

# UN-Water Publications Policy

## Table of Contents

<b>I. INTRODUCTION</b> .....	<b>1</b>
<b>II. WHAT IS A UN-WATER PUBLICATION?</b> .....	<b>2</b>
<b>II.1 Groups</b> .....	<b>2</b>
<b>III. PRODUCTION PROCESSES</b> .....	<b>3</b>
<b>III.1 Data Exchange, Planning and Clearance</b> .....	<b>3</b>
<b>III.2 Copy Editing and Graphic Design</b> .....	<b>5</b>
<b>IV. A COHERENT IMAGE</b> .....	<b>5</b>
<b>IV.1 Objective</b> .....	<b>5</b>
<b>IV.2 Representation of UN-Water and Members’ and Partners’ Identities</b> .....	<b>5</b>
<b>IV.3 Categories of UN-Water Publications</b> .....	<b>5</b>
<b>IV.4 References, Copyrights and Disclaimers</b> .....	<b>7</b>
<b>V. DISSEMINATION, PROMOTION AND TRANSLATION</b> .....	<b>8</b>
<b>ANNEX 1</b> .....	<b>9</b>
<b>Categories - examples</b> .....	<b>9</b>

## I. INTRODUCTION

UN-Water is the United Nations (UN) inter-agency coordination mechanism for all freshwater related issues, including sanitation. UN-Water’s mission is to complement and add value to water related activities by facilitating synergies and joint efforts, so as to maximize UN system-wide coordination action and coherence as well as increase the effectiveness of the support provided to Member States.

Publications are a major output of UN-Water. These products are developed in different ways, take various forms and are used by many different stakeholders. What they have in common is that they draw on the experience and expertise of UN-Water’s Members and Partners. They also represent an opportunity for UN-Water to demonstrate its leadership role and added value.

The United Nations Development Group’s guide on Communicating as One provides a cornerstone on which UN-Water seeks to build – “Communicating as One is critical for ensuring clear and consistent strategic positioning of the UN and its vision at the country level; developing common messages and policy positions; strengthening the outreach of the UN system by pooling resources; supporting communication about the UN comparative advantages in the country to both internal and external stakeholders; and avoiding message duplication.”

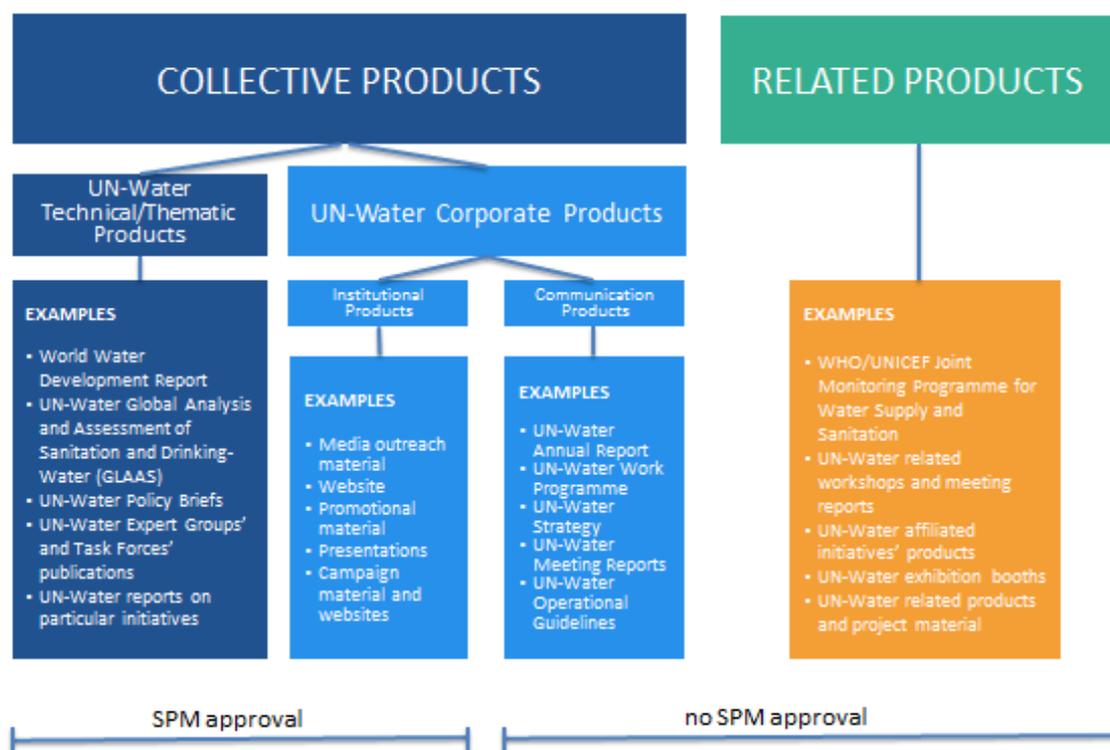
While Communicating as One has been developed with a United Nations focus it is equally valid in principle to UN-Water actions that draw on the experience and expertise of Partners as well as Members. By linking up with the broader international water “community,” represented through a range of UN-Water Partners, UN-Water also serves to provide voice to that community.

The purpose of this Publications Policy is to guide UN-Water Members and Partners in the production and dissemination of publications. It also provides practical guidance on the production and communication of publications including considerations such as copyrights, disclaimers, translations and visual identification.

## **II. WHAT IS A UN-WATER PUBLICATION?**

### **II.1 Groups**

UN-Water’s publications can be divided into two main groups: the publications that represent all Members and Partners of UN-Water – the collective products – and the publications that are under the UN-Water umbrella but produced by groups or individual UN-Water Members and/or Partners – the related products. These publications may be produced by SPM decision or otherwise overseen by UN-Water Members. At the outset, the SPM would agree to the nature of a publication and classify it as either a collective or related product.



### III. PRODUCTION PROCESSES

#### III.1 Data Exchange, Planning and Clearance

Thanks to its Members and Partners, UN-Water has access to key data, information and reporting on policies related to water. The collective and related products that stem from this knowledge hub will follow various production processes depending on their nature and working modalities, taking into account individual organizations' existing clearance and copyright policies and procedures in place. Notwithstanding, data exchange is imperative for all UN-Water products to draw on the varied expertise of the UN system and UN-Water Partners.

The collective and related UN-Water products shall follow certain planning and clearance procedures set out in the UN-Water Operational Guidelines Section III.9. In case of conflict between the UN-Water Publication Policy and the established publication policy of a Member entity the policies and the procedures of the Member entity shall prevail.

Collective and related products shall be planned with enough advance notice. At least twelve months are recommended for periodic reports to allow proper coordination and synergy with other UN-Water publications. Proposals for collective and related products need to be supported by a brief (1-2 pages) but clear description and presented to the SPMs for decision-making at a UN-Water Meeting. These proposals shall include the rationale for publication under the UN-Water

umbrella, an explanation of the purpose and target audience, an indicative annotated table of content, the approximate length, note of any potential contentious issues, and the proposed contributors (UN and non-UN).

The publishing Members or Partners should endeavor to exchange the information that is relevant to other UN-Water publications. To that effect, they should inform the other publishing Members or Partners when they have prepared their table of contents, work plans and key messages. Thereafter, they should endeavor to share data in response to requests; in exchange, the requesting Member or Partner should commit to respect the confidentiality of such data, including embargo. In the case of periodic reports, the publishing Members and Partners will meet at least once a year with the UN-Water Communications Manager to identify and address any conflicting messages that have been identified in the data exchange process.

NB: For WWDR, the Members and Partners that volunteered to become Lead and Contributing entities will commit to deliver high-quality original inputs according to the deadlines present in the WWDR workplan and in line with the requests of the WWAP secretariat. Should a Lead or contributing entity become unresponsive, the WWAP secretariat will be in charge of taking / may take alternative measures in consultation with the UN-Water Chair and Chief Technical Adviser, to ensure a timely preparation of the Report.

UN-Water Members and Partners should inform the UN-Water Technical Advisory Unit when they decide to publish any material relevant to UN-Water's mandate, including the same information indicated above for proposals of UN-Water publications. They should commit to respond to data requests made by publishing Members or Partners and inform UN-Water of the publishing of such products.

Clearance of UN-Water publications shall follow the steps outlined below:

1. The draft for review shall be circulated to all UN-Water Members and Partners for comments for a period of at least three weeks. If necessary and/or appropriate, the draft for review should also be circulated for comments to selected peer reviewers external to UN-Water.
2. After processing the review comments, the final draft shall be circulated to all UN-Water SPMs for no objection approval for a period of at least one week.

NB: For the World Water Development Report, the drafts will be submitted for review to all Members and Partners of UN-Water as well as the Technical Advisory Committee of the UN World Water Assessment Programme (UNESCO). However, clearance of the final text will be given by the Lead Agencies, limited to the chapter(s)/part(s) they are in charge of and within the timeframe indicated in the work plan.

### **III.2 Copy Editing and Graphic Design**

UN-Water publications are committed to high standards of copy-editing and design following a consistent branding which requires an allocated budget.

## **IV. A COHERENT IMAGE**

### **IV.1 Objective**

The UN Guide on Communicating as One suggests that: *“Through Communicating as One [...] members can enhance inter-agency understanding and knowledge, work together more effectively, harmonize their messages, magnify their overall voice and impact and produce lasting and meaningful results. Joint communications presents [...] as a coherent unity, but does not replace the communication efforts of individual agencies, rather it can further harness and amplify the communication efforts of individual agencies in a strategic and streamlined way”.*

The ultimate objective of UN-Water’s publications is for the UN system to communicate as one on water-related matters. They aim to fulfill UN-Water’s role and mandate, reach beyond the water community and place water high on the sustainable development agenda.

### **IV.2 Representation of UN-Water and Members’ and Partners’ Identities**

The representation of the identities of UN-Water and of its Members and Partners is a visual means to address, or acknowledge, the production process, financial contributions, objectives and target audiences for the UN-Water publications. These elements may vary widely and this is why there may be different modes of presentation.

### **IV.3 Categories of UN-Water Publications**

Different modes of presentation are suggested in the UN Guide on ‘Communicating as One’, and in this Policy they have been adapted to UN-Water’s various products.

UN-Water publications can be divided into three categories:

1. presenting the UN-Water visual identifier alone (UN-Water corporate products and some UN-Water technical and thematic products);
2. presenting the UN-Water visual identifier with supporting Members and Partners (some UN-Water corporate products, some UN-Water technical and thematic products, some communications products and some UN-Water related products);
3. presenting the Members and Partners together in partnership (UN-Water related products).

These categories apply to all published material, including websites, statements, media material, signage and promotional materials.

New substantive publications carrying the UN-Water visual identifier should always be discussed and agreed upon by the SPM as part of the UN-Water Work Programme. When this discussion takes place, the SPM will decide which of the above categories the publication will fall under. Requests for extraordinary exceptions to the categorization of a publication shall be made in written to the SPM and discussed at one of the bi-annual UN-Water Meetings.

### **1. Presenting the UN-Water visual identifier alone**

This presentation is made for material that represents the view of all UN-Water Members and Partners. The presentation features the visual identifier of UN-Water on the cover.

*Example of products:*

- Policy Briefs
- Analytical Briefs
- Expert Groups' and Task Forces' Publications
- Annual Report
- Work Programme
- Strategy
- UN-Water Meeting Reports
- Operational Guidelines
- UN-Water reports on specific initiatives (e.g. UN-Water SDG 6 Synthesis Report 2018 on Water and Sanitation)
- Media outreach material (e.g. press releases, press kits, briefings), website ([www.unwater.org](http://www.unwater.org)), promotional material and presentations relating to the examples of products outlined above.

### **2. Presenting the UN-Water visual identifier with supporting Members and Partners**

This presentation is made for material that represents the view of all UN-Water Members and Partners but where a Member/Partner or group of Members/Partners has led or substantially contributed to the production.

This presentation features the visual identifier of UN-Water, with supporting Members and Partners. Both the UN-Water visual identifier and the logos of contributing Members and Partners may feature on the cover. See Annex 1 for example.

*Examples of products:*

- UN World Water Development Report (published by UNESCO on behalf of UN-Water)
- UN-Water Global Analysis and Assessment of Sanitation and Drinking-Water (GLAAS)

- UN-Water Country Briefs
- Media outreach material (e.g. press releases, press kits, briefings), campaign material, websites (e.g. World Water Day, World Toilet Day), promotional material and presentations.

### 3. Presenting the Members and Partners together in partnership

This presentation is made for products of partnerships/initiatives operating under the umbrella of UN-Water. These partnerships/initiatives benefit from the larger UN-Water network but are managed by groups of UN-Water Members and Partners relating to their respective expertise. Depending on the history and governance of the partnership/initiative, the UN-Water visual identifier may or may not be present on the cover.

#### *Example of products*

- Reports of the WHO/UNICEF Joint Monitoring Programme for Water Supply and Sanitation (JMP)
- Reports of specific projects
- Exhibition booths
- UN-Water related workshop and meeting reports
- Affiliated initiatives
- Media outreach material (e.g. press releases, press kits, briefings), websites, promotional material and presentations.

## IV.4 References, Copyrights and Disclaimers

	<b>References</b> <i>(To be included in the document and to be used to refer to the document)</i>	<b>Copyrights</b>	<b>UN-Water related disclaimers</b> <i>(to be included in the document and in addition to other Publishers' disclaimers as needed)</i>
<b>1. Presenting the UN-Water visual identifier alone</b>	"This document is published by UN-Water. The user is encouraged to cite UN-Water as the source when referring to the document"	No copyrights	-
<b>2. Presenting the UN-Water visual identifier with supporting Members and</b>	"This document is published by [name of Member(s) or Partner(s)] on	Copyrights to the publishing Member(s)/Partner(s) based on their operating copyright	-

<b>Partners</b>	behalf of UN-Water“	policies and procedures	
<b>3. Presenting the Members and Partners together in partnership</b>	Depending on the publication.	Copyrights to the publishing Member(s)/Partner(s)	“The views and opinions expressed herein do not necessarily reflect those of the Members and Partners of UN-Water.”

In addition to the table above, all periodic reports (e.g. World Water Development Report, GLAAS, JMP) should include the one page on UN-Water reports, either on the inside front cover or the inside back cover.

## V. DISSEMINATION, PROMOTION AND TRANSLATION

Integrated and well-planned communications ensure an efficient use of resources and high-quality outreach. The dissemination and promotion of UN-Water publications should benefit from a strategic effort of reflection around objectives, context and target audiences. This will be beneficial to proposing and tailoring key messages and deciding on what communication channels to use in order to reach the target audience and achieve the objective of the publication. The UN-Water Communications Manager may facilitate the adoption of this approach by assisting in the above mentioned reflections and dissemination. It is further encouraged that Members and Partners make use of their networks, partners, and country offices to increase the impact of the publications. This will serve to reinforce UN-Water’s mission, increase the impact and fill gaps.

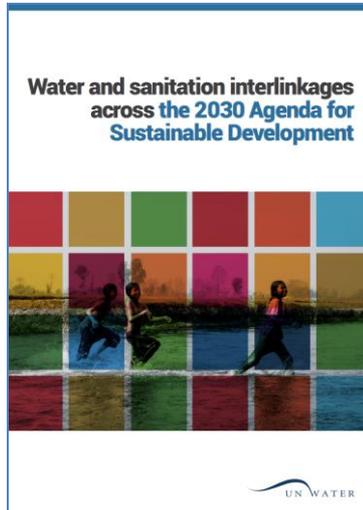
For the periodic reports, coordination is especially encouraged for consistency in main messages and outreach efforts such as press releases, kits, list of experts and social media messages. If the periodic reports are published in relation to campaigns led by UN-Water (e.g. World Water Day and World Toilet Day) or other initiatives, outreach material, such as press releases, should be planned and coordinated in advance. The periodic reports’ publishing Members and Partners will meet at least once a year with the UN-Water Communications Manager to coordinate the timing of the publications, in order to avoid competing launching dates, taking into account objectives and target audiences.

It is also strongly recommended that UN-Water publications be translated into the six official UN languages. Offers from Members and Partners to translate publications should be encouraged and welcomed provided that they carry an ‘unofficial translation’ disclaimer.

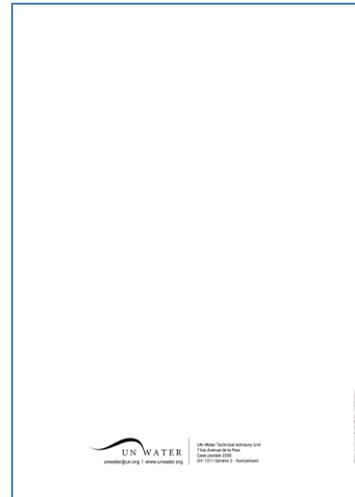
## ANNEX 1

### Categories – examples

#### i) Presenting the UN-Water visual identifier alone



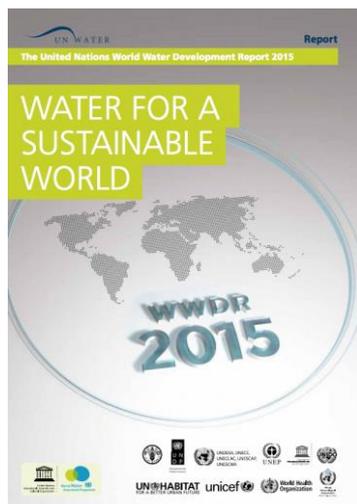
Cover



Back cover

#### ii) Presenting the UN-Water visual identifier with supporting Members and Partners

##### Example 1:

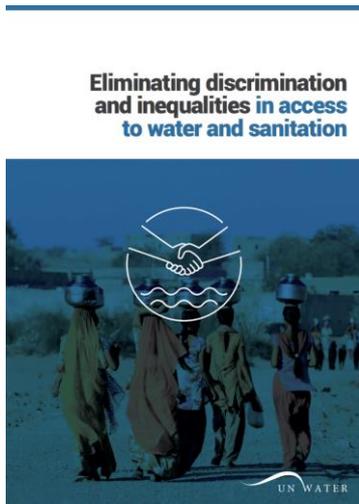


Cover

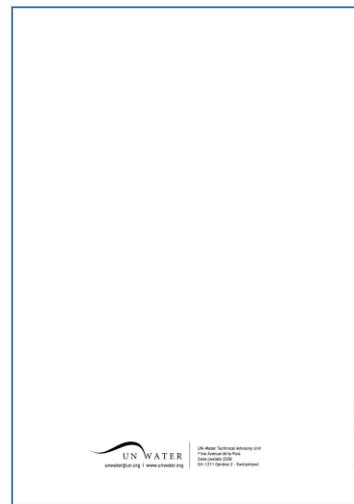


Back cover

**Example 2:**

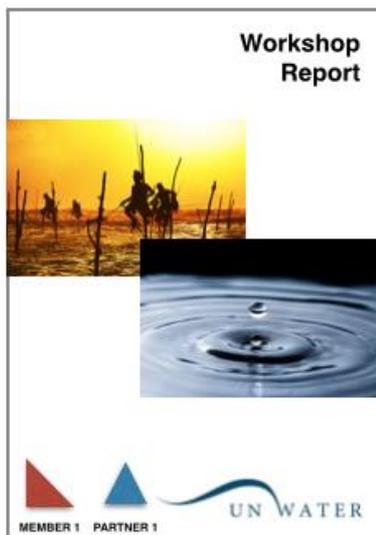


Cover



Back cover

**iii) Presenting the Members and Partners together in partnership**



Cover with UN-Water visual identifier



Cover without UN-Water visual identifier