# Document history

<table>
<thead>
<tr>
<th>Version</th>
<th>Date</th>
<th>Changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>January 2018</td>
<td>Based on the 2017 Publishing Guidelines.</td>
</tr>
<tr>
<td>1.1</td>
<td>May 2018</td>
<td>Sections Publications Committee and Editorial Board updated.</td>
</tr>
<tr>
<td>1.2</td>
<td>September 2018</td>
<td>Sections Publications Committee and Editorial Board updated.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Section “Evaluating your project” added.</td>
</tr>
<tr>
<td>1.3</td>
<td>October 2018</td>
<td>Sections Publications Committee and Peer review updated.</td>
</tr>
<tr>
<td>1.4</td>
<td>November 2018</td>
<td>Section How can the Science &amp; Economic Knowledge Unit help me… updated.</td>
</tr>
<tr>
<td>1.5</td>
<td>March 2019</td>
<td>Sections Peer review and Production updated.</td>
</tr>
<tr>
<td>1.6</td>
<td>August 2019</td>
<td>Section Peer review updated.</td>
</tr>
<tr>
<td>1.7</td>
<td>December 2019</td>
<td>Sections on Planning your publication and Preparing your publication updated.</td>
</tr>
<tr>
<td>1.8</td>
<td>March 2020</td>
<td>Section on DOI updated.</td>
</tr>
<tr>
<td>1.9</td>
<td>May 2020</td>
<td>Sections on DOI, Acknowledging support…, Writing, Peer review, Production/Layout, Co-publishing updated.</td>
</tr>
<tr>
<td>1.10</td>
<td>October 2020</td>
<td>Sections on Procedures (DOI), Writing, Peer reviewing, Volume editing updated, Sourcing and using images updated.</td>
</tr>
<tr>
<td>1.11</td>
<td>December 2020</td>
<td>Sections on Writing, Timeline, Peer reviewing, Foreword by the DG updated, Sourcing and using images updated.</td>
</tr>
<tr>
<td>1.12</td>
<td>March 2021</td>
<td>Sections on Procedures, Co-publishing; Peer reviewing.</td>
</tr>
</tbody>
</table>

© 2017, 2021 IUCN, International Union for Conservation of Nature and Natural Resources

Prepared and published by: IUCN Science and Knowledge Unit, Gland, Switzerland

Cover photo: IUCN Photo Library / © Giles Winstanley
Table of Contents

Introduction ............................................................................................................................................ 6
How can the Science and Economic Knowledge Unit help me with my publishing project? ................. 8
  We provide guidelines and standards ................................................................................................ 8
  We provide information and advice ................................................................................................... 8
  We manage procedures ...................................................................................................................... 9
So you want to make a publication? ..................................................................................................... 12
  Define objectives and target audience ............................................................................................. 12
  Define a publication .......................................................................................................................... 12
Visual identity ................................................................................................................................... 14
Co-publishing .................................................................................................................................... 14
  Co-publishing with Members, donors and other not-for-profit organisations ............................ 14
  Co-publishing with commercial publishers ................................................................................... 15
Conditions for acceptance of commercial publishing proposals .................................................. 15
Negotiating the contract ............................................................................................................... 16
Checklist of items for co-publishing ............................................................................................... 16
Acknowledging support from donors and IUCN framework partnerships ....................................... 18
Acknowledging contributions from co-publishers ............................................................................ 18
Planning your publication ..................................................................................................................... 19
  Publication concept note .................................................................................................................. 19
  Set timeline ....................................................................................................................................... 19
  Set budget: costing and funding your publication ............................................................................ 20
Outsourcing and external contractors .............................................................................................. 22
  Choosing your suppliers ................................................................................................................ 22
IUCN Publications Committee ............................................................................................................... 24
  Work process .................................................................................................................................... 24
Preparing your publication ................................................................................................................... 26
Writing .............................................................................................................................................. 26
  Choosing the author ......................................................................................................................... 26
  Executive summary .......................................................................................................................... 27
Foreword from the Director General ............................................................................................ 27
Citing brand names in IUCN publications ..................................................................................... 28
Introduction

The Science and Economic Knowledge Unit, which in turn is part of the Programme and Policy Group, has developed these Publishing Guidelines to assist the Secretariat, Commissions, and National and Regional Committees in producing publications of the highest quality. These guidelines set out the standards that should be used for drafting all IUCN publications. The Unit also aims to provide an efficient publishing process to support high standards of publishing. The Publishing Guidelines will be regularly updated as we review our policies and practices. Please check the IUCN Union Portal or the Publications page of the IUCN website periodically.

- All IUCN and IUCN co-branded publications, unless they are an official policy document (in which case it will require the approval of the Director General and Council), must carry disclaimers covering opinions, geographical limitations, IUCN framework partnerships and, if appropriate, translation.

- The Publications Officer must be informed of all publishing projects in order to ensure quality, to review if the publications abide with IUCN’s visual and publishing guidelines, and to assign ISBNs if appropriate.

- All publications with IUCN Secretariat co-authorship or co-editorship that seek assignment of an IUCN ISBN must be presented through a concept note (before writing of publication has started) to the IUCN Publications Committee. Writing can begin upon approval by the Publications Committee, after which it will need to be peer reviewed and then to have the revised manuscript cleared by the Publications Committee.

- All IUCN publications must have peer review tracking tables signed off by the IUCN Editorial Board. Upon sign-off by the Editorial Board and approval of the visual identity by the Publications Officer, the publication will receive an ISBN and DOI and be ready for publication.

- The Publications Officer has the full and exclusive responsibility for assignment of ISBNs to all IUCN-led publications.

- To electronically publish your publication, you will need to send the Publications Officer:
  - a high resolution and low resolution PDF of the final publication
  - the design and print (if applicable) files

- You will need to send seven (7) printed copies of all publications with an IUCN ISBN (beginning with 978-2-8317) and four (4) printed copies of those without (for the HQ Library, DGO, Publications Officer, and legal deposit) to:

  IUCN HQ Library
  Rue Mauverney 28
  1196 Gland
  Switzerland
• Please send comment or queries to publishing@iucn.org, or get in touch with us directly:

  Publications Officer
  Sarina van der Ploeg (sarina.vanderploeg@iucn.org)

  Library and Publications Manager
  Daisy Larios (daisy.larios@iucn.org)
How can the Science and Economic Knowledge Unit help me with my publishing project?

We provide guidelines and standards

- **IUCN Publishing Guidelines.** These guidelines provide guidance on the processes involved in the production of IUCN publications. The Guidelines are *periodically updated* and are available both on the [Union Portal](https://unionportal.iucn.org) and on the [IUCN website](https://www.iucn.org).

- **IUCN Style Manual.** This document explains the standard practices to be used when writing and editing IUCN publications in English. The Style Manual is available both on the [Union Portal](https://unionportal.iucn.org) and on the [IUCN website](https://www.iucn.org) for external writers and it is *periodically updated*. Versions for writing and editing in French and Spanish are not available.

- **IUCN Brand Book.** This guide provides an overview of IUCN’s brand, what it stands for, why it is important. It explains who should use the IUCN visual identity and how it should be used. It also provides rules for staff, Members, Commissions, National and Regional Committees and partners on how to use the IUCN logo. The [Brand Book](https://unionportal.iucn.org) and [templates](https://unionportal.iucn.org) for the design and layout of IUCN publications and other products can be accessed through the Union Porta and on the IUCN website.

- **IUCN Glossary of translated terms.** This glossary contains the official translations of IUCN terminology and commonly used terms in the three official IUCN languages. It is available in the [Union Portal](https://unionportal.iucn.org) and on the [IUCN website](https://www.iucn.org) for easy access by translators.

- **IUCN Glossary of definitions.** This glossary explains the meaning of terms used in IUCN publications. This glossary is available in the [Union Portal](https://unionportal.iucn.org) and on the [IUCN website](https://www.iucn.org).

- **IUCN standard credits page.** All IUCN publications that bear the IUCN logo and ISBN must include a standard credits page. Templates of the IUCN standard credits page in the three official IUCN languages are available on the [Union Portal](https://unionportal.iucn.org) and on the [IUCN website](https://www.iucn.org). For advice on the information that must be included in these pages both for IUCN publications and for joint publications, contact the IUCN Publications Officer.

These supporting documents (Guidelines, Manual, glossaries, templates) are periodically updated, so always make sure to use the latest version that is available on the Union Portal (and IUCN website)!

We provide information and advice

- **Contracts.** We can provide advice to the IUCN Secretariat and Commissions on publishing contracts with third parties. Contact the IUCN Publications Officer for more information.

- **Design and layout.** We maintain a [list with designers](https://unionportal.iucn.org) on the Union Portal. We can provide advice on designers for layout. Contact the IUCN Publications Officer for more information.
• **Editing and proofreading.** We maintain lists of editors and proof-readers. These lists are available on the Union Portal.

• **Translation.** We maintain a list of professional translators who can translate IUCN publications into the three official IUCN languages. Other languages may be handled, if necessary. The list with translators is available on the Union Portal. For translations of IUCN publications, the credits page for translations should be used as this includes the disclaimer regarding the translation. A template of the credits page in the three official IUCN languages is available on the Union Portal and on the IUCN website. The laid out and proofread (but not published yet) PDF has to be sent to the Publications Officer for check and clearance of the copyright information and visual identity (and, if applicable, allocation of an ISBN (and possibly DOI)).

• **Translation permissions.** IUCN encourages the translation of its publications. To request permission for translation of an IUCN publication, a translation permission form must be completed and submitted to the IUCN Publications Officer. This should be done before starting with the translation. The translation permission form is available on the Union Portal and on the IUCN website.

• **Printing services.** A list of printers for the production of IUCN publications and merchandise is available on the Union Portal.

**We manage procedures**

• **Allocation of ISBNs.** An ISBN (International Standard Book Number) is a unique 13-digit international identifier used to identify each unique publication regardless of form or medium. The ISBN is a unique, machine-readable identification number used by the book trade to catalogue and identify books, by supply chain systems for the ordering and distribution of books, and by bookstores for electronic point-of-sales systems and to monitor sales data. Each version (e.g. print, pdf, ePUB, summary), edition, and translation has to be identified by its own ISBN. **Never re-use an ISBN!** The IUCN Publications Officer is responsible for allocating ISBNs to different formats of a publication (after having checked the laid out and proofread PDF for the copyright information and visual identity). The ISBN should be included on the credits page.

• **Allocation of DOIs.** A DOI (Digital Object Identifier) is a unique identifier that also provides a stable, persistent link to any digital object, even if the actual location on the web changes. It ensures that your work is always discoverable and enables accurate link- and citation-tracking and bibliometrics. A DOI is required for all publications with an IUCN ISBN with IUCN Secretariat (co-)authors or (co-)editors and is recommended for all other publications with an IUCN ISBN. A DOI should be assigned to each separate language version or new edition of a publication. **Never re-use a DOI!** The DOI is assigned in combination with an IUCN ISBN after a Programme/office pays a contribution of CHF 300 for tracking the uptake and impact of IUCN publications (and after the laid out and proofread PDF has been checked for the copyright information and visual identity). It is the originating programme’s responsibility to arrange for the CHF 300 payment of any future language versions i.e. translations published by IUCN.

• **An IUCN ISBN is a prerequisite for receiving a DOI; to obtain a DOI, please follow the same procedure for requesting an ISBN.**

The IUCN Publications Officer is responsible for allocating a DOI and for registering it through Crossref. The DOI should be included on the credits page. In addition, the
reference list of an IUCN publication should include as many DOIs as possible, for cross-referencing (the Publications Officer will deposit the reference list through Crossref).

- **Publication concept note form.** To obtain an ISBN for a forthcoming publication, all publications with IUCN Secretariat co-authorship or co-editorship will need to have had its [publication concept note](#) approved by the IUCN Publications Committee, and have had the final manuscript peer-reviewed and subsequently cleared by the Publications Committee. It is not necessary to submit a publication concept note if you wish to translate an IUCN publication.

- **Peer review tracking tables.** Publication leads for all IUCN publications should submit the completed and signed peer review tracking table and the final, post-peer review, manuscript (in Word) to the IUCN Editorial Board well in advance of the printing (and before it is sent to the designer). A template of the [peer review tracking table](#) is available on the Union Portal (in Word and Excel format).

- **Editions.** ‘Edition’ is used when referring to the version in which a text is published. Each form of a text (e.g. a draft or a typeset manuscript) is a version, but when it is published, it is called an ‘edition’. It should be clearly mentioned on the front cover, title page and in the credits page (copyright info, citation) when it concerns an (new) edition. We recommend against using ‘version’ for IUCN publications as this may confuse readers. Also note that when using ‘version’, it will still be referred to as ‘edition’ in the IUCN library metadata (in the “Edition field of the publication record) and in the metadata [submitted to Crossref when registering the DOI](#). In addition, the authors have to include an explanation in the publication about where readers can find the previous version(s), if applicable, along with an email address that users can contact for getting a previous version. Such explanation will also be included in the Notes field of the publication record.

A new edition means that there has been substantial change: content has been changed considerably compared to the previous edition, e.g. a new feature has been added (e.g. a preface, appendix or additional content) or the content has been revised. Or, the book has been redesigned. Each new edition of an IUCN publication will receive a new ISBN (this will be assigned by the Publications Officer).

- **Reprints.** When more copies are being printed with no substantial changes to the publication (besides perhaps a few typos that are being corrected), it is called a reprint. Reprints do not receive a new ISBN.

- **Official publication access points via the IUCN Library Portal.** Finalised publications are catalogued in the Library Portal to provide official access points for online dissemination. Additionally, your publication will be disseminated to all IUCN Secretariat staff via the weekly New Library Acquisitions newsletter. Official IUCN publications with an ISBN will also be promoted via the bimonthly Off the Shelf Newsletter to the nearly 9,000 contacts who have signed up to be informed of new IUCN publications. For more information, contact the IUCN Library and Publications Manager.

- **Copyright and licensing of publications.** We grant permission to those seeking to reproduce material under IUCN copyright for commercial purposes. The Copyright permission form is [available on the IUCN website](#). We also work with third parties for greater exposure and dissemination of IUCN publications, for example through licensing. For more information, contact the IUCN Library and Publications Manager.
• **Legal deposit of IUCN publications.** All IUCN publications with an ISBN beginning with 978-2-8317 must be deposited with both the Swiss National Library in Bern and the Vaud Cantonal Library in Lausanne. Upon reception of the requisite copies of your publication, we will ensure that legal deposit is fulfilled.

• **Digitisation of historical IUCN publications.** We continuously strive to digitise and make available historical IUCN publications, as funding becomes available.

The distribution of hard copies of IUCN publications to their intended audience is the responsibility of each programme or Commission.
So you want to make a publication?

Define objectives and target audience

Before beginning your publication, decide exactly what it is you are trying to achieve: what are your objectives? Your objectives can include a variety of different goals and will determine your target audience(s), which should help you decided on the message, output type, and medium of your communication product.

Here are some examples on how this type of strategic thinking might work:

<table>
<thead>
<tr>
<th>If your objective is to…</th>
<th>You will need to target…</th>
<th>How does this target audience prefer to acquire information? What is the best output type and medium for communicating your message to the target audience?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Influence policy and decision-making at the upcoming COP COP24</td>
<td>Policy makers attending COP24</td>
<td>Policy makers typically need easily digestible key messages, as they are often very busy and bombarded with information at conferences and events.</td>
</tr>
<tr>
<td>Promote protected area management best practices among protected area managers in Africa</td>
<td>Protected area managers in Africa</td>
<td>Protected area managers in Africa may not have easy access to the Internet, and if they are working in the field are unlikely to have easy access to a library. Thus, they would likely prefer a printed publication that they can refer to.</td>
</tr>
</tbody>
</table>

Other types of objectives could include:
- to report back on the findings/progress/conclusions of a project
- to target specific conferences and meetings
- to publish fresh scientific evidence
- to produce guidelines or a training tool
- to inform on policy
- to report the results of a meeting

After completing this exercise, you will be able to determine if, in fact, producing a publication is the best output for your message, audience, and objectives. It should also help you decide whether the publication should be print and/or electronic, how many copies to print, and what your dissemination and distribution strategy should be.

Define a publication

IUCN produces many different types of outputs, which include textual documents, digital assets, and online content and platforms. For the purposes of these guidelines, an IUCN publication is considered a book or monograph.
The primary purpose of books and monographs is to communicate knowledge. They:
- consist of at least 20 pages of substantive, original content (i.e. excluding title page, credits page, table of contents, reference list/bibliography, annexes);
- are primarily intended for external circulation (beyond IUCN Secretariat, Members, Commission members, Council, and donors);
- are prepared with contributions (textual and/or financial) from IUCN; and
- are intended to have a long lifespan.

<table>
<thead>
<tr>
<th>Consideration</th>
<th>Likely to be considered a publication</th>
<th>Likely to not be considered a publication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Length</td>
<td>Longer (generally &gt;20 pages)</td>
<td>Shorter (generally &lt;20 pages)</td>
</tr>
<tr>
<td>Permanence</td>
<td>Intended to be long-lived</td>
<td>Intended for rapid dissemination; content is likely to change in the near-future</td>
</tr>
<tr>
<td>Audience</td>
<td>Broad and external, e.g., scientists, practitioners (guidelines, manuals, etc.), libraries, commercial outlets, etc.</td>
<td>Internal, e.g., IUCN policies, procedures, etc.</td>
</tr>
<tr>
<td>Scholarly content</td>
<td>Includes references or footnotes</td>
<td>No references or footnotes, e.g., for marketing and publicity materials</td>
</tr>
</tbody>
</table>

The following are the types of books and monographs produced by IUCN:
- Scientific analyses and syntheses
- Guides and manuals
- Field guides
- Public interest books (e.g. coffee-table books, children’s' books)
- Knowledge-product standards

Other textual documents such as marketing materials, records, knowledge-product-related documentation, and papers and briefs do not qualify for an ISBN.

All books and monographs produced by the IUCN Secretariat should include references or footnotes as well as all other required elements and follow appropriate processes for gaining approval from the IUCN Publications Committee and the IUCN Editorial Board to be assigned an IUCN ISBN. To better visualise the steps in the publishing process, have a look at our Publishing Highway.

Prior to publication, IUCN Secretariat units are required to seek and receive approval from the Publications Committee for:
- Publication concept note (to be completed at the conceptual stage i.e. prior to writing)
- Publication of the manuscript (after peer review has been completed)

All IUCN Publications seeking assignment of an ISBN and DOI are required to seek and receive approval from the Editorial Board for:
- Peer review tracking tables (to ensure peer review comments were sufficiently addressed)

IUCN publications can be produced in electronic or print format and can be either free or for sale.
Visual identity

IUCN publications must bear the IUCN name and logo and follow the IUCN visual identity guidelines.

When collaborating with partners, IUCN encourages the use of the IUCN visual identity to brand publications. In such cases, the IUCN visual identity rules, in addition to the logo rules, must be followed. In cases where the IUCN visual identity cannot be used for jointly produced material, a neutral design must be agreed on a case-specific basis.

Publications produced by the Commissions alone are considered to be IUCN Publications for the purposes of cataloguing on the Library Portal and adding to the library’s collection, although they fall outside of the remit of approval through the IUCN Publications Committee. If being published through IUCN, however, they will still need to receive peer review sign-off from the Editorial Board to receive an ISBN and DOI.

Co-publishing

IUCN regularly co-publishes with other organisations. There are essentially two types of partner with which IUCN co-publishes:
- Members, donors, other not-for-profit organisations
- Commercial publishers

Co-publishing with Members, donors and other not-for-profit organisations

Advantages of co-publishing with Members, donors and other not-for-profit organisations include:
- Partners can take advantage of each other’s scientific expertise.
- Partners can take advantage of each other’s membership and distribution networks.
- Partnerships foster collaboration and cooperation.

Some points to be aware of are:
- IUCN can lose full editorial control.
- IUCN may not be able to retain copyright.
- Partners are dependent on each other respecting financial and timetabling conditions.
- If the publication has endorsement from senior figures, e.g. from a government or ministry, it may be inappropriate to request peer reviewing from technical staff within that individual’s institution.

Some points to consider when entering into a co-publishing agreement with another organisation:
- Parties must agree on responsibility for content, management of the overall project, design, production, print and/or electronic distribution, and the level of financial contribution to be made by each party.
- IUCN should be a main copyright holder to enable the organisation to freely disseminate its material. At a minimum, joint copyright should be negotiated.
- Placement of logos should be agreed at the outset (see the IUCN Brand Book and the Logo Rules for Partners of IUCN).
- Parties must agree on who will assign the ISBN (and DOI). To obtain an IUCN ISBN, the publication has to go through the IUCN publishing process (i.e. the IUCN...
Publications Committee (for publications with Secretariat (co-) authors/editors) and/or the IUCN Editorial Board).

- IUCN must approve final content before the publication goes into production, including the insertion of our disclaimer information.
- The IUCN Publications Officer must approve final design and layout (including logo use) before the publication goes into final production.
- Parties should agree on the amount of stock each organisation will receive, if applicable.

Co-publishing with commercial publishers

Advantages of co-publishing with commercial publishers include:
- Publisher takes most of the financial risk associated with producing the publication.
- IUCN becomes associated with a well-known, credible publisher. Note that it is important to ensure that IUCN’s contribution is clearly visible in the final product.

Some disadvantages to be aware of are:
- IUCN may not be able to retain copyright. This prevents further use and distribution of our material.
- Production times in commercial publishing are often much longer.
- IUCN may lose editorial control.
- IUCN staff may be required to provide considerable input. The project could become time-consuming.
- IUCN is usually required to buy in stock to help cover production costs.
- The publications may not necessarily reach IUCN’s main audiences.
- IUCN may not be able to put the finished publication on the website.

Conditions for acceptance of commercial publishing proposals

In addition to reviewing the advantages and disadvantages above, there are certain conditions that should be met before you co-publish with a commercial publisher:
- Both the commercial publisher and IUCN must benefit from the collaboration in terms of profile enhancement.
- The collaboration must lead to an understanding of the importance of IUCN’s work amongst a wider audience than IUCN can reach by itself.
- IUCN must obtain benefits that assist it to pursue its mission and Programme of work.
- The real costs of the collaboration must be borne by the commercial publishers.

The following criteria should be used to assess these conditions:
- The publication must meet a standard of quality that IUCN can endorse in terms of scientific credibility.
- The publication has a high potential for wide distribution amongst primary IUCN audiences.
- The publication has the potential to reach IUCN’s secondary audience to enhance awareness of the importance of conservation and sustainable development amongst a significant segment of the general public.
- The real costs to IUCN are covered (staff time, including secretarial support, overheads, volunteer compensation).
Negotiating the contract

Although many commercial publishers have their own standard agreements, below are points to consider when you begin negotiating a contract:

- Ensure IUCN retains copyright or agree to joint copyright as a minimum.
- Ensure that IUCN’s contribution to the publication is duly acknowledged and given prominence.
- Agree rights reversal within a specific time period should the publication go out of print.
- Ensure that IUCN will receive a PDF of the final document for the IUCN website. This may be subject to a time exclusion clause.
- Discuss fees for the contribution of scientific material and expertise.
- Ensure IUCN sees a final copy of the proofs to approve content and logo use before publication.
- Agree on a number of hard copies of the publication, if applicable. Sale of the publication might also be subject to a time exclusion clause.

To make sure that the conditions are acceptable, it is recommended to send a draft copy of the contract to the Publications Officer (and to the colleagues of the Office of the Legal Adviser, HQ) and to have the details checked. A final copy of each publishing contract should be forwarded to the Publications Officer.

Checklist of items for co-publishing

The three tables below contain a checklist of items that need to be included, discussed or negotiated when entering into a co-publishing agreement with another organisation or with a commercial publisher.

Table 1: Checklist of items to be agreed when co-publishing with another organisation

<table>
<thead>
<tr>
<th>Item</th>
<th>Done</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agree on the respective roles and responsibilities of each party from the outset, including:</td>
<td></td>
</tr>
<tr>
<td>- Responsibility for content</td>
<td></td>
</tr>
<tr>
<td>- Management of the overall project</td>
<td></td>
</tr>
<tr>
<td>- Design</td>
<td></td>
</tr>
<tr>
<td>- Production</td>
<td></td>
</tr>
<tr>
<td>- Assignment of an ISBN (and DOI), if applicable</td>
<td></td>
</tr>
<tr>
<td>- Electronic / Print distribution</td>
<td></td>
</tr>
<tr>
<td>- Level of financial contribution from each party</td>
<td></td>
</tr>
<tr>
<td>Negotiate sole or joint copyright</td>
<td></td>
</tr>
<tr>
<td>Approve final content, including the IUCN disclaimer information, prior to production</td>
<td></td>
</tr>
<tr>
<td>Approve final content, including the IUCN disclaimer information, prior to production</td>
<td></td>
</tr>
<tr>
<td>Approve final design and layout (proof), as well as logo use and copyright info, prior to publishing/printing</td>
<td></td>
</tr>
<tr>
<td>Agree on amount of stock to be made available to each organisation against no costs</td>
<td></td>
</tr>
<tr>
<td>Agree on distribution, sales and marketing</td>
<td></td>
</tr>
</tbody>
</table>
Table 2a: Conditions for evaluating a co-publishing project with a commercial publisher

<table>
<thead>
<tr>
<th>Conditions</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>Do both the commercial publisher and IUCN benefit from the collaboration in terms of profile enhancement?</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Will the collaboration lead to an understanding of the importance of IUCN’s work amongst a wider audience than IUCN can reach by itself?</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Will IUCN obtain benefits that assist it to pursue its mission and Programme of work?</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>Are the real costs of this collaboration borne by the commercial publisher?</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

Table 2b: Criteria to be used to assess the above conditions

(Assign a value – either “high” or “low” – to each of the criteria below. If there are a majority of “high” values, then it is worth co-publishing.)

<table>
<thead>
<tr>
<th>Criteria</th>
<th>High</th>
<th>Low</th>
</tr>
</thead>
<tbody>
<tr>
<td>The publication meets a standard of quality that IUCN can endorse in terms of scientific credibility</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>The publication has a high potential for wide distribution amongst primary IUCN audiences</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>The publication has the potential to reach IUCN’s secondary audience to enhance awareness of the importance of conservation amongst a significant segment of the general public</td>
<td>☐</td>
<td>☐</td>
</tr>
<tr>
<td>The real costs to IUCN are covered (staff time, including secretarial support, overheads, volunteer compensation)</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

Table 3: Checklist of items to be agreed when negotiating a contract with a commercial publisher

<table>
<thead>
<tr>
<th>Item</th>
<th>Done</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensure IUCN retains copyright or agree to joint copyright as a minimum</td>
<td>☐</td>
</tr>
<tr>
<td>Ensure that IUCN’s contribution to the publication is duly acknowledged and given prominence</td>
<td>☐</td>
</tr>
<tr>
<td>Agree rights reversal within a specific time period should the publication go out of print</td>
<td>☐</td>
</tr>
<tr>
<td>Ensure IUCN’s Publication Officer sees a copy of the final PDF before it is published to approve visual identity, logo use, copyright information, etc.</td>
<td>☐</td>
</tr>
<tr>
<td>Discuss fees for the contribution of scientific material and expertise</td>
<td>☐</td>
</tr>
<tr>
<td>Ensure that IUCN will receive a PDF of the final document for the IUCN website. This may be subject to a time exclusion clause</td>
<td>☐</td>
</tr>
<tr>
<td>Agree on the number of copies of the final document to be made available to IUCN (against no costs!). Sale of the publication may be subject to a time exclusion clause</td>
<td>☐</td>
</tr>
</tbody>
</table>
Acknowledging support from donors and IUCN framework partnerships

It is mandatory to acknowledge the institutional support of IUCN framework partners in our publications. Many of our publications are project funded but there is also some core funding that goes into IUCN publications. A paragraph acknowledging IUCN framework partnerships is included in the template of the IUCN standard credits page.

If a publication is being produced with a contribution – financial, textual, technical, or otherwise – from other donors, it will be necessary to acknowledge that contribution. The agreement for acknowledging this contribution should be negotiated when the initial contract is signed.

Although the acknowledgement may be subject to donor conditions, the contribution can be highlighted in any of the following places, including:

- On the acknowledgements page;
- On the credits page in a paragraph (under the disclaimers) beginning with “This publication has been made possible in part by funding from…;”;
- On the bottom of the front cover where the logo may be placed alongside those of other contributors;
- On the half-title page where additional (i.e. in addition to the logos on the front cover; see further the Brand book guidelines) multiple logos may be included.

Acknowledging contributions from co-publishers

If a document is co-published with another organisation (a Member, commercial publisher, etc.), the agreement for this collaboration and how it is acknowledged must be worked out at the time that the contract is negotiated.

This collaboration should be acknowledged on the credits page in “Published by”. When collaborating with partners, IUCN encourages the use of the IUCN visual identity to brand publications. In such cases, the IUCN visual identity rules, in addition to the logo rules, must be followed. In cases where the IUCN visual identity cannot be used for jointly produced material, a neutral design must be agreed on a case-specific basis.
Planning your publication

When planning a publishing project, the first step will be to prepare a publication concept note for all publications to which IUCN ISBNs are intended to be assigned. The concept note should be submitted to and approved by the Publications Committee before the writing starts. The Publications Committee concept note review meeting is held twice per year. A call for submission of concept notes will be sent out six to eight weeks in advance of a meeting. Incomplete submissions will not be taken into consideration.

Publication concept note

The publication concept note is designed to help you plan and execute your publishing project by:
- keeping you and all team members focussed;
- defining who is involved in the project and their respective roles, including publication leads, unit heads, project managers, writers, peer reviewers, editors, designers, printers, etc.;
- setting the time-frame and the chronology of stages in the project;
- helping you budget appropriately for publishing costs, including hidden ones.

The planning and development of a publication (from concept to actual publication) requires involvement from many people. A publishing process “who does what” document explaining the role of publication leads, unit heads, and Directors/Commission Chairs are available on the Union Portal.

Set timeline

Because the publishing process involves a sequence of events some of which are dependent on previous stages being completed (e.g. development of concept notes, writing, design and printing), and some of which can take place simultaneously (e.g. writing and identifying distribution), time management is critical. Time management is particularly important when a publication is being produced for a specific event, e.g. a conference, a launch, etc.

When planning a publication:
- Set realistic deadlines. It is often best to work on your timeline by working backwards from the date you would like to launch the publication.
- Set aside sufficient time for the concept note review process by the Publications Committee, peer reviewing, clearance of the manuscript by the Publications Committee, Editorial Board sign-off on the peer review tracking table, and solving any issues that may arise.
- Allow plenty of time for substantial editing, copy-editing, design, proofreading and printing. Do not cut corners on any of these processes, i.e. do not decide that because writing or review have taken longer than foreseen, you will shorten the time allocated to editing and design.
- Set aside sufficient time for review of the complete, proofread, PDF by the Publications Officer.
- Foresee sufficient time for preparation of the digital release by the Publications Officer.
- Build in extra time wherever possible to allow for unforeseen events.
Foresee sufficient time for shipping, particularly if a publication is planned for an event (conference, book launch, etc.). To save time (and shipping costs), a possible option would be to have the publication printed in the country where the event will take place.

A template for planning the timeline for your publishing project is available on the Union Portal. You can also use digital tools such as Asana to help you plan your publication launch.

Example of a timeline showing the minimum amount of time needed to produce a publication, including the minimum amount of time (weeks) you should reserve for each step in the publishing process:

<table>
<thead>
<tr>
<th>Publishing process</th>
<th>Est. cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning &amp; developing concept note</td>
<td>3 to 5</td>
</tr>
<tr>
<td>Publishing Committee concept note review</td>
<td>1</td>
</tr>
<tr>
<td>Editorial &amp; briefing editing</td>
<td>2</td>
</tr>
<tr>
<td>Writing &amp; coordinating inputs</td>
<td>12 to 15</td>
</tr>
<tr>
<td>Professional substantive editing</td>
<td>4</td>
</tr>
<tr>
<td>Incorporating edits</td>
<td>3</td>
</tr>
<tr>
<td>Final review</td>
<td>1</td>
</tr>
<tr>
<td>External peer review of final mins</td>
<td>2 to 4</td>
</tr>
<tr>
<td>Re.vising mins following comments</td>
<td>1</td>
</tr>
<tr>
<td>Professional copy-editing of final mins</td>
<td>1 to 2</td>
</tr>
<tr>
<td>Re.vising mins by Publications Committee</td>
<td>2 to 3</td>
</tr>
<tr>
<td>Editorial board review &amp; sign-off</td>
<td>2</td>
</tr>
<tr>
<td>Design/layout</td>
<td>1 to 2</td>
</tr>
<tr>
<td>Professional proof-reading PDF</td>
<td>2</td>
</tr>
<tr>
<td>Incorporating edits in PDF (designer)</td>
<td>1</td>
</tr>
<tr>
<td>PDF review &amp; approval &amp; assigning ISBN by Publications Officer</td>
<td>1</td>
</tr>
<tr>
<td>Digital release &amp; cataloguing in IUCN Library database</td>
<td>1</td>
</tr>
<tr>
<td>Printing &amp; Shipping</td>
<td>2 to 3</td>
</tr>
</tbody>
</table>

**Set budget: costing and funding your publication**

As with all projects, it will be necessary to establish a budget for your publishing project. The budget can serve different purposes:

- It can be used to fundraise for your project.
- If the funds have already been allocated, it can assist you to see whether you need to raise more funds, or alternatively whether you need to modify your project so that it comes within the allocated budget.
- It can help you to focus your expenditure and evaluate where over- or under-spend has occurred. This will help you to budget for future similar projects.

Publishing incurs some obvious or “visible” costs, e.g. cost of printing, as well as certain less evident or “hidden” costs, e.g. staff time or project management costs.

Although it is difficult to estimate in advance the exact costs to produce a publication, it is nonetheless possible to establish certain benchmark figures. There are two principal ways to do this:

- Historically, by looking at the costs of similar completed projects.
- By seeking estimates from suppliers.
Below is a checklist of the items that you will need to include in your budget.

“Visible items”:
- Consultant’s fees (if a consultant is being commissioned to write/compile the content), including expenses (travel, etc.);
- Copyright fees, i.e. for using information on which a third party owns copyright;
- Photographic fees for use of images from other sources, e.g. photo libraries;
- Costs for peer reviewing (the IUCN Editorial Board recommends to offer peer reviewers a CHF 500 honorarium in gratitude, if applicable);
- Costs of any meetings that may be required to discuss issues;
- Editing costs, e.g. of an external substantial editor;
- Copy-editing costs, e.g. of an external copy-editor;
- Design and layout costs, including author’s corrections, treatment of photographs, generation of PDFs;
- Proof-reading costs, e.g. of an external proof-reader;
- Printing costs;
- Electronic production costs including scanning, conversion of data, e.g. e-books, converting PDFs to XML ePUB files;
- Mailing, distribution, shipping;
- Promotion costs including production and mailing of promotional items (flyers);
- Costs for translation including production and distribution (if applicable).

“Hidden costs”:
- Staff and management time;
- Communications, including e-mail and phone;
- Overheads;
- Evaluation costs, including costs of surveys (printing and mailing), facilitators to conduct the surveys if required, analysis of results.

In addition, there are a number of items that, if unchecked, can lead to significant increases in the costs of producing a publication. These include:
- Author’s corrections;
- Underestimating the page count of your publication, particularly in a printed document;
- Editor’s fees;

Make sure to outline the budget in the publication concept note. This will help you to know ahead the costs that are involved in the development of a publication. You may wish to consult the lists of various suppliers (editors, translators, designers, etc.) that are available on the Union Portal to get an idea of costs.
Example of items in a publication budget:

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consultant fees/staff time for writing and research</td>
<td></td>
</tr>
<tr>
<td>Consultant fees/staff time for substantive editing</td>
<td></td>
</tr>
<tr>
<td>Honoraria for peer reviewers</td>
<td></td>
</tr>
<tr>
<td>Copyright and image license fee</td>
<td></td>
</tr>
<tr>
<td>Consultant fees/staff time for copy-editing</td>
<td></td>
</tr>
<tr>
<td>Design and layout</td>
<td></td>
</tr>
<tr>
<td>Consultant fees/staff time for proofreading</td>
<td></td>
</tr>
<tr>
<td>Printing (if applicable)</td>
<td></td>
</tr>
<tr>
<td>Shipping and distribution of hard copies (if applicable)</td>
<td></td>
</tr>
<tr>
<td>Communication/promotional costs</td>
<td></td>
</tr>
<tr>
<td>Monitoring and evaluation</td>
<td></td>
</tr>
<tr>
<td>Other staff time/overhead</td>
<td></td>
</tr>
<tr>
<td>Other costs (e.g. translation, DOI)</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
</tr>
</tbody>
</table>

**Outsourcing and external contractors**

Once your budget has been agreed, you will be able to make an informed decision about the type of publication to produce. You will also know how much funding you have available for each stage of production.

In order to complete a publishing project, it will be necessary to contract certain services to outside suppliers (if applicable), e.g.:
- writers
- substantive editors
- copy-editors
- designers
- proof-readers
- translators
- printers
- distributors

**Choosing your suppliers**

The following criteria will help you make your final choice of suppliers:
- Does the supplier have experience with and knowledge of the subject matter with which they are dealing (particularly important in the case of writers, substantive editors and translators)?
- Is the supplier acquainted with IUCN and its work/mission? Does it follow environmentally and ethically sound business practices?
- Does the supplier have a proven track record (it is often useful to ask for previous examples of work)?
✔ Does the supplier have all the necessary skills/equipment (for example, FSC certification for printers)?
✔ Will your chosen supplier be able to meet the deadline?
✔ Is the price really commensurate with the service on offer, i.e. a very inexpensive printer may not necessarily offer the best service?

In the interests of sound financial management and for purposes of comparison, it is always advisable to seek estimates/offers from at least three suppliers. Lists with contact details of various suppliers (editors, translators, designers, etc.) are available on the Union Portal.

As soon as you have chosen your writers, substantive and copy-editors, proof-reader, and translator, make sure to provide them the IUCN Publishing Guidelines, IUCN Style Manual and Glossary of Translated Terms, to ensure that the publication abides to IUCN’s writing style from the very beginning. Similarly, make sure to provide your chosen designer with the IUCN Brand Book guidelines and templates early on.
IUCN Publications Committee

Work process

The IUCN Publications Committee provides strategic direction for publications and serves as a mechanism to ensure high standards and quality of the publications produced by the Secretariat. The scope of the Committee is all publications with IUCN Secretariat co-authorship or co-editorship that seek assignment of an IUCN ISBN.

The Committee’s Terms of Reference are available on the Union Portal. The Committee operates on both a quadrennial and a biannual basis.

Quadrennial process:
- Upon solicitation by the Publications Committee Coordinator (the Publications Officer), Regional and Global Programmes submit key topics on which the IUCN Secretariat should provide new knowledge and analysis.
- The Chief Scientist and Chief Economist compile all topics into a brief paper for review by the Publications Committee members.
- The Committee reviews the brief paper and yield a strategic directions paper (with priority policy analysis listing for IUCN’s four-year Programme period) during the Quadrennial meeting.
- This strategic directions paper will be issued by the DG to all IUCN Secretariat staff as soon as possible after the meeting.

Biannual process:
- Twice per year (6 months basis), the Publications Committee Coordinator will solicit concept notes from throughout the IUCN Secretariat, *six to eight weeks in advance* of the planned Concept Review Meeting.
- Secretariat Units/Programmes have to submit a publication concept note using the template for each of their planned publications for the year to the Publications Committee.
- The Publications Committee reviews the concept notes in preparation for the biannual Concept Note Review Meeting.
- IUCN Secretariat staff proponents have to present their concept notes (either in person or by proxy) to the Publications Committee during the Concept Note Review Meeting.
- The Publications Committee will discuss each concept note during the meeting, and decide:
  i. Proceed to develop as a publication (potentially qualifies for ISBN, conditional on manuscript review, peer tracking review, and visual identity review);
  ii. Proceed to develop as a publication (potentially qualifies for ISBN), conditional on revisions to the concept note as recommended by the Publications Committee at the meeting (and conditional on manuscript review, peer tracking review, and visual identity review); or
  iii. Proceed to develop as another IUCN output type, while adhering to visual identity (does not qualify for ISBN), e.g. as a Lessons Learnt document.

More information about the IUCN Publications Committee is available on the [Union Portal](https://www.iucn.org).
Preparing your publication

Writing

Research and writing are probably the most time-consuming part of a publishing project. How a publication is written and how it reads will have a very strong bearing on its impact. The integrity of the scientific and factual content will also have an impact on the credibility of IUCN. It is imperative that publications be well researched and written. It is also vital to research and understand the target audience as this too will determine how it is written. Special attention should be paid to gender-inclusive language. This means speaking and writing in a way that does not discriminate against a particular sex, social gender or gender identity, and does not preserve gender stereotypes.

Below are some hints and tips to ensure that IUCN publications are produced to the highest quality.

Choosing the author

Writing is a skill. Although most of us can write, it requires considerable skill to communicate key message(s) and content in a manner that holds the reader’s attention and – should it be one of the objectives of the written document – spurs the reader into action, influences the reader, etc.

In IUCN, publications are written by project/programme staff, by Commission members or by external consultants. IUCN publications should be edited by a professional substantive editor.

If the publication is being written by a member of the Secretariat/Commission member:

- Ensure that enough time is set aside for the project.
- Remember to factor in staff time when budgeting for the project.
- Use the publication concept note to stay focussed.
- Consult with other members of the team/team leader if necessary.
- Remember to contract a professional editor for the substantial editing process upon completion of the text.
- Remember that all IUCN publications must be peer reviewed (see section on Peer Review).

If the project/programme has the funds to employ an external consultant to write or edit a publication:

- Select a person with a sound knowledge of the subject and confirmed writing skills.
- Brief the consultant thoroughly about what you are hoping to achieve through the publication, the tone of the text, the audience, etc.
- Draw up detailed terms of reference for the writer, including deadlines.
- Contract a professional editor for the substantial editing process.

Furthermore, unless the authors of your publication are IUCN Secretariat staff or have already signed over intellectual property rights (i.e. if the author has signed the standard Consultancy Agreement), you will want to make sure that any contributors to your publication sign a copyright licence agreement to allow IUCN to publish the material as copyright IUCN. The licence agreement has to be countersigned by the appropriate D-level Secretariat staff (who can then delegate to a lower grade staff if they wish).
Executive summary

Specific attention should be given to the executive summary (or abstract). The executive summary should not be written with only the target audience of the publication in mind, but should go beyond (e.g. media). An executive summary needs to be effective, informative, accessible, well written and must contain clear language (no jargon!). The key findings and key messages of a publication should be clearly presented, e.g. by using infographics or other graphic material, and not just a simple summary of each chapter. Ideally, an effective executive summary should be no longer than two (max three) pages.

It is highly recommended to ask the Communications Officer in your programme/office to prepare this executive summary – or otherwise the professional substantive editor, who often has a good overall view of the content of the publication. S/he can help to make sure the executive summary will be concise and to the point and – above all – understandable for a broad audience. Media and others (like libraries) often use an executive summary as a starting point when they want to inform their audience about a new publication.

An executive summary should convince your audience to want to read further. So make sure to include sufficient time in the production timeline to prepare this!

Foreword from the Director General

When drafting a foreword from the Director General, either for an external publication or for any IUCN or joint publication, there are guidelines that should be followed.

The foreword should be a maximum of 500 words using the following structure and simple plain English (no acronyms, jargon or long programme/report titles):

• Paragraph 1: summarise the main issue and the role of the publication in addressing it, using impactful key facts/data as appropriate.
• Paragraph 2: explain how the publication reflects ongoing debate on the topic.
• Paragraph 3: highlight what new element the publication brings to that debate, including one example and/or piece of headline data from the report to highlight the key message.
• Paragraph 4: explain what outcome/impact the findings will help to achieve.

Please send the draft foreword to the Global Communication Unit before sending it to DGO: GOCC52@iucn.org.

Once the Global Communication Unit has reviewed the draft foreword, you can send it to: Director.General@IUCN.org. Please note that the foreword should be sent four (4) weeks before delivery for an internal publication or six (6) weeks before for an external publication or where a joint signature is required.

When submitting your draft foreword to the Director General’s office, please include the following background information in the body of your email:
- Deadline to receive validated text for layout
- Expected date for launch
- What is the key message of the report (in 25 words or less)?
Citing brand names in IUCN publications

It is IUCN policy not to publicly endorse products or commercial entities in its work or to permit product placement, i.e. photographs of fieldworkers using particular vehicles, etc. Sometimes, however, in the context of a guidebook or a toolkit, it may be inevitable. For example in a description of the equipment needed for a particular process. In such cases, it is preferable to mention the piece of equipment by name rather than listing its specifications.

Co-authors

It is important that all authors agree on the final content of the publication once it is finalised and before it is sent out for peer reviewing. Once a manuscript has been revised following peer reviewing, all authors have to agree on the revisions made.

Hints and tips for writing

When writing an IUCN publication:
- Make your writing style simple, clear and direct
- Make your piece look easy to read
- Put important information up front
- Make your writing interesting
- Keep the tone professional and avoid unnecessary jargon
- Use attractive, short titles. Sub-titles can be longer and more explanatory
- Include key findings and key message(s)
- Include only information necessary to get the message across
- Use examples, photographs, infographics, tables to reinforce your writing

Volume and substantive editing

All authors have to agree on the content before the final manuscript is submitted for peer reviewing. Before sending your manuscript to peer reviewers, make sure your manuscript has been edited. It is important to allow enough time for editing.

There are different levels of editing:
- “Volume” editing
- Substantive editing

Volume editing

If your publication is a collection of chapters or articles by different authors, one or many editors may be appointed to “oversee” the process. These are the “volume” editors. There can also be series editor(s). For example, Tourism and visitor management in protected areas (Leung et al., 2018), was edited and co-ordinated by Yu-Fai Leung, Anna Spenceley, Glen Hvengaard and Ralf Buckley. It was no.27 in the Best Practice Protected Area Guidelines Series; the editor of this series is Craig Groves. When a publication has volume or series editors, their names should appear on the cover and title page of the publication.

The editor’s role can include commissioning the articles and chapters and being responsible for the overall coordination of the volume. The editor may also decide that all the chapters or sections have to follow a similar, consistent writing style, so that the volume reads as if it
were written by a single individual. It would then be the responsibility of the “volume” editor(s) to ensure this consistency, editing sections to ensure the uniformity of the content without changing the original intended meaning of the manuscript.

Any substantive or technical errors must be noted by the volume editor(s) separately and raised with the author(s). **All changes of substance must be approved by the author(s).** In the unlikely event that the volume editor(s) and author(s) cannot reach agreement, the author’s chapter should be withdrawn from the volume. Once this stage has been completed, the manuscript is ready to go to the peer reviewers.

**Substantive editing**

Once the manuscript is completed, it has to be edited by a professional editor before being peer reviewed. The substantive editor is responsible for this level of editing.

The role of the substantive editor includes:

- ✓ Checking to ensure that the publication reads well and is clear for the intended audience
- ✓ Checking the accuracy and consistency of the content, raising questions with the author(s) and/or editor(s)
- ✓ Checking to ensure the manuscript is complete and includes:
  - line numbers (for ease of reference for the peer reviewers)
  - table of contents
  - foreword (if applicable),
  - executive summary/abstract
  - acknowledgements
  - tables, maps, illustrations

Any substantive or technical errors must be noted separately and raised with the author(s). **All changes of substance must be approved by the author(s).** Once this stage has been completed, the manuscript is ready to go to the peer reviewers.

The substantive editor’s name should be included in the acknowledgements.

There is a list with contacts of professional editors available on the [Union Portal](#). For further advice, contact the Publications Officer.

**Sourcing and using images**

All manner of illustrative material such as photographs, but also charts or infographics (data visualisation) can be used to enhance a text or publication. If they are used, they should be clearly sourced and labelled, and the numbering or labelling system used should be clear and consistent (see further the IUCN Style Manual, section “Visual content”).

You may want to include images, such as photographs or artwork, in your publication. You will need to plan to either use royalty-free images or factor in the cost of image fees acquired through agencies. Regardless of whether you use royalty-free images or not, always remember to check and apply requirements for acknowledging the source and copyright of the image. You can begin researching and sourcing images as soon as the manuscript is ready.
Royalty-free images

The IUCN Photo Library is a central pool of over 5,000 quality royalty-free images for use by the IUCN Secretariat. It is maintained by the Science and Economic Knowledge Unit.

You may have a photo of your own you may want to use, or a colleague or photographer may offer a photo of their own to use royalty-free. You can try to find images under a Creative Commons license or that are in the public domain. You should verify and pay close attention to the license type to ensure you are not violating the license by using the image in your publication. You can try using the Creative Commons Search to find images and media you can share and use.

Images acquired through photo agencies

There are many photographic agencies. We regularly use the following:
  - Corbis (pro.corbis.com/)
  - Lonely Planet Images (www.lonelyplanetimages.com)
  - Natural History Photographic Agency (www.nhpa.co.uk)
  - National Geographic (www.nationalgeographicstock.com/ngsimages/welcome.jsf)
  - Reuters Picture Archive (www.pictures.reuters.com/)
  - Getty Images (www.gettyimages.com)
  - Dreamstime (www.dreamstime.com)
  - iStockphoto (www.istockphoto.com)

Some of these agencies provide images to IUCN at a discounted fee (for example, Reuters and National Geographic). When contacting them for photo use it is always wise to stress that IUCN is a not-for-profit organisation, as many suppliers apply discounted rates for this category of organisation.

Seeking permission to reproduce material

If you have found an image through a source other than an agency or a pool of royalty-free images, you will need to identify the copyright holder and seek permission from them in writing to use the image. When material is under joint copyright, it is necessary to seek permission from all copyright holders. The following information should be included in all requests:
  - Details of the material (text, photograph, picture, illustration) that you are seeking permission to use;
  - Source of the information (book, monograph, magazine, journal, etc.);
  - Complete citation, if known, including full title, author(s), date of publication, ISBN/DOI, page numbers, paragraph numbers;
  - Intended use of the reproduced material, including format (and possibly future translation(s));
  - In case of print: number of copies to be produced;
  - Intended distribution of the material.

It is essential to request permission for multiple and future uses of the material for re-packaging in different media, including in print, digital, posting on the Internet, e-books, to provide to news media, etc.
Using images for publications

Photographs:
- Photographs need to be sharp and clear, not blurry or pixilated, as this cannot be corrected. All images submitted electronically need to have a minimum resolution of 300dpi.
- Cover photos should measure at least 6mm wider than the book cover they are to appear on at 300dpi to allow for bleed and trim (this enables the photo to print right to the edge of the cover).
- EPS and TIFF files are the preferred formats. If the photo is supplied as a JPEG, you should ensure that it is the original scan or digital photo. Each time a JPEG is saved it loses quality, whereas EPS and TIFF files do not.
- Never embed images in the manuscript that you are submitting to the typesetter. Images should be submitted (by email or otherwise) separately.
- Clearly indicate where each image should be placed in the text. Include captions in the text with a clear indication that these are photo captions.

Artwork, graphs and other graphic material

If you are including artwork, graphs, illustrations, line drawings, etc., wherever possible always provide originals. These elements should always be provided separately and never embedded in the manuscript that you submit to the typesetter. Indicate clearly on a separate document where in the manuscript the elements should be included. Always include detailed captions and acknowledge the source of the image.

Image credits

When sourcing images or artwork, please make sure to always cite the original credit information. However, citing the source/credit of an image is **not** a substitute for seeking permission for its use.

Sources/credits are always placed either beneath an illustration or sometimes in the bottom left or right corner of an image. For images or artwork with a caption text which is to be placed underneath: add the source/credit at the end of the caption text. Example: Mangrove forests © [name photographer/institute]. When sourcing a photo from the IUCN Photo Library, you should use the credit provided.

For images or artwork without a caption text: add the source/credit beneath the image OR in case of large images/artwork: at the bottom left or right corner of the photo (in small, but clear font). For (front/back) cover images: include the sources/credits in the credits page (and never on the cover itself).

When including an image or artwork from an existing publication that has been adapted for your upcoming publication, make sure to add at the end of the caption text: “… *(modified after [author name(s)], [publishing year of original report])*”.

When including maps, illustrations or tables that were prepared by the authors, add as source “Compiled by the report authors” or e.g. “[Map] compiled by the report authors using data from xxx”.

31
Peer review

Peer review is the mechanism used throughout the world’s scientific communities to ensure the quality of published works. It is the process by which experts working in the same field review a publication for scientific integrity and accuracy.

Peer review is a necessity to ensure the scientific credibility and reliability of IUCN’s vast array of authoritative books, monographs and other publications. The effective uptake of this information to guide policy makers and practitioners depends, among other things, on quality assurance:

- All publications that will be assigned an IUCN ISBN must be peer reviewed by a minimum of two external experts.
- For edited volumes, one or both of the following approaches to peer review are required:
  - A minimum of two peer reviews per chapter (these should be in addition to comments from editor(s), but can include peer reviews by authors of other chapters in the edited volume), and/or
  - A minimum of two peer reviews of the overall volume (these should be by experts who are not involved in the publication in any other way).
- IUCN calls for diversity (geographically and gender balance), and expertise in relevant disciplines in peer reviewer selection.
- All peer review comments and author responses must be reflected in the tracking table. This includes, for example, cases where manuscripts have undergone public consultation, or cases where different peer reviewers have reviewed each chapter in an edited volume. The reason why a completed peer review tracking table is required (by comparison to e.g. marked-up manuscripts) is that it is essential for the Editorial Board to be able to review concisely, point-by-point, how the authors have addressed each peer review comment.
- Peer reviewers may be associated with IUCN or wholly outside of the Union, as long as they are experts on the subject and are not professionally (e.g. through reporting lines) or personally (e.g. family members) associated with the publication or its authors or editors.
- In addition, if the publication has endorsement from senior figures, e.g. from a government or ministry, it may be inappropriate to request peer reviewing from technical staff within that individual’s institution.
- It is recommended that all peer reviews should be double blind, i.e. the reviewers are anonymous to the authors, and the authors anonymous to the reviewers. The general consensus is that this increases fairness and reduces the risk of bias in peer review. Peer reviewers may choose to “sign” their reviews, i.e. make their identity known to the authors.

The IUCN Editorial Board can support in the identification of potential peer reviewers; please contact the Publications Officer for more information.
Responsibility for coordination of peer review

Once peer reviewers have been identified, coordination of the peer review process is the full responsibility of the project lead in the Unit/Regional Office/Commission in question, under the guidance and authority of the Global or Regional Director/Commission Chair concerned. This includes receiving and sharing review comments with authors, author revisions, and soliciting re-review (if the situation requires, e.g. by the Editorial Board) from the peer reviewers.

Peer review of the manuscript

Upon completion, the final draft manuscript (with page numbers and line numbers enabled in the document for ease of commenting) should be peer reviewed by a minimum of two (or more) peer reviewers. A sample solicitation letter can be found here.

The publication lead should send the following to the peer reviewer:

- The complete and edited (substantive) manuscript
- Clear instructions for the peer reviewers on what is required; reviewing should focus on the content, and not on grammar and typos (copy-editing)
  - Reviewers have to provide detailed explanation in their responses to the general questions in the tracking table (and not just ‘yes’ or ‘no’);
  - Reviewers have to provide substantial (and not editorial) comments.
- A template of the IUCN peer review tracking table
- Specific deadline for receipt of the completed tracking table

Peer review should encompass the main text of manuscripts as well as the references, annexes, and supplementary materials. Peer reviewers should insert their comments in the IUCN peer review tracking table and include references to the chapter, paragraph, and line number in question. Peer reviewers also have to include their name and affiliation. Anonymous reviews are not acceptable for the documentation of the peer review process, as the Editorial Board needs to be able to confirm that the reviewer is appropriate and has no potential conflict of interest. In addition, peer reviewers have to give permission to IUCN to retain all data (incl. their name and affiliation) in the peer review tracking table to ensure compliance with the General Data Protection Regulation. IUCN retains completed peer review tracking tables as a permanent record associated with final publications (with access to this record restricted to the IUCN Publications staff). Permission is given by ticking the box in the tracking table.

Completion of peer review tracking table

Once peer reviewers have entered their comments on the peer review tracking table and sent it back to the project lead, the author(s) have to add a point-by-point explanation of how each reviewer comment has been addressed and revise the manuscript accordingly. In case more than one author is involved, all co-authors should agree on the responses made to peer reviewers’ comments and the revisions made to the manuscript. The revised manuscript should be sent to a copy-editor

Each tracking table of each peer reviewer should be merged into one final document. The Editorial Board only accepts one complete and signed (by Global or Regional Director/Commission Chair) tracking table. The email addresses of all authors or editors should be included in the peer review tracking table. The Unit Head should review and approve the final and completed tracking table before this is sent to the Global or Regional
Director/Commission Chair. The Global or Regional Director/the Commission Chair concerned should sign the completed tracking table. Approval (sign-off) by the Commission Chair authorises the use of the Commission logo in the publication.

Additional considerations:
- The peer reviewers' names do not appear on the cover of the publication or on the title page. If they have chosen to make their identity publicly known (besides to the authors), they should be included in the acknowledgements. Otherwise, the acknowledgements should thank “anonymous peer reviewers”.
- All peer review tracking tables, documenting peer reviewer comments and how they have been addressed, are added to the publication record in the Library Portal but are not visible to the public. These are available on request to the Publications Officer, and provide the Union with a permanent record of peer review in case of any subsequent challenge to the authoritativeness of the publication.

Checklist for stages in peer review:

<table>
<thead>
<tr>
<th>Phase</th>
<th>Responsible</th>
<th>When</th>
<th>Done</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify and contact potential peer reviewers. A minimum of 2 external experts needed. See template for peer review solicitation letter/email</td>
<td>Publication lead</td>
<td>During writing</td>
<td>☐</td>
</tr>
<tr>
<td>Send final and complete (including annexes) manuscript to chosen peer reviewers, requesting them to complete the peer review tracking table</td>
<td>Publication lead</td>
<td>Upon completion</td>
<td>☐</td>
</tr>
<tr>
<td>Add in tracking table point-by-point explanation of how each reviewer comment has been addressed, revise the manuscript and send it to a copy-editor. Merge the tracking tables of all reviewers into one document, add email addresses of all authors/editors. Check if name and affiliation of each reviewer has been included, and if they have given permission to IUCN to retain their data (by ticking box in tracking table). Return it to publication lead. Please make sure all authors have agreed with all revisions made!</td>
<td>Lead author(s)/editor(s)</td>
<td>After peer review</td>
<td>☐</td>
</tr>
<tr>
<td>Approve final, completed, tracking table before it is sent for signing to the Global or Regional Director/Commission Chair</td>
<td>Unit Head</td>
<td>Upon completion</td>
<td>☐</td>
</tr>
<tr>
<td>Sign tracking table acknowledging that peer reviewer comments have been taken on board</td>
<td>Global or Regional Director/Commission Chair concerned</td>
<td>After approval Unit Head</td>
<td>☐</td>
</tr>
</tbody>
</table>

After completion of peer review, the revised manuscript has be sent on for copy-editing.
Copy-editing

Once your manuscript has been peer-reviewed and revised following the reviewers’ comments, it will need to be copy-edited.

The role of the copy-editor is to check the post-peer review manuscript for the following:
- Titles, headings, sub-headings (all lower case, except for the first word)
- Table of contents against actual chapter/section headings
- Consistency of style
- Spelling
- Inconsistencies within the text
- Accuracy of captions against pictures and photographs, and graphics
- Inclusion of all front and back matter
- Check compliance of the reference list with IUCN’s reference style
- Run final check on spellings (incl. abbreviations) and punctuation
- Mark all changes in the manuscript using ‘track and change’
- Return manuscript to the publications lead for incorporation of final corrections

There is a list with contacts of professional copy-editors maintained by the Publications Officer available on the Union Portal. Make sure to share the IUCN Style Manual with the copy-editor beforehand.

Manuscript review by the Publications Committee

In the case of publications with Secretariat (co-)authors or (co-)editors, the IUCN Secretariat unit should send the final peer-reviewed and copy-edited manuscript to the Publications Committee Coordinator for transmission to the Publications Committee for a Decision Review. Manuscript Decision Review is normally done electronically, though the Committee may decide to hold a Decision Review Meeting for a full review of the final draft publication (most likely in the case of major publications or those for which the Committee had recommended major shifts). The final decision on whether or not a full Decision Review Meeting is required rests with the Chief Scientist, Chief Economist and the DG.

The Publications Committee members will review the manuscript and decide:
- Clearance of the manuscript: the manuscript is cleared for consideration of its peer review tracking table by the Editorial Board.
- “Revise and resubmit”: Publications Committee members can request changes or strengthening of the manuscript prior to publication.
- “No clearance”: manuscript is rejected.

Decision-making will strive for consensus; if this cannot be reached, the decision of the Chair of the Publications Committee will be final.

Clearance by the Editorial Board

You will need to send the completed and signed peer review tracking table to the Publications Officer for transmission to the Editorial Board for their consideration and sign-off. In the case of publications with IUCN Secretariat (co-)authors, this should be done after the Publications Committee has cleared the manuscript.
The IUCN Editorial Board fulfils two roles:

i. supporting the identification of potential peer reviewers for those IUCN units, regional offices or Commissions who may find it challenging to identify suitable, independent peer reviewers, and

ii. serving as a light IUCN-wide clearance authority to confirm that all peer review comments have been adequately addressed, complementing the signoff by the Global or Regional Director / the Commission Chair concerned. Ultimate responsibility for a publication remains with the Global or Regional Director/Commission Chair.

More information about the Editorial Board can be found in the Union Portal and on the IUCN website.

The clearance process:

- Board members will read the peer review comments and author responses. If they consider the author responses to peer review comments sufficiently robust to allow publication, they will confirm this to the Editorial Board Coordinator and give their sign-off.
- Upon receipt of confirmation from a quorum of Editorial Board members (8 out of 11), the Editorial Board Co-Chairs will sign off on the tracking table on behalf of the Board. The Coordinator will send the countersigned tracking table to all authors involved in the publication as well as to the project lead in the Unit/Regional Office/Commission concerned.
- Alternatively, if the Editorial Board raises any concerns that peer review comments have not been addressed in a sufficiently robust way to allow publication, the Editorial Board Co-Chairs (through the Coordinator) will provide this rationale back to the project lead to decide whether the manuscript should be re-revised (including revising the author responses in the tracking table) or whether it should be rejected.
- If the Editorial Board raises concerns about the quality of peer reviewing, it may request the authors to have the manuscript re-reviewed by other peer reviewers and re-submit the revised peer review tracking table and manuscript.

After the Editorial Board has given final sign-off for a publication, you are ready to move on to the production phase.
Production

Once your manuscript has been
✓ written
✓ substantively edited
✓ peer reviewed and copy-edited
✓ approved by the Publications Committee and its peer review tracking table signed off by the Editorial Board …

… please make sure to have all authors agree on the final manuscript.

Substantive changes made to a manuscript after it has been submitted to the designer are known as “author’s changes”. These should be kept to a minimum to avoid additional costs and/or delay in delivery of the final publication. For this reason, you will want to make sure your manuscript is copy-edited and finalised prior to moving on to design and layout.

Now your publication is ready to go into production!

Production consists of:
- design
- layout
- proof-reading

If you are publishing with a commercial publisher, make a provision for possible changes when you negotiate the agreement. Note that some commercial publishers may offset the cost of author’s changes against possible royalty payments.

To make sure that the conditions are acceptable, it is recommended to send a copy of the contract to the Publications Officer to have the details checked.

For the planning of the production of your publication, it is important to:
- Ensure that writing, substantive editing, content, etc. are completed before starting production. Making substantive corrections after the production process has begun is both costly and time-consuming and can delay production.
- Ensure that all copyright permission, permission to use illustrations, photographs, credits, acknowledgements, etc., including for electronic publishing, have been obtained prior to going into production.
- Ensure that all contractual obligations, donor requirements, etc. have been fulfilled.

Designing your publication

The design of a publication is very important. How your publication is presented and packaged can make the difference between it being read or left on the shelf.

Keep your design simple; a very simple publication with few features can be very effective.
The overall (cover) design and layout of your publication will be determined by the IUCN visual identity, which is described in the IUCN Brand Book and sample templates. The following is covered:

- use and placement of logos
- colour palette and typography
- cover design
- layout, including margins, font (for IUCN publications: Helvetica Neue!) and font size
- headings and spacing

There are different possibilities for design. You may seek a creative designer who will provide a design concept and then do the layout. Alternatively, you may already have a design template and simply require layout services. You should be clear about this before you approach a designer.

If you use the services of an external designer to produce your publication, you will need to provide them with a copy of the IUCN Brand Book and appropriate templates (including InDesign files) before they start with their work. If possible, recent copies of similar publications should be available to use as an example. For series: use the most recently published volume, or template if available (check with the Publications Officer!)

When you are negotiating a contract with a designer, please pay special attention to the number of author’s correction rounds. Note that some designers may propose very few correction rounds (two or three). Sending additional corrections after that can cost you a lot of money.

To make sure that the conditions of the contract are compatible and acceptable, it is recommended to send a copy of the contract to the Publications Officer to have the details checked.

The following is a checklist of the type of information you should already know when you go into the design phase. This information should be included in your request for an estimate as background information for the designer:

- Format, i.e. A4, pocket book size, etc.
- Medium, i.e.: paper, PDF and/or other type of electronic format (e.g. ePUB)
- Approximate length of the publication
- Type of artwork to be included in the publication, e.g. no. of photographs, illustrations or other graphic elements

If you are seeking an estimate for design and layout, you should ask for the following:

- Cost of providing a design concept, including the cover
- Cost of making changes to the concept
- Cost of design and layout per page
- Cost of layout without design
- Cost of author’s corrections
- Cost of artwork treatment
- Cost of preparing digital and print versions

If you already have a design template and are seeking an estimate for layout only, you will need to request the cost of the following:

- Layout per page, including the cover
- Artwork treatment
- Author’s corrections
Spine

The existence of a spine depends on the number and thickness of pages. The spine of all IUCN publications should contain the title of the publication as well as the IUCN logo (or the ‘IUCN’ acronym, depending on the width of the spine). The title on the spine should be written to conform book industry standards:

- For publications in English: the text has to run from top to bottom, with the IUCN logo vertical (‘IUCN’ in the same direction as the title). This means that when the book is placed on a table with the front cover upwards, the title is correctly oriented left-to-right on the spine. See also the template for the spine in the IUCN Brand Book.
- For publications in French and Spanish: the text has to run from bottom to top, with the IUCN logo vertical (‘IUCN’ in the same reading direction as the title). This means that when the book is placed vertically on the shelf, the title can be read by tilting the head to the left.

To include the title of the book on the spine your designer will need to know the spine width of the finished book in order to design the cover. The spine width will depend on:
- the number of pages
- the thickness of the paper being used to print the book
- the thickness of the paper being used for the cover.

Please see the IUCN Brand book for guidelines on the design of a spine.

Publishing as part of a series

If a publication is being produced as part of an existing series, the design and layout will need to be adapted as much as possible to IUCN’s visual identity. For assistance in the adaptation process, contact the Publications Officer.

If a new series is being designed, the design and layout should be governed by IUCN’s visual identity. When designing a new series, always ensure that the design is sustainable and that future publications in the same series can be published to the same visual standards.

Layout of your publication

When preparing a final manuscript for layout, include as little formatting as possible. Include only:
- bold text
- underlining
- italics
- levels of heading (all headings to be in lower case, except for the first word of the heading)

Please remove all hyperlinks like e-mail addresses and URLs in the Word document by right clicking on the URL/e-mail address. In the menu select “hyperlink” – remove hyperlink. This will change it to “ordinary” text which will then import into the DTP software. If this is not done a blank space may appear when the text is imported. Once imported, a designer can add hyperlinks back in without the underlining.
Remove all other formatting features, including:
- leading
- kerning
- double spacing, especially after full stops

Submit all non-text items in separate electronic files. They should NOT be supplied in Word format. Non-text items include:
- digital photographs
- illustrations
- graphs
- captions

Clearly indicate in the text file where in the document each of the above should be placed. If necessary, include a short list of instructions for the typesetter in a separate file.

**Make-up of a publication**

In order to give all IUCN books a common visual identity and ensure the highest standards of publishing, the below elements must figure in all IUCN publications. **All required elements are in bold** and should appear in the order shown below. (Please also note the use of Roman versus normal page numbering):

<table>
<thead>
<tr>
<th>Item</th>
<th>Page number (if relevant)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Front cover and inside front cover</td>
<td></td>
</tr>
<tr>
<td>Spine</td>
<td></td>
</tr>
<tr>
<td>Back cover and inside back cover</td>
<td></td>
</tr>
<tr>
<td>Half-title page</td>
<td>Roman page number, not visible</td>
</tr>
<tr>
<td>Frontispiece</td>
<td>Roman page number, not visible</td>
</tr>
<tr>
<td>Title page</td>
<td>Roman page number, not visible</td>
</tr>
<tr>
<td>Credits page</td>
<td>Roman page number, not visible</td>
</tr>
<tr>
<td>Table of contents</td>
<td>Roman page number</td>
</tr>
<tr>
<td>List(s) with tables, figures, maps, illustrations</td>
<td>Roman page number</td>
</tr>
<tr>
<td>Foreword</td>
<td>Roman page number</td>
</tr>
<tr>
<td>Preface</td>
<td>Roman page number</td>
</tr>
<tr>
<td>Executive summary/Abstract</td>
<td></td>
</tr>
<tr>
<td>Acknowledgements</td>
<td>Roman page number</td>
</tr>
<tr>
<td>Glossary of abbreviations</td>
<td>Roman page number</td>
</tr>
<tr>
<td>Acronyms</td>
<td>Roman page number</td>
</tr>
<tr>
<td>Main content – starting as of Introduction or Chapter 1</td>
<td>Normal page numbers</td>
</tr>
<tr>
<td>Bibliography/Reference list</td>
<td>Normal page numbers</td>
</tr>
<tr>
<td>Annexes</td>
<td>Normal page numbers</td>
</tr>
</tbody>
</table>

Here is an explanation of each element:
- **Front cover.** This must include the title of the work, the author(s) or volume editor(s) and/or series editor, a cover image, further information such as series name and number, the IUCN logo and other partner logos (where appropriate). The front cover has to abide the **IUCN visual guidelines**.
- **Front inside cover.** The inside cover page can either stay blank or can contain the **IUCN boilerplate text** (and Commission boilerplate text, if applicable).
- **Spine.** If the thickness of the publication allows, and only in case of printing, a spine should be designed. The spine of all IUCN publications should contain the title of the publication as well as the IUCN logo (or the 'IUCN' acronym, depending on the width of the spine).

- **Back cover.** The back cover should contain the IUCN logo along with the name of the programme or Regional and Country Office responsible for the publication and the address from which the publication is available. A picture may also be included, following the visual guidelines of IUCN.

- **Half-title page.** This is the first right-hand page (recto) of a book. It should contain the title, sub-title if applicable, and any additional logos not included on the front cover.

- **Frontispiece.** This is the verso of the first page. It is left blank.

- **Title page.** This is the second right-hand page of a publication. This should contain the title, the sub-title if applicable, the author/editor names, and possibly the series title and number. The information on this page should exactly replicate the information on the front cover. However, no logos on the title page.

- **Credits page.** This is the verso of the title page. IUCN uses a standard credits page that is available in the three IUCN statutory languages and is updated regularly. It contains the name of the publisher, copyright information, ISBN, DOI and IUCN disclaimers, among others.

- **Table of contents.** This is the first page of the front matter that gets a visible Roman page number. All subsequent pages must also be Roman numbered. The Table of contents has to contain all elements. For digital publications, the table of contents has to include hyperlinks to each specific chapter or section.

- **Lists with tables, figures, maps, illustrations.** This is an optional inclusion and should be numbered sequentially using Roman numerals.

- **Foreword.** These are usually introductory comments written by someone other than the authors. It comes directly after the Table of contents and should be Roman numbered accordingly. If the Foreword is to come from the DG, please contact DGO well in advance of the publishing deadline – see further the section “Foreword from the Director General” in these Publishing Guidelines.

- **Preface.** These are introductory comments usually written by the author. The page(s) should be Roman numbered sequentially and should come directly after the Foreword.

- **Executive summary/Abstract.** This should include the key messages of the publication and give in short a reflection of the most important elements of the publication – see further the section “Executive summary” in these Publishing Guidelines. The page(s) should be Roman numbered.

- **Acknowledgements.** This is the “thank you” page where the author can acknowledge the contribution of donors, participating organisations, project staff, peer reviewers (if they agree), service providers (e.g. substantive/copy-editor, proof-reader, designer), etc. It should be numbered using Roman numerals and follow on sequentially from the Executive summary/Abstract.

- **Glossary of abbreviations.** If included, it should be numbered sequentially with Roman numbers.

- **Acronyms.** If included, it should be numbered sequentially with Roman numbers.

- **Reference list/Bibliography.** When preparing such list, please follow the [IUCN Style Manual](#) to comply with the IUCN reference style (including adding DOIs).
Page numbering of a publication

The front matter, sometimes called the preliminary matter, is everything starting after the inside front cover page until (not including) the first page of the main content.

For IUCN publications, we use different page numbering for the front matter and the main content. The front matter is numbered using Roman numerals. The main content, i.e. as of the Introduction (if included) or Chapter 1, gets normal page numbering.

The introduction or first chapter of the publication always starts on the recto (right-hand page) and is page 1. New chapters usually start on the right-hand or recto side. Blank pages in between chapters/sections are counted but do not contain visible page numbers nor running headers or footers. And certainly no page numbers on the inside front cover page or the inside back cover page.

Proof-reading

Once your publication has been designed and laid out but before the final files are prepared for uploading to the IUCN Library Database and (possibly) printing, it will need to be proofread. This is the task of a proof-reader.

The role of the proof-reader is to check the PDF provided by the designer for the following:
- Consistency of design and design elements, including:
  - Running headers and footers
  - Titles, headings, sub-headings (all lower case, except for the first word)
  - Formats
- Table of contents against actual chapter/section headings and page numbers
- Use of Roman page numbering (front matter) versus normal page numbering
- Consistency of style
- Caption text
- Check layout (margins, typeface) against the IUCN visual identity
- Check compliance of the in-text citations and reference list with IUCN’s reference style (see IUCN Style Manual)
- Run final check on spellings (incl. abbreviations), punctuation, etc. to ensure that nothing has been lost in the typesetting conversion process (e.g. check especially L, 1, I, O and nought, all of which can sometimes convert erroneously)

The proof-reader should mark all changes in the proofs using mark-up signs and return the proofread PDF with these mark-up signs/sticky notes to the publication lead (who shares it with the designer) for incorporation of final corrections.

Proofreading often takes place more than once, as a proof-reader has to check if all corrections and modifications have been made in the PDF.

There is a list with contacts of professional proof-readers available on the Union Portal. The Publications Officer maintains this list. Make sure to share the IUCN Style Manual with the proof-reader beforehand.
Next steps

After proofreading but before being published, the clean, complete, proof (PDF) should be sent to the Publications Officer to check if it abides with IUCN’s visual identity and style. **It is nevertheless the responsibility of the unit/programme/Commission producing the publication to ensure that the publication conforms to these standards.**

Once the Publications Officer clears the PDF, they will assign an ISBN and DOI. The publication will then be ready for you to send to the designer for preparation of the final files for publication and (possibly) print.

**Reminder: always ask the designer for**
- a low-resolution PDF (‘web version’) for uploading to the IUCN Library database
- a high-resolution PDF
- the InDesign files
- the print files, if applicable
All publications should be produced electronically as PDF files. The designer or desktop publisher will be able to convert the files to PDF. If you have allotted funds for it in your budget, now you can move on to the next phase of production: printing.

Printing methods

There are a number of different printing methods on offer today, including:
- Offset – used by commercial printers for large print-runs > 500 copies
- Digital printing – commercial printing for small print jobs < 500 copies
- Print-on-Demand

Offset printing by a commercial printer

This is the “traditional” form of printing used by commercial printers for anything from 100 copies to 100,000! Offset printing includes both rotary printing (used for newspapers) and sheet-feed printing (i.e. individual pages printed flat on a press).

Always check with your printer what format and what technical specifications are needed for printing. Ensure that the designer/desktop publisher includes all the relevant technical details and files for the printer. It is wise if the designer/desktop publisher provides the printer with a hard copy for reference purposes.

Digital printing

In the event of short deadlines or small print-runs, you can use digital printing. Electronic files are sent as normal to a printer. The process differs from normal offset printing in that books are produced individually rather than as multiple sheets that require assembly and binding. The advantages of this are that very small print-runs can be produced. This is extremely useful for advance review copies

Advances in technology mean that the quality of digital printing is now very high both for black and white and colour.

Print-on-Demand (PoD)

Print-on-Demand enables publishers, and therefore authors, to print one book at a time, literally “on demand”. The book, including the cover, must be set up as a digital file with the specific technical details that will allow the print-on-demand machine to produce it. For more information regarding the technical specifications, contact the printer.

Printing costs

The costs of printing can vary widely, depending on a variety of factors such as print-run, type of printing, black-and-white or colour, country of printing. Always obtain at least two estimates for any print job before making a final decision. Remember also that choosing the least expensive printer is not always the most cost-effective option. Sometimes it is worth paying slightly more for the services of a reliable printer.
The print-run is determined by a number of factors, some of them financial, some of them practical. Some of the considerations when deciding how many copies to print:
- Who is the target audience for the publication?
- Will this publication be distributed at a conference or meeting?
- How large is your mailing list?
- How else will this be distributed, e.g. for distribution/sale through Island Press, copyright and exchange libraries?
- What is the available budget?
- What is the expected shelf life?

Requesting a print estimate

When seeking an estimate for printing, you will need to provide the printer with the following information:
- Size of the publication, i.e. A4, pocket book size, etc.
- Binding, e.g. hardback or soft back
- Approximate length of the publication, i.e. the number of pages (content xx + cover pages 4 (incl. inside)
- Number of colours
- Type and weight of paper (differently for the inside and the covers!)
- Size of the print-run (number of copies)
- Delivery date and location (in bulk to one location, or to different locations)

In addition to asking the printer to quote for the cost of producing your publication, you will need to ask the printer to quote for the cost of the run-on. This is the number of copies over and above the number you are requesting, i.e. if you are asking for the price for a print-run of 5,000 copies, always ask for the cost of the extra 1,000, or if you will print 500 copies ask for the cost of a 100 extra copies. This will enable you to calculate whether you can afford to print some additional copies.

It is extremely difficult for the printer to print an exact number of copies of a publication. We recommend that you negotiate at the outset that you will not be charged for any extra copies. You must also confirm that you will not accept any fewer copies than requested.

Choice of binding

The type of binding used for a printed publication will depend on the number of pages. There are a variety of bindings available for a book. These include:
- Perfect binding
- Saddle stitching or stapling
- Hard-cover binding

In perfect binding, the printed pages are stacked and adhesive is applied to the spine of the book. The cover is then glued and folded around the spine and the other three sides are trimmed down to size. This type of binding is ideal for soft cover books with a spine width of 5mm or more. It tends to be the least expensive form of binding and it is possible to include the title and IUCN logo on the spine of the book.

In saddle stitching or stapling, the pages are folded over and then stapled in the spine. This form of binding is ideal for very thin publications.
*Hard-cover binding* is the most expensive form of binding and involves producing a book in a hard-back cover. Binding methods include gluing or stitching (a book is printed as a series of 16-page booklets which are then stitched together and a cover is placed over them). This is suitable for “coffee table” books for example. Hard cover books are more expensive to produce and mailing and distribution costs tend to be higher. Covers can be paper or cloth and include a dust jacket.

Additional considerations:

- For large, important or complicated jobs, it is always advisable to supervise the initial print-run at the printer. In this way, if there are any problems, e.g. poor colour, they can be sorted out immediately rather than once the final print-run has been completed. For this reason, you may want to select a printer who is close by.

- Provide the printer with the final files – remember to make sure that all the technical specifications, fonts, colour separations, etc. have been included by the designer.

- If there is a lot of colour in the publication or many photographs, it is advisable to request a high resolution print-out which will show the true colours once printed.

- Once you have checked the proofs for any last minute corrections, and signed off on them, the printer can run the final print-run.

- If the printer is responsible for providing the final electronic files, always ask for:
  - a high-resolution PDF to be used for printing on demand
  - a low-resolution PDF for use on the Internet and for uploading to the IUCN Library database

**Electronic publishing**

**Publishing PDFs**

All printed publications should be produced electronically as PDF files. The designer or desktop publisher will be able to convert the files to PDF.

PDF files should be processed as screen ready. With books or journals containing many colour photographs, the PDF files can be quite large. The designer or desktop publisher should create a low resolution PDF, no larger than 8 MB if possible, enabling the files to load more quickly.

Photographs used on a website should be between 72–100 dpi. You may need to reduce the dpi of the original photographs (usually 300 dpi) for publication on the website.

The publication should be “locked” so it cannot be changed or altered in any way.

A high-resolution and a low resolution PDF, as well as the original design files, of all IUCN publications must be forwarded to the IUCN Headquarters Library for deposit in the Library database.

**Publishing e-books**

Traditionally, IUCN has not published e-books. The e-PUB format is the most widely supported e-book format, though many others exist.
How to get your publication to your audience?

Your publication project is not over after it has been released, or even printed! You will still want to make sure that it reaches your target audiences and is having an impact. These efforts can take just as much time and energy as actually producing the publication and should not be overlooked!

Marketing

You have many options for further marketing your publication. These include:

- Social media
- News story
- Press release
- Promotional events
- Launch event
- Seeking book reviews in influential journals and magazines
- Email newsletters
- Direct mailings (e.g. targeted emails)

Collaborations can be vital to promoting your publication. Consider collaborating between Programme Communications Officers, the Global Communications Unit, Commissions, and more.

Promotional events can take place before a publication’s official release and can be a great way to generate buzz about or simply announce your upcoming publication. One may consider producing a “teaser” for promotional events, but it is important to not reveal too much (i.e. major findings) prior to launch. Examples of “teasers” include a promotional postcard with a few teaser lines and/or an infographic, or a paper copy of a single chapter (clearly add a watermark “draft” on all pages). NEVER share the complete draft publication online before the actual release. A book launch refers to an event planned for the day of a publication’s release. Do not use the term “launch” to refer to promotional events that occur prior to the release of the final publication, as it will cause confusion amongst your readers and the media.

Digital release

To generate the official access point, once your publication has been finalised and approved, you will want to send the electronic files to the Publications Officer so that it can be catalogued in the Library Portal for official release. Please inform the Publications Officer in advance of any embargo or launch event.

Electronic dissemination and promotion

Once catalogued in the Library Portal, your publication should appear on the IUCN Website under Publications as well as under the Latest Publications section of your own unit. If the publication is not appearing as expected, please contact the Library and Publications Manager. Please keep in mind that the website is typically “synced” with the Library Portal three times a week, on Monday, Wednesday, and Friday mornings. For emergency syncing at other times, for example due to a launch event, please contact the Webmaster.
New publications will be promoted to all IUCN Secretariat staff via the biweekly New Library Acquisitions Newsletter. Publications with an IUCN ISBN will also be promoted via the monthly Off the Shelf newsletter to the over 9,000 contacts who have signed up to be informed of new IUCN publications.

If your publication has been assigned a DOI, you should use the DOI as the stable and persistent identifier to your publication in all of your promotions. This ensures that people are always directed to the correct version of the publication, regardless of actual location on the web, and ensures that we accurately capture the number of downloads and online attention.

**Distribution and shipping of hard copies**

If you have chosen to print your publication, you should have devised a plan for how to distribute hard copies of your publication to those you identified as being your target audience, and integrated these costs into your budget.

Publication stock will need to be managed and distributed by each Programme. Distribution options include:
- Sending free copies to a targeted mailing list
- Taking copies to conferences and events for distribution
- Shipping copies to IUCN regional and country offices for local distribution
- Donating copies to libraries worldwide to ensure print copies are accessible to the entire population, regardless of ability to purchase
- Utilizing the Library Portal’s “Request a print copy” feature to allow users to request free hard copies
- Selling your publication via Island Press or another partner to ensure it can be easily obtained

For more information on the last three options, please contact the Library and Publications Manager or Publications Officer.

Programmes are also responsible for fulfilling archival and legal deposit requirement by ensuring the IUCN HQ Library receives:
- seven (7) hard copies of all publications with an IUCN ISBN (beginning with 987-2-8317)
- four (4) hard copies of all other publications
Evaluating your publication

An important part of your publishing project (as for any project) is the evaluation phase. An evaluation allows you to learn how successful your project has been in achieving its purpose, reaching its intended users, and helping IUCN to achieve its mission.

This would be a good time to refer to the publication concept note that you submitted to the Publications Committee and think back on whether your publication was successful in creating the changes in practices or policies that you anticipated.

What to evaluate?

In order to carry out an evaluation you first need to determine the evaluation issues and questions of interest to you. These might include all or some of the following:

- **Influence and impact** of the publication – in changing attitudes, behaviours and practices, or legal and administrative policies and frameworks
- **Effectiveness**: how effective is the publication in achieving its purpose (such as influencing policy and decision making, promoting best practice, publishing new scientific evidence, etc.), to what extent does/has the publication reached its intended audiences?
- **Relevance**: how relevant is the publication to the needs of the target audience, and IUCN’s Programme and policy priorities?

Other indicators that can be used as part of the evaluation include:

- **Quality** of the publication in relation to the relevant professional field of practice
- **Efficiency** in generating, producing and disseminating the publication
- **Management** of the publishing project (if major in scope and effort)

The clearer you were in your Publication Concept Note on the purpose, proposed target audience, communications and dissemination plan, and monitoring and evaluation plan, the easier it will be to evaluate your publication.

Evaluation and data collection tools

The design of your evaluation and the data collection tools that you use should be appropriate to the budget and significance of the publishing project.

Publishing projects that are modest in budget and scope should use basic cost effective evaluation tools such as user surveys that are distributed with the publication or sent to intended audiences shortly after distribution. Since return rates are usually low, follow-up with users is recommended to increase the rate of return of survey forms and thus increase the reliability of your data. You should aim for a 20% return rate or more if possible. Web surveys can be used, but the results will be biased towards those audiences with greater access to the Internet.

Publishing projects with large budgets and those of major significance to IUCN should consider (in addition to user survey forms) carrying out interviews with targeted users to assess the influence and impact of the publications in relation to the costs of producing the publication. Snow ball interviewing, a technique whereby a wider set of respondents to a survey is selected thanks to referrals from the initial respondents and continue until no new
respondents are identified, is another way to reach more people who have used the publication.

Focus groups or group interviews are also a good way of exploring evaluation questions with target audiences at major events. It should be noted that both focus groups and group interviews require skilled facilitators.

Web download statistics are a valuable indicator of interest when properly filtered. They are, however, of less value when answering most evaluation questions or exploring reasons why a publication is popular or not.

On a monthly basis, the Library and Publications Manager supplies the number of downloads for the top downloaded publications of the past month. The Library and Publications Manager can also supply download statistics for your publication on a request basis for statistics up until the end of the previous month. Please send your request via email with the following information:

- The dates you would like the statistics for (e.g. “1 November – 31 December 2017”)
- The URL to the library record of the publication (e.g. “https://portals.iucn.org/library/node/47778”)

The Library and Publications Manager can also provide the number of successful resolutions to your DOI upon request.

Since November 2018, IUCN has held a subscription to Altmetric Explorer, a service to help IUCN track and capture the online attention to its IUCN ISBN publications. All IUCN Secretariat staff have access to this service; click here to create a profile (with your IUCN email address).
Do you have comments or queries after reading these Publishing Guidelines?

You can send an email to publishing@iucn.org, or get in touch with us directly:

Sarina van der Ploeg (sarina.vanderploeg@iucn.org)
Publications Officer

Daisy Larios (daisy.larios@iucn.org)
Library and Publications Manager