The IUCN WCPA Best Practice Guidelines and Technical Reports are two of the most important products of the Commission's work and one of the primary means by which we help develop the capacity of protected area scientists, managers, planners, and practitioners around the globe. We take pride in the quality and impact of these publications, and appreciate the hundreds of volunteer hours that WCPA members devote to these publications. To assist editors, authors and other contributors in the development and publication of these high quality guidelines and reports, we have compiled this 3-part guidance document:

I. The process for publishing a Best Practice Series Guidelines or Technical Report from start (submitting a proposal to IUCN) to finish (submitting paper and electronic copies to the IUCN Library).

II. Policy and guidance for editors, authors, and contributors in writing these guidelines and reports including audience, peer review, costs of publications, relationship of publications to training and education, and IUCN publishing requirements (style, format, branding, etc.).

III. A checklist to help authors, editors, and contributors meet the intent of the policy, guidance, and publication process outlined in this document.

The IUCN WCPA Best Practice Guidelines and Technical Report Vice Chair Publications role is to:

a) Help produce Guidelines and Technical Reports that are internationally acceptable, and aligned with WCPA priorities;
b) Ensure that the text is consistent with IUCN policy, standards and previous Guidelines and Technical Reports;
c) Ensure that the text is of a consistently high professional standard and based on the best available scientific data, information, and analyses (social, ecological, economic, political);
d) Ensure that the text is well organized, in guideline format, clearly written (in 'British English' as per IUCN house style), free of jargon, and intelligible to a wide range of readers, many of whom are not English mother-tongue speakers.
Part I. IUCN WCPA Publications Approval and Development Process

1. A Publication Manager, usually from a WCPA Task Force or Specialist Group, submits a Publication Project Proposal Form to the IUCN WCPA EXCO and the Vice Chair Publications requesting approval to produce an IUCN WCPA Best Practice Guideline or Technical Report1. Please note that the proposal should provide information on the proposed scope of content, authorship, means of engaging the WCPA as a whole, proposed external peer review process, desired publication date and timelines, as well as proposed sources and allocation of funding.

The Publication Proposal form can be found here.

2. The Vice Chair Publications and IUCN WCPA EXCO review the Proposal Form. The Vice Chair Publications and WCPA EXCO will work with prospective applicants in case a proposal needs to be revised to be considered for approval. The EXCO may elect not to approve a proposal if it doesn’t meet the intent of the guidance outlined in this document.

3. The EXCO reviews and makes a decision on the Proposal and the Chair /Deputy Chair WCPA sends the EXCO’s decision including specific recommendations and conditions to the Publication Manager. If the publication is approved, the Publication Manager works with the Vice Chair Publications to identify a Volume Editor2 for the project. Volume Editors will be selected based on the individual’s experience in editing and knowledge of the subject matter. Experience has shown that this editorial role is essential to producing a high quality guideline or technical report, especially in view of the fact that these guidelines or reports are usually written by multiple authors often from different disciplinary backgrounds and with different levels of fluency in English.

4. The Publication Manager also works with the Vice Chair Publications to identify at least two Peer Reviewers. It is critical that at least two qualified and experienced reviewers who have not been involved in the development of the manuscript and who have no conflicts of interest in the development of the Guideline or Technical Report (or whose conflicts are transparent, documented, and acceptable to the Vice Chair Publications) are able to provide written reviews on the entire manuscript.

5. A Publication Agreement is then drafted to be signed off by WCPA Chair, GPAP Director and Vice Chair Publications, as well as the Publication Manager and other partners, that sets out all of the agreed parameters including the peer review process, the timeline and other aspects of the project. A telephone conference may be arranged to go over the terms of the agreement so that everyone is fully aware of the process. A draft Publication Agreement is available here.

7. The Publication Manager works with the Volume Editor and lead authors to develop a draft manuscript drawing on inputs and expertise from across WCPA and relevant

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1 Note that in part II below, we distinguish the differences between Best Practice Guidelines and Technical Reports.

2 In some cases, the Publication Manager and Volume Editor are the same individual. This is acceptable as long as the individual has the time and skill sets to fill both positions.
Specialist Groups. When it has been completed, it will be subject to external peer review, so the external reviewers should not have been part of the drafting phase.

8. Following the peer review period, the comments of the peer reviewers should be incorporated by the Volume Editor and authors. A record of the manner in which comments have been addressed should be compiled in the Peer Review Tracking Sheet. It is available here.

9. The revised draft, together with the Peer Review Tracking Sheet should be sent to the Vice Chair Publications for review and comment. A completed copy of the *IUCN WCPA Publications Checklist (see Part III below)*, should also be provided. The Vice Chair Publications reserves the right to seek additional independent peer reviews of the draft at this stage. Comments from the Vice Chair Publications and any additional peer reviewers are sent to the Publication Manager and Volume Editor for incorporation.

10. The Volume Editor incorporates the comments of the additional reviewers and the Vice Chair Publications. The Publication Manager then arranges for the manuscript to be copy edited, to improve the formatting, style, and accuracy of text including corrections to grammar, spelling, punctuation, usage, and unnecessary wordiness. Once copy-edited, the manuscript is returned to the Vice Chair Publications.

11. The Vice Chair Publications sends the draft to the Chair WCPA and the Director GPAP for approval. The main function of this step is to ensure that the draft is consistent with IUCN policy and in accordance with the WCPA’s guidance on publications.

12. The approved draft together with the Peer Review Tracking Sheet is then submitted by the Director GPAP to the IUCN Publications Unit, where it is submitted to IUCN’s Editorial Board for approval. The manuscript is returned to the Publication Manager to address any requirements of the Editorial Board.

13. The approved final draft is sent to a Designer for layout. The IUCN Publication Unit will provide the Publication Manager and Designer with the necessary design files used for publications in the Best Practice Guidelines and Technical Reports Series. These have a predetermined cover and page design, and all layouts should conform with these.

14. The designed document should be proofread by the Publication Manager/Volume Editor.

15. Once the publication has been proofread and corrected, PDFs of the design files should be sent to the IUCN Publications Unit to review for adherence to IUCN’s Publication Policy with respect to design and other publication quality standards. At this stage the Chair of WCPA and Director GPAP will also final check the designed document. The Publications Unit will assign an ISBN number to the publication.

14. If the publication is to be translated, a Translation Permission Form available here is required for each language. This sets out some essential guidance on how a translation should be prepared, including the use of the standard glossary of translated terms, and
the generation of an addition suite of agreed terms relevant to the specific publication. Each translated version should be submitted to the IUCN Publications Unit to check its conformity with the original layout. A new ISBN number is provided for each approved translation.

15. If the publication is to be **printed**, it is sent to a printing company to print paper copies. The printing process should comply with IUCN standards for paper, print quality and other publication guidelines. If the publication is to be published electronically, the final version must be converted into a PDF file.

16. The Director GPAP will ensure that the publication is announced in the Protecting the Planet newsletter, is included in the IUCN website, and made available electronically.

17. The following are sent to the IUCN Publications Library for archiving:
   - Final PDFs of the publication, in high and low resolution, sent electronically.
   - Five paper copies of the publication if printed are mailed to the Library.
   - The final design files are sent electronically to the IUCN Publications Unit.
Part II. Editorial Policy and Guidance for Authors, Editors, and Contributors to WCPA Best Practice Guidelines and Technical Report Series

Best Practice Guidelines and Technical Report Publication Policy

1. A Publication Manager oversees all aspects of the development and production of the publication should be identified in the proposal. The Publication Manager could also serve as one of the publication authors, although it is advisable to select a Volume Editor to guide this aspect. One of the first tasks of the Publication Manager should be to develop a detailed and realistic timeline of what it will take to produce the final guidelines or report from start to finish. The Manager should consult with all authors and the Vice Chair Publications to ensure that adequate time is allowed for all stages of development and production. Delays are inevitable, and it should be noted that nearly every Guideline produced to date has taken considerably longer to complete than originally planned. Experience suggests that Guidelines usually require two and a half to three years to complete, from proposal to printing. Technical Reports take around two years.

2. The Publication Manager and Volume Editor will work with the lead author(s) to ensure appropriate quality standards are met and to keep the Vice Chair Publications apprised of the timeline, and any delays.

3. Responsibility for funding all tasks, including the design and print run for each Guideline or Report and all editorial costs resides with the Publication Manager and the associated Task Force or Specialist Group but support may also be sought from the WCPA EXCO.

4. The IUCN Style Manual will be used, as well as the relevant house style of the series concerned. As the house styles are improved with each successive publication, the most useful reference to style is the most recent publication in each series. The design files of the most recent publication will be sent to the Publication Manager.

5. Guidelines and Technical Reports should be planned to be published in all of IUCN’s official languages (Spanish, French and English) even if some language versions are produced only electronically. Typically, the publication is first prepared in one language but provision should be made upfront for translation. Translations are managed in terms of IUCN’s Publishing Guidelines and must be faithful reproductions of the original publication. A completed IUCN Translation Permission Form should be sent to the IUCN Publications Unit for review and approval before an IUCN Publication is translated into a new language. Prior to printing, translated publications also require the review of the IUCN Publications Unit for adherence to IUCN's Publication Policy with respect to design and other publication standards. The Publications Unit also assigns an ISBN number to the translated publication.

6. The Guidance for Lead Author(s) provided in this document (below) should be followed.
7. Published Best Practice Guidelines and Technical Reports are the copyright of IUCN. Partners in production can be credited on the cover (no more than 4), on the relevant front pages and on the back cover.

**Guidance for Lead Author(s), Publication Managers, Volume Editors and Contributors**

IUCN WCPA Best Practice Guidelines and Technical Reports must comply with all WCPA and IUCN Publications Unit policies and guidelines regarding IUCN publications. Authors should gather material from around the world and organize it into a text, assembling good advice, case studies and experience. They should use the full resources of the WCPA network, and other relevant networks, to ensure that the text is globally relevant, draws on relevant international experience, is based on sound science and evidence, and considers different regional, gender, socio-economic, and cultural perspectives. This will normally require the use of a team, committee, or task force to assist the lead author/s.

The Publication Manager will coordinate the production process of the Guideline/Technical Report in accordance with the Publication Agreement. The Publication Manager should work closely with the Vice Chair Publications and the Volume Editor assigned to the guideline. The Vice Chair Publications has the final responsibility for ensuring the content of each Guideline/Technical Report complies with IUCN and WCPA policy and meets IUCN WCPA standards before it is approved and printed.

**Choosing a Level of Analysis for Best Practice Guidelines**

Depending on how well-developed the subject matter is, the Guidelines should be designed to cover: (1) the principles; (2) the best practices and; (3) technical information for application of the principles and guidelines in the field. It is often useful to separate these three levels of analysis within the Guidelines. It is important to be explicit when addressing each level. The audience should know what the current level of knowledge may be concerning the specific material. For example, if the principles are already well developed elsewhere, the leading references should be cited and the publication should focus instead on exploring best practices and field applications.

**Choosing a Level of Analysis for Technical Reports**

In contrast to Best Practice Guidelines, best practices will generally not be known or only in a preliminary stage for topics being explored in Technical Reports. The purpose of these reports is to define the topic and its context, identify and explore a set of issues around a particular topic, provide examples of those issues from different areas around the globe as appropriate, and make recommendations for how a set of issues or problems related to a technical area might best be addressed in the future. See the IUCN WCPA report on The Futures of Privately Protected Areas for an example of a recent Technical Report.

**Target Audiences**
Publications in the Guidelines and Technical Report series typically consider four broad audiences across the range of developed and developing nation contexts: (1) protected area senior administrators, system directors and planners; (2) protected area senior staff; (3) rangers/field staff and; (4) the wider protected area community including outreach, education and capacity development professionals. These audiences could work within one or more protected area governance types. These include areas managed by government or non-government organisations privately protected areas, and territories governed by indigenous people and/or local communities, and areas under shared governance. Authors should consider explicitly addressing each of these audiences as appropriate. The methods and cases may be different, depending on the audience.

**Links to the WCPA Capacity Development Strategy and Programme**

Publications in the Best Practice Guidelines and Technical Report series are part of the IUCN WCPA Protected Area Capacity Development Programme and should be thought of as elements of an expanding education and training curriculum for protected area managers and field staff. Each section and chapter in the publication should be designed to achieve learning outcomes that can be applied in practice. Sections and chapters that are directed at managers and field staff may benefit from an opening statement highlighting the learning objectives. All publications in the series should be focused on facilitating the application of the concepts and methods in field practice supported by case studies that show a variety of examples. A case study provides a way to include real-world experiences directly and has the added benefit that readers can contact the original participants with any questions or to learn the latest updates. Case studies also serve to demonstrate best practice across a wide range of global circumstances and biomes (where guidelines are not biome specific). An effort should be made to include case studies from most of the 10 IUCN Regions. The Regions may be found here.

In the references section, it is important to provide any URL (web address) and accession date for locating additional information or electronic resources that can be downloaded. The completed reference list should be provided to the IUCN Publications Unit to generate the DOI links automatically.

**Author Attribution**

The intent of these WCPA publications is an integrated approach, with all contributions from IUCN Commissions, task forces, specialist groups, professionals outside the IUCN community, and peer reviewers combined together into one volume. The WCPA guidelines and technical reports should reflect the collective knowledge and expertise of WCPA, its specialist groups and task forces, and other professionals as appropriate to the subject matter. The main contributing authors should be recognized as the authors of the whole publication. Authors of case studies, boxes or annexes should be credited where these appear. Independently cited sections or chapters should be avoided. Contributors to chapters can be listed specifically in the acknowledgements and chapters should therefore not be authored independently nor
should the names of lead chapter authors appear at the head of chapters. Peer reviewers can also be recognized in the acknowledgement section.

**Peer Review**

Best Practice Guidelines and Technical Reports must be peer reviewed in accordance with the IUCN Publishing Guidelines. Peer reviewers should be subject experts not involved with drafting the Guideline/Technical Report and who have no known conflicts of interest (or whose conflicts are transparent and acceptable to the Vice Chair Publications) with the development of the Guideline/Technical Report. Subject expert implies that the peer reviewers should have familiarity with, and be up to date on, the scientific and gray literature appropriate to the Guideline or Technical Report. Authors should build time into their publication schedule to allow for the circulation of the completed draft for peer review (at least two peer reviewers should review the entire document) and the subsequent incorporation of relevant comments.

**Publication Costs**

The Publication Manager and the Task Force or Specialist Group producing the publication will be in charge of the fundraising process. Costs normally include work group meetings, proof reading, editing, design, printing, translation and dissemination. The cost of printing a Guideline or Technical Report could be less if produced in countries with relatively lower printing costs, although paper and print quality standards may not be relaxed. The exact cost depends on the length, languages, and print run. The number of printed copies is the decision of the Publication Manager.

The IUCN Publications Unit can provide detailed advice on expenses on a case-by-case basis. While WCPA may be able to provide some funds, this is essentially ‘seed money’ and additional funding must be raised to ensure a viable publication. Highlighting that the publication will be part of a well-established series can help fundraising activities.

**IUCN Style Manual**

The IUCN Style Manual is directed at anyone involved in the writing and production of an IUCN publication or any other written document in English. It is the guide to the ‘IUCN House Style’. Its intended purpose is to ensure that the language used in IUCN publications is clear and correct and that abbreviations, grammar, spellings, scientific terminology, etc. are consistent and follow established norms. In addition, through IUCN Congress Resolutions and Policy Statements, technical terms have specific definitions and meanings, including in their translations into the three IUCN languages. These should be applied in all new documents.

**IUCN Publishing Guidelines**

These guidelines provide essential pointers to producing publications to the highest scientific and visual standards. They explain the various stages of producing a publication and provide a
checklist of practical items to make the publishing process as efficient and simple as possible. See here.

**IUCN Brand Book**

The Brand Book provides guidance on the IUCN brand. The logo and its accompanying visual identity help the Union to clearly and consistently express itself and its work in a way that supports IUCN’s positioning and the messages it communicates. The strict rules contained in this manual guide the layout, colour and typeface for all materials produced by IUCN. See here.

**Logo and Visual Identity Rules for IUCN Commissions**

Used in conjunction with the IUCN Brand Book, the Logo and Visual Identity Rules for IUCN Commissions provides guidance to IUCN Commissions concerning who may use the IUCN and Commission logos and when. These rules specific to Commissions lay out how the logos must be used in order to reinforce their association with IUCN. See here.

**IUCN Glossary of Translated Terms – French and Spanish**

IUCN maintains a Glossary of Terms that are used frequently. A list of English terms that are frequently used in IUCN documents has also been translated into both French and Spanish. Publication managers should provide these lists to their translators before translation begins. This ensures consistency of terminology across IUCN, even in translated documents. Translators of new documents should be requested to compile a glossary of new terms that have been agreed to during translation and these should be provided to the IUCN Publications Unit to update the glossaries of terms. See here for the Glossary of Translated Terms.

**Publications Design**

The newer Guidelines (No. 18 onwards) and all Technical Reports should also be consulted for ideas and answers to questions of style, audience, and approach. The entire Series may be downloaded from the IUCN Publications website. See here.

**Publication Design, Style and Content for Cover and Introductory Pages**

Publications should conform as follows:

(i) The front cover design will follow the same IUCN design format found on editions 18 and higher of the Best Practice Protected Areas Guidelines Series featuring a hand holding a globe containing a photograph which has been digitally manipulated to provide a three-dimensional effect. The front cover will display the IUCN logo at the top and the WCPA and CBD logos along the bottom in that order. No more than four logos of organizations that have made financial or in-kind contributions can be featured on the front cover of a Guideline or Technical Report, including the WCPA and CBD logos. All other partner organizations can be featured on the back cover.
Publication Managers should take care to confirm at the outset where logos will appear, to avoid complications just prior to printing. IUCN size and positioning directives about the use of logos should be followed. The front cover will also carry the title of the publication and its authors along with the titles and names of the Volume and Vice Chair Publications. It will also carry a line identifying the Series Number.

(ii) The back cover will carry a photo relevant to the theme and the IUCN logo and address. (See BP Nos. 18 and 19 for examples)

(iii) The first inner page will carry a repeat of the text from the front cover.

(iv) Following the first inner page there will be brief statements about IUCN, WCPA and the other partners that contributed to the publication.

(v) Each edition should carry a Foreword signed by the Chair of IUCN WCPA and the Executive Secretary of the CBD. Publication partners can also sign the Foreword, if relevant. The Foreword should explain why the publication is important to meeting the world's protected area conservation goals. There is an expectation that the principal authors would provide a draft text for the IUCN WCPA Chair and CBD Executive Secretary to sign off. After the Foreword, a Preface describing the purpose of the document should be included. Acknowledgements should follow the Preface. See BPG No. 18 for an example.

(vi) Each Guideline or Technical Report should have a 1-2 page Executive Summary that incorporates the principal recommendations and findings of the document.

(vii) Authors are requested to provide suitable illustrative material for the covers and for internal positioning, paying particular attention to the international nature of the Guidelines and Technical Series. IUCN has a photo library available to authors, as do many of IUCN's member organizations.

(viii) Photographs should ideally be 300 dpi, with an image size of 175mm x 120mm for half page and 175 mm x 250 mm for full page. Authors using photographs taken by others should secure permission for their use and determine who owns the copyright, obtaining permissions in all cases.

(ix) Most PA managers have limited time to devote to reading and digesting guidance documents. To help ensure that Best Practice Guidelines and Technical Reports will be used by the target audiences, there is a need to deliver guidance in as succinct a fashion as possible. Relatively longer documents not only lower the chances that they will be read and used, but usually result in greater costs for layout and design, possibly prohibitive costs for translation, and overall impacts on the development of other best practice guidelines because of the lengthy time we must sink into the review of these documents.

(x) To that end, we recommend that editors and authors of these guidelines or reports adhere as closely as possible to the following guidance on length (this is actually the
approximate length of the IUCN WCPA Restoration Best Practice Guidelines if you want to refer to an actual existing BP document).

(xi) The main text including references should be about 65,000 words in English or about 160 pages in a word processing document with Times New Roman 11 point font with 1.15 spacing.
### Part III. IUCN WCPA Publications Checklist

For publication project managers, and publication editors submitting manuscripts in English

Please complete this form and submit it with your draft manuscript – the checklist has been developed to ensure that the basic IUCN WCPA guidelines and standards for publication have been applied.

**Title of Manuscript:**

**Publication Manager:**

**Volume Editor:**

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<td>1. Does the manuscript reflect expert practice and global perspectives?</td>
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<td>2. Where applicable, does the manuscript reflect all the WCPA regions – see list below (e.g. in case studies, boxes, reviewers, references to protected areas in these regions)?³</td>
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- ✓ East Asia
- ✓ South Asia
- ✓ Southeast Asia
- ✓ East and South Africa
- ✓ North Africa, Middle East and West Asia
- ✓ West and Central Africa
- ✓ Caribbean
- ✓ Central America
- ✓ North America
- ✓ South America
- ✓ Europe
- ✓ North Eurasia
- ✓ Oceania

| 3. Where applicable, does the manuscript reflect terrestrial, freshwater and marine biomes? |                                                        |                                                                     |
| 4. Where applicable, does the manuscript reflect a wide spread of protected areas in terms of IUCN category and governance type?⁴ |                                                        |                                                                     |

³ This list represents the 13 IUCN regions, see: http://www.iucn.org/about/work/programmes/gpap_home/gpap_wcpa/gpap_wcparegion/

⁴ http://www.iucn.org/about/work/programmes/gpap_home/gpap_capacity2/gpap_bpg/13959/Guidelines-for-applying-protected-area-management-categories
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5 Footnotes should only be used where there is a need to expand on specific issues that occur on a particular page or provide links to external websites
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