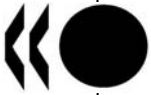


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Organisation de Coopération et de Développement Économiques
Organisation for Economic Co-operation and Development

14-Jan-2009

English - Or. English

**COUNCIL
COMMITTEE ON PUBLIC AFFAIRS AND COMMUNICATIONS**

**C/INF(2009)1
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2008 Review of the OECD Publishing Policy

DRAFT

The current document is identical to draft posted on the CPAC EDG for consultation on 3 December 2008, except for two new paragraphs, paragraphs 9 and 17, added in to the implementation annex in response to the comments received from Canada.

This draft will be discussed in the 159th CPAC meeting on 20 January 2009.

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DRAFT PROPOSAL FOR COUNCIL DECISION

1. In accordance with the provisions of Section III, paragraph 8 of [C(2002)80], Council reviews the OECD Publishing Policy every two years on the basis of an evaluation and report by the Committee on Public Affairs and Communications (CPAC). The last review of the OECD Publishing Policy took place in 2006 [C(2006)179/FINAL].
2. *At its 159th meeting on 20 January 2009, the CPAC discussed the Secretariat's proposal for an updated Publishing Policy [C/INF(2009)1] and agreed to submit it to Council.*
3. *The following addition has been made to the core document: a new paragraph (paragraph 18) concerning the system of limited recognition of individual authorship, based on the set of guidelines approved within the 2006 review of the publishing policy [C(2006)179/FINAL].*
4. *Annex I - which focuses on issues related to the implementation of the Publishing Policy – is new. Annex II contains the updated list of structural publications, and Annex III comprises a glossary of publishing terms used in the draft revised OECD Publishing Policy..*

FURTHER TEXT TO BE INCLUDED AS APPROPRIATE IN LIGHT OF CPAC DISCUSSIONS

In the light of the preceding, the Council is invited to adopt the following draft conclusions:

THE COUNCIL

- a) noted document C(2009)xxxx;
- b) endorsed the draft revised Publishing Policy as set out in the Appendix to document C(2009)xxxx;
- c) agreed, in accordance with the provisions of Section III, paragraph 8 of the OECD Publishing Policy, to review this Policy in two years

➤ **APPENDIX****DRAFT REVISED OECD PUBLISHING POLICY****I. Purpose and scope**

1. This document addresses the various aspects of OECD publishing policy.
2. Publishing is an important means of achieving the objectives of the Organisation and the activity is, as such, an integral part of the Work Programme. Committees and Directorates should take publishing requirements and constraints into account when planning their work.
3. The publishing policy applies to any publication distributed outside the Organisation, whether in hard copy form, electronic or otherwise and whether originating in the Secretariat (either Part I or Part II) or in the bodies of the Organisation while respecting the personalities of each one of those. This policy therefore refers to books, periodicals, statistics outputs and such other forms of publication as may be developed in the future in whatever format.

II. Publishing objectives and criteria**Objectives**

4. The dissemination of OECD publications in Member countries plays an essential role in their support for the work of the Organisation. OECD publications disseminate as widely as possible and in the most cost-effective manner the results of work carried out within the OECD on issues of significant, recognised interest and relevance so as to:
 - 4.1. Help build support and understanding in Member countries and, as appropriate, in other countries, for policy approaches and standards that Members are pursuing within the framework of the Organisation's programme of work;
 - 4.2. Enhance the credibility of the OECD as a source of timely, relevant analyses, high quality statistics and policy prescriptions broadly within the scope of the Organisation's Work Programme.

Criteria

5. Publications should be relevant to OECD work in accordance with the priorities set by Council in the context of the biennial Programme of Work and Budget, especially:
 - Major economic, environmental and social issues in the public policy debate.
 - Major technical issues being debated inside or between governments.
 - Reports that implement Decisions or Recommendations of the Council.
 All publications should have a clear purpose as well as a clearly defined target audience.
6. Criteria of particular importance in determining whether to publish and which should be taken into account by Committees and Directorates when preparing their work are:

6.1. The presence of a clear, policy-oriented message and the potential to enhance support and understanding for policies pursued in the OECD context by Member countries and, as appropriate, in other countries;

6.2. Conformity with standards of high quality defined as:

- accuracy, relevance and interest of the subject matter;
- timeliness of research, data and analysis;
- readability and accessibility of contents;
- consistency of structure and presentation with existing OECD editorial guidelines;

which should be clearly apparent in the outline and draft submitted for editorial examination at the outset of the authorship process.

6.3. Selection of the most appropriate and cost effective forms and methods of dissemination for reaching the chosen target audience. In particular, the option of publishing for sale should be based on the clear identification of a potential or existing market (see Section IV, paragraph 12).

7. To meet the needs for a strategic and targeted approach to publishing - determined in a way which corresponds to the priorities set by Council - the biennial Programme of Publications will be established in the following ways:

- Structural publishing: major and recurrent publications of the OECD; those which represent the “backbone” of OECD activities.
- Specialised publishing: publications which cover a specific topic and address a specialised audience.
- Strategic publishing: a limited number of publications focused on the high priorities of the Programme of Work of the OECD.

III. Roles and Responsibilities

8. The Committee on Public Affairs and Communications evaluates and monitors the effectiveness of the policy in communicating the principal messages of the Organisation as established in the biennial Programme of Work in accordance with paragraphs 5, 6 and 7. On the basis of the report by the Chair of the Committee on Public Affairs and Communications, Council reviews and determines the publishing policy of the Organisation every two years.

9. It is the responsibility of the Secretary General to determine and submit an annual strategic overview of the publications programme of the Organisation to Members at the beginning of each year (by 31st January). Under the authority of the Secretary General, the Director of the Public Affairs and Communications Directorate decides on the selection, quality, form, timing and distribution of all OECD publications (free or priced). The Director of PAC consults the Directorates and the Committees at the time of the development and the updates of the Publishing Programme for maintaining and improving the quality of OECD publications. The Secretariat gives quarterly reports to the Committee on Public Affairs and Communications on outcomes and upcoming planning (pre-selection of titles on the basis of the above criteria).

IV. Free and priced publications

10. Publishing in the OECD should be consistent with the objectives of maximising dissemination to appropriate audiences while respecting the necessity for efficient management and cost effectiveness, in accordance with the financial and budgetary regulations and requirements of the Council. Maximum use should be made of online possibilities.

Free publications

11. The Secretariat may distribute selected publications free of charge.

Priced publications for commercial distribution

12. The decision to publish for sale is based on clearly identified potential or existing markets.

13. The Organisation should set clear targets regarding the level of income and costs related to publishing activities.

14. A flexible pricing policy, set out in the annual strategic overview of the publications programme submitted by the Secretary General to Members (see Paragraph 9) accommodates the different audiences of the Organisation in order to maximise dissemination while allowing scope for the generation of revenues. Pricing policy is not intended to offset the intellectual costs of a publication, which have been paid by Member countries under the work programmes independently of a decision to publish, or the cost of information activities of the OECD Centres.

Priced publications for free distribution

15. The Secretariat assures a selective free distribution of all priced publications to Delegations, the Secretariat, specialists indicated by Author Directorates, the media and, subject to reciprocal arrangements, International Organisations. Quota systems established and applicable in all cases are reviewed on a two-yearly basis to take into account the budgetary constraints, evolution of the needs and specific requests by Member countries.

V. Production

16. To ensure the consistent application of high standards of operational quality, it is the policy of the Organisation to centralise the planning and production of publications (however the latter may be organised) in the Publications Division of the Directorate of Public Affairs and Communications. This Division acts as a centre of expertise.

VI. Copyright

17. All OECD publications are the intellectual property of the Organisation and are subject to copyright. Control and correct use of the Organisation's copyright and brand is key to protecting and promoting the OECD's name and reputation, as established in the "Guidelines of the Secretary-General for OECD institutional branding: Protecting and promoting the OECD Brand" [C(2006)27/REV1].

18. A system of limited recognition of individual authorship has been set up for specialised and strategic publications issued under the responsibility of the Secretary-General. The system is based on the guidelines endorsed as part of the 2006 review of the publishing policy [OECD Publishing Policy C(2006)179/FINAL].

VII. Languages

19. OECD publications are issued in both official languages of the Organisation. Consistent with the objective of maximising the dissemination of OECD work, opportunities are sought in active collaboration between the Secretariat and Member countries in order to encourage the release of publications in other languages. Such developments are reported to the Committee on Public Affairs and Communications, regularly.

ANNEX I

ISSUES FOR IMPLEMENTATION OF THE PUBLISHING POLICY

1. In certain cases, the issues linked to the implementation of the Publishing Policy do not fall within the sole remit of the CPAC. This is the case of all strategic options which also have budgetary and financial implications and which require early consideration in both CPAC and Budget Committee. As in other areas of work of the Organisation, in general terms, underlying questions should be addressed in accordance with the financial and budgetary regulations and requirements as Council may decide, namely in the light of the budgetary situation.

2. The discussions in the CPAC guide the Secretariat in the formulation of proposals namely with regard to the implementation of publishing policy in the biannual Programme of Work and Budget.

Improving the quality of OECD publications

3. Editorial **quality control** is essential to ensure that the highest standards of quality (as defined in the OECD Publishing Policy) are maintained. Editorial efforts towards increasing the readability of OECD publications will continue, with a clear focus on the main messages and their relevance to the target audiences. Upstream editorial assistance and training will continue to be offered to OECD authors.

4. The editorial process will continue to be geared towards **adding value to the published outputs** of the Organisation. Work will continue on improving the quality of the metadata describing OECD analytical and statistical content, so as to increase their visibility and dissemination potential. The Secretariat will remain vigilant in monitoring developments so that it can adopt new e-publishing techniques as and when necessary. Reader services such as reference linking and cite-as tools are being developed within the new *OECD iLibrary*.

5. More specifically, **statistical products** will be quality assured during the editorial process to maximise the coherence of data disseminated by the OECD in terms of content and presentation across published outputs. OECD databases will be presented in thematic packages with links to related tables and analytical content. Tables will be made more accessible by making them discoverable independently of publications and by organising them in thematic series of key tables.

Increasing the relevance and impact of OECD publications

6. To maximise the impact of OECD work, it is essential that the content and format of all published outputs be adapted to the different target audiences. This will involve building an integrated architecture for all types of information provided, from a more consistent and coherent document repository for specialist users to a range of easy-to-read products for a wider audience.

To consolidate the basis of this structure, the publishing team will participate in the corporate efforts of improving the discoverability and usability of OECD working documents (documents that have not been formally published, or “grey literature”). This will involve improving the overall quality of metadata as well as setting up an editorial control system for the documents which will eventually be turned into publications. More particularly, work will be done to integrate the OECD database of legal instruments into the OECD iLibrary, so as to help users access and consult it.

As part of the effort towards a strategic and targeted approach to publishing (as defined in paragraph 7 of the OECD Publishing Policy), we will continue to develop the *OECD Insights* series to make major OECD

social, economic and environmental issues accessible to a wider non-specialist audience, and to develop new high-profile products.

7. **Web 2.0** presents new opportunities both for reviewing OECD publications and for becoming more interactive with OECD readers. Experiments are being made, both with analytical and statistical content. Specifically, for statistical content, the Facts and Figures service will provide tools for users to visualize and interact with data in a format adapted to the content.

8. In order to increase relevance of OECD work for public policy debate (as defined in paragraph 5 of the Publishing Policy), we propose, on the one hand, to develop country specific outputs (publications, brochures and online services), highlighting the relevance of OECD work for a specific country, and, on the other hand, to strengthen the collaboration around launches of publications so as to maximise their potential impact.

9. Increased attention will be paid to the timely release of publications in English and French, and to the collaboration with the Translation division of the Organisation based on the annual publishing programme.

10. The Multilingual Summaries programme will continue to be expanded to ensure increased accessibility to OECD work in member countries, as well as in accession and enhanced engagement countries, through short, clearly-written summaries translated into a large number of languages, and made freely available on line.

11. In order to increase the impact of OECD work in non-English and non-French speaking countries, we will examine the funding possibilities for creating additional translation programmes into third languages, which would include publications, web content and promotional materials.

Improving the dissemination of OECD publications

12. Since 2001, when *SourceOECD* was launched as an online library of books, journals and statistical databases, there has been a revolution in online services and publishing technologies. A brand new online service, using the latest technology, is therefore being built to replace *SourceOECD*. This new service, *OECD iLibrary*, is designed to enhance the users experience, increase usage, and broaden the base of users. It will include such new features as Reference Linking, RSS feed or 'browse by country' capability, as well as vastly enhanced statistical services including searchable tables and full statistical database access.

13. The vastly enhanced and improved metadata prepared for the iLibrary will also enable us to expand our reach among the research community. This involves making information (metadata) on OECD publications and statistics available through as many online outlets as possible, including bibliographic services used by the book industry, libraries and specialized databases used in particular fields. We are constantly searching out new opportunities for collaboration to enhance our visibility network, and are actively making our metadata and related online content available through various e-book vendors.

14. Printed publications will continue to be offered in line with market demand. Print-on-Demand systems are being used to reduce initial print runs, reduce stocks of printed publications and to make out-of-print titles available once again. (See also paragraph 18 below.)

15. Following the general trends in the online publishing industry, and the changes in readers' behaviour, we will develop a general set of principles for free dissemination. We will continue to provide free access to OECD content through free trials to the entire content of the iLibrary, and to individual PDF editions via

Google Books and the *Browse_it* service on the OECD Online Bookshop. We will also investigate new sustainable financing solutions and new business models in the publishing industry, such as “Open access”, to determine whether these may be relevant for selected OECD publications.

16. Work will be done to consolidate the **dissemination of statistics** according to the set of Access Principles that were agreed and described in the 2006 review to the Publishing Policy: **OECD Facts and Figures** and **OECD Key Tables** should be freely available to all via Statistics Portal and SourceOECD; access to **OECD Statistics** (complete databases and e-books) should be affordable for institutions (by using flexible prices) and deliver access to end-users on the principle of free-at-the-point-of-use. It should also be granted to all requesting individuals on a time-limited basis.

Evaluation and monitoring

17. We currently monitor on a regular basis sales of books and databases, as well as usage of data and analysis disseminated through a variety of online networks. In 2009-10, efforts will be made to develop a qualitative evaluation of OECD published products in terms of relevance and impact. We will notably examine the possibility of comparing from a qualitative as well as a quantitative point of view the activity of OECD Publishing with the other publishing arms of major IGOs.

Collaborating with other International Organisations

18. The success of SourceOECD, the largest IGO publishing website, has prompted many IGOs to seek advice and help from OECD as they attempt to build an online presence. It is proposed that OECD iLibrary be developed to host analytical and statistical content from other IGOs, thus creating an expanded “Knowledge hub”.

Modernisation of Production

19. The torrent of content being added to the Internet each day makes users less and less productive as they waste time searching for content they can trust. Their productivity can also be improved if the content they find has embedded services which allow them to re-use it. An example of this is our StatLink service (which allows users to download charts and tables in Excel). Institutions will subscribe to services which make their users more productive. Therefore, to ensure future revenues we must continue to find ways to add value to the content created by OECD authors. This means **improving our pre-press services and publishing systems**.

20. Printing technologies are changing. Digital printing means it is economic to print a book when someone orders it. This means it is now becoming economic to print books close to our clients, which eliminates the waste inherent in traditional printing which is based on long runs and holding stock. It also means saving shipping costs because the distance travelled between manufacture and client is much shorter. OECD has already established digital printing in support of our existing system so that print copies are available when initial stocks run out. The next step is to manage a transition to a global network of digital printers, in close cooperation with our distributor network, so we can get books to customers faster and at less cost.

ANNEX II LIST OF OECD STRUCTURAL PUBLICATIONS (Author: OECD)**Outlooks**

➤ OECD/ FAO Agricultural Outlook	Annual
➤ OECD Economic Outlook	Periodical
➤ OECD International Migration Outlook	Annual
➤ OECD Employment Outlook	Annual
➤ OECD IT Outlook	Biennial
➤ OECD Communications Outlook	Biennial
➤ OECD Science, Technology and Industry Outlook	Biennial
➤ African Economic Outlook	Annual
➤ Latin American Economic Outlook	Annual

At a Glance

➤ OECD Factbook	Annual
➤ Development Aid at a Glance	Annual
➤ OECD Health at a Glance	Biennial
➤ OECD Society at a Glance	Biennial
➤ Pensions at a Glance	Biennial
➤ OECD Science, Technology and Industry: Scoreboard	Biennial
➤ OECD Regions at a Glance	Biennial

Regular analytical titles

➤ Agricultural Policies in OECD Countries	Annual
➤ Review of Fisheries in OECD Countries: Policies and Summary Statistics	Biennial
➤ Development Cooperation Report	Annual
➤ Economic Policy Reform: Going for Growth	Annual
➤ Education at a Glance	Annual
➤ Annual Report on the OECD Guidelines for Multinational Enterprises	Annual

Country surveys

OECD Economic Surveys (min. 18 issues/year)	Periodical
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Reference

- Model Tax Convention
- Transfer Pricing Guidelines
- Export Credit Financing Systems in OECD Member and non-Member Countries
- Chemical Testing Guidelines

ANNEX III

GLOSSARY OF TERMS USED IN THE PUBLISHING POLICY
(in alphabetical order)**Author Networks**

Dissemination of priced publications to a directorate or committee's contact network on a run-on, cost-recovery basis.

Books

A self-contained and complete work disseminated in print and/or e-book formats independently of any other publication. Includes both one-off and regular publications.

Browse-it

Service allowing an e-book in PDF format to be downloaded or read on line, but not printed or cut and pasted. Most OECD non-statistical titles are 'browsable' on the Online Bookshop.

Cite-as tools

Tools that allows readers to download a citation of an OECD publication in electronic form for inclusion in a bibliography they are preparing or a reference manager system. The downloaded citation includes a link so that the next reader can link easily to the original OECD publication.

Commercial channels

Distribution using established market channels. (This includes direct selling by the OECD to the end reader; the classic OECD-distributor-bookshop-library-reader; the online OECD-aggregator-library-reader; and re-seller channels where the OECD licenses its content to other publishers' distribution channels).

Digital printing

The direct reproduction of digital pages or images through a digital device on a physical surface.

Dissemination

The circulation of an OECD publication or database to audiences external to the OECD network. Comprises circulation in printed as well as online formats.

Distribution

The act of physically packing and sending publications to a target audience; the act of loading an electronic version of a publication onto a website.

Editorial Guidelines

Guidelines and rules contained in the OECD Style Guide, available to all OECD authors on line and in print.

End-users

The individual readers or data users. In the case of a SourceOECD subscription, the client is an institution (e.g. a university library), while the end-users are the individual members of that institution (students and faculty for example).

E-publishing

Publishing on line, in any of the available electronic formats (PDF, html, Beyond 20/20, etc).

Flexible pricing policy

A pricing policy that allows for differential pricing according to each client's purchasing power. Examples would be higher prices for the corporate sector, or lower prices for universities in transition and emerging economies.

Free at the point of use

A feature of the subscription system used by SourceOECD. The end-user is able to consult and download any publication or database hosted by SourceOECD without charge because their institution has paid the subscription fee on their behalf.

Free publications

A publication without list price that is disseminated free of charge in all versions/editions, with production and distribution costs borne by the OECD.

Google Books

All OECD books are supplied to Google for scanning and incorporation into their search engine. Google users can view up to 20% of a book free of charge and see links to the online bookshop.

Institutional dissemination

Dissemination of priced publications, free of charge, to delegations, depository libraries, journalists and the secretariat.

Intellectual costs

All costs incurred by the OECD up to the point where the final manuscript is delivered to PAC/PUB.

Multilingual summaries programme

Executive summaries of OECD publications (main findings, conclusions and recommendations) made available on line in English, French and a number of other languages. Summaries of structural publications are translated in all OECD languages.

OECD distribution network

A global network of distributors and sales agents for OECD printed publications and SourceOECD.

Periodicals

An ongoing series where a pre-set number of fascicules (issues) are disseminated on an annual subscription basis (minimum two issues a year).

Priced Publications

A publication that has at least one version/edition offered for sale.

Print on demand (POD)

A service that provides digitally printed copies to clients once the original print run has been exhausted.

Print run

The number of copies printed in any one run. An initial printing comprises copies for Institutional Dissemination, Author Networks and paying clients.

Production

Process through which the manuscript/file provided by the author is turned into a published product: printed book, electronic file, web book, CDROM, etc. The production process comprises two main steps: formatting and typesetting (structuring the information – text, graphs and tables - from which various uses are declined, paper and electronic) and reproduction (printing paper publications and duplicating CDs).

Publishing programme

Yearly programme assembling the publications planned in each directorate and implemented by PAC.

Reference linking

A system by which articles and books cited in e-book bibliographies can be made into dynamic links to the original article or book (if it is available somewhere on the Internet).

Specialised publications

Journals, thematic series, one-off reports and proceedings on a specific topic, addressing a specialised, technical, audience.

Statistical products

Regular statistical outputs of the programme of work, including databases, electronic products and printed publications.

StatLink

OECD's StatLink service enables readers to download an Excel file of the charts, tables and graphs that appear in OECD publications. StatLinks appear in printed publications as well as in e-books: all the reader has to do is key the link into their browser (or click in the e-book) and the Excel file will appear in their browser.

Strategic publishing

Publications based on OECD research and expertise, which aim at explaining the most relevant social and economic issues to non-specialist readers. Strategic publications will be commissioned by PAC and presented in an accessible, reader friendly style.

Structural Publishing

Regular outputs of the programme of work, whose publication is part of the OECD mandate, and which represent the “backbone” of OECD activities.

Target audience

An identifiable group of individuals that can be practicably reached, likely to need a publication.