on the particulars of each publication.

## Annex 2

### Checklist of Main Functions and Responsibilities

<b>PUBLISHING MANAGEMENT</b>	
Advice on matters relating to publishing	DCPI
Appointment of PB members and alternates	Deputy Executive Director
Planning of biennial publications programmes	Originating units and division directors
Compilation of biennial publications programmes	DCPI
Approval of biennial publications programmes	Deputy Executive Director (upon advice of PB)
Submission of approved programme to UN	DCPI
Submission of proposed Regional Office publications	DRC
UNEP focal point for UN Publishing Board (or successor)	DCPI
Maintenance of publications data base	DCPI
Entering data in the above	(i) DCPI; (ii) Focal points
Nominating publications focal points	Division directors or DED
Management of UNEP's copyright	DCPI
UNEP focal point for joint publishing	DCPI
<b>PRODUCTION</b>	
Publication content (quality, relevance etc)	Division director
Submission of Publications Proposal Form	Focal points
Peer review	Originating unit
Editing, translation, design and layout	Originating unit (in consultation with DCPI)
Rosters of editors, translators, designers etc	DCPI and offices away from HQ
Clearance of covers (including the first of a series)	Division directors
Approval of covers	DCPI
Issuing job numbers	DCPI for blocks of numbers
Issuing ISBNs and ISSNs	DCPI

Requesting permission for use of copyrighted material	Originating units
Final check on submitted publication	DCPI
Printing specifications	DCPI (or equivalent away from HQ) in consultation with originating unit
Selection of printer and contract	UNON (or equivalent) in consultation with DCPI and originating unit
Print run & distribution list	Focal point (on behalf of division director)
Electronic product forwarded to Internet Unit	Focal point
<b>STORAGE</b>	
Storage at HQ	DCPI
Limited storage in Offices away from HQ	Administrative offices concerned
Bulk external storage	External contractor
Division & outposted office mailing lists	Focal points
Compilation & maintenance of mailing lists	DCPI
Copies for libraries	Originating units
<b>MARKETING AND SALES</b>	
Pricing of sales publications	DCPI, in consultation with the external contractor and originating unit
Sales point at HQ	DCPI
Provide information on forthcoming titles to external contactor	Focal points
Sales, marketing and promotion	External contractor
UNEP focal point for sales, marketing etc	DCPI
Catalogues	DCPI (for UNEP as a whole) and originating units (in consultation with DCPI)
Revolving Fund	UNON, with day-to-day administration by DCPI
<b>FOLLOW-UP</b>	
Review after 24 months	DCPI

### Annex 3

#### Publishing Proposal Submission

Proposed Title

Date of submission

Languages

Expected Date of Publication

Submitted By:

Programme

:

Medium

Contact Person

:

Contact Email : (select your division)

Contact Details :

Book:

CD-Rom:

Video:

Web Pages:

Electronic-diskette:

Category

Publication:

Information Material:

Document:

Length (No. of pages)

Format/Size

Details

Author:

Editor/Institution

Series (If Applicable)

Peer Review

To whom and when will the publication be submitted for peer review?

Summary / Catalogue Entry

Funding

Main Source:

Estimated total cost

Breakdown

Writing & Editing:

Translation:

Design & Layout:

Printing:

Distribution:

Project Number and Budget Line

Reference to Biennial Publications  
Programme

Feedback

Will there be a readership survey/questionnaire  
in this publication?

Dissemination

What is the target readership and level of  
readership?

Estimated life of publication (1,3,5 years?)

Geographical limitations, if any

Does the proposed output have sales potential?

Is the proposal suitable for joint publishing (other  
agency, commercial publisher?)

## Print run and Provisional Distribution Plan

*(Originating Unit to specify figures in each category)*

Environmental considerations:

Total print run:

Mandatory free distribution outside and within UNEP

Free distribution to partners, collaborators and other interested parties

Review copies

UNEP, UN and GEN libraries (5 in total: 2 to Nairobi library, 2 to UN New York, 1 to UN Geneva)

Potential sales copies

Reserve held in Hq (or in internal storage in offices away from HQ)

---

Printer Preference

Internal

External

Layout designer

Internal

Preference

External

Submit

Reset



**Annex 4**  
**UNEP Publishing Checklist**

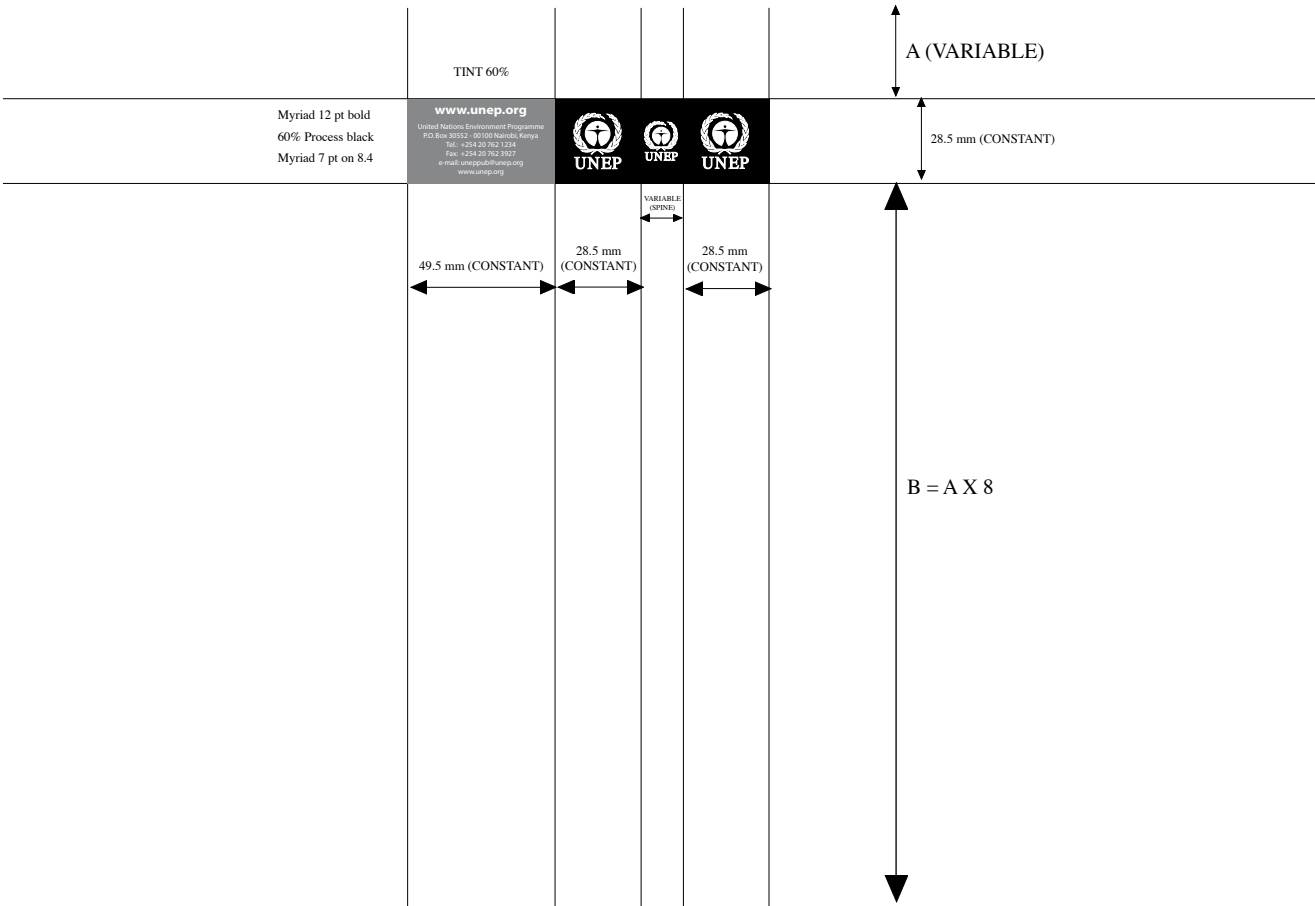
Publication Title:  
Originating Unit:

<b>ACTION</b>	<b>CHECKED</b>	<b>DATE</b>
<b>APPROVAL</b>		
Publishing Proposal Submission (PPS) filled out		
Divisional (or equivalent) approval for inclusion in publications programme		
PPS entered into database managed by DCPI		
Reply to originating unit received from Secretary, PB		
<b>PRODUCTION</b>		
Job number assigned		
Editing completed		
Peer reviews completed		
Translation 1 completed		
Translation 2 completed		
Design/layout completed		
Cover design approved by DCPI <sup>1</sup>		
UNEP brand or logo included		
Job no. on back cover		
Summary on back cover (optional)		
ISBN (from DCPI)		
ISSN		
UNEP copyright line and 'green dot'		
Copyright permissions obtained		
Disclaimers included, DCPI contacted about joint publishing (if necessary)		
Joint publishing arrangements agreed with other institutions involved		

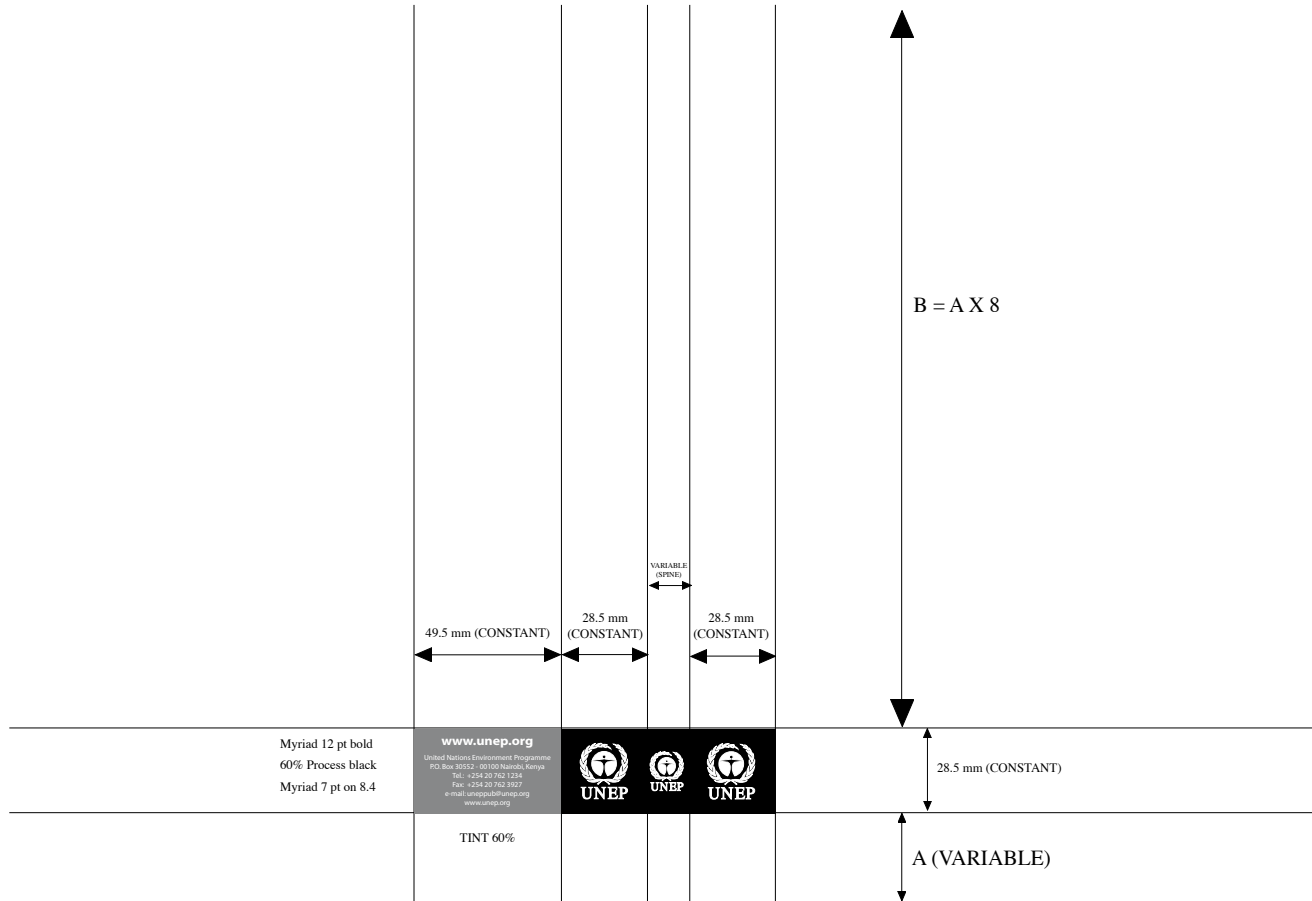
<sup>1</sup> Only required for the first cover in an approved series.

<b>PRINTING</b>		
	CHECKED	DATE
Print run approved by division director (or equivalent)		
Job submitted to DCPI for final check		
Delivery instructions prepared for printer		
Advance notice sent to contracted distributor		
Selling price obtained from DCPI		
Promotional material etc. discussed with DCPI		
Finalized promotional material etc. sent to DCPI and distributor		
Detailed distribution list prepared		

# Annex 5 Use of the UNEP Brand or Logo



## Annex 5 (Contd.) Use of the UNEP Brand or Logo



**Annex 6**  
**List of Least Developed Countries as at 2006**

1	Afghanistan #	26	Madagascar
2	Angola	27	Malawi #
3	Bangladesh	28	Maldives *
4	Benin	29	Mali #
5	Bhutan #	30	Mauritania
6	Burkina Faso #	31	Mozambique
7	Burundi #	32	Myanmar
8	Cambodia	33	Nepal #
9	Cape Verde *	34	Niger #
10	Central African Republic #	35	Rwanda #
11	Chad #	36	Samoa *
12	Comoros *	37	São Tomé and Príncipe *
13	Democratic Republic of the Congo	38	Senegal
14	Djibouti	39	Sierra Leone
15	Equatorial Guinea	40	Solomon Islands *
16	Eritrea	41	Somalia
17	Ethiopia #	42	Sudan
18	Gambia	43	Timor-Lesté *
19	Guinea	44	Togo
20	Guinea-Bissau *	45	Tuvalu *
21	Haiti *	46	Uganda #
22	Kiribati *	47	United Republic of Tanzania
23	Lao People's Democratic Republic	48	Vanuatu *
24	Lesotho #	49	Yemen
25	Liberia	50	Zambia #

\* Also SIDS

# Also LLDCs

## Annex 7

### Commonly Used Disclaimers

Several types of disclaimer are listed below, covering different circumstances relevant for different publications and other outputs. Sometimes it is necessary to use more than one type. For instance, almost all UNEP's published outputs should have the geographical disclaimer as well as a general one, and some might need the one concerning copyright as well. The commercial disclaimer is rarely needed but is no less important because of that.

The focal point for matters relating to copyright issues is DCPI.

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The opinions, figures and estimates set forth in this [publication, document, report, paper etc] are not the responsibility of the author, and should not necessarily be considered as reflecting the views or carrying the endorsement of the United Nations Environment Programme.

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