United Nations

TD/B/WP/249

**United Nations Conference
on Trade and Development**

Distr.: General
26 December 2012

Original: English

Trade and Development Board
Working Party on the Strategic Framework and the Programme Budget
Sixty-fourth session
Geneva, 6–8 March 2013
Item 3 of the provisional agenda
Review of the communications strategy and publications policy of UNCTAD

Report on the implementation of the communications strategy and publications policy of UNCTAD

Report by the UNCTAD secretariat

Contents

GE.12-

Please recycle

Introduction

1.   In September 2009, the Trade and Development Board adopted the UNCTAD communications strategy (TD/B/56/9/Rev.1) and the UNCTAD publications policy (TD/B/56/10/Rev.1). The former aims to contribute to UNCTAD's mandate, enhance the visibility of UNCTAD's work, ensure effective dissemination and mainstream good communication practices. The latter seeks to provide a framework for planning and managing publications so that they can fulfil the needs of developing countries and intergovernmental processes; ensure their relevance, coherence, innovative character and quality; and guarantee their optimal dissemination to main audience groups and feedback from these groups. The secretariat is requested to report annually to the Board, through the Working Party on the Strategic Framework and the Programme Budget, on implementation of the communications strategy and the publications policy. The present report reviews the main initiatives taken.

2.   As reflected in the communications strategy of 2009, UNCTAD staff have a communication responsibility. Communication, information and outreach activities are shared across all divisions and units. The Communications, Information and Outreach section takes the lead in coordinating and spearheading outreach to – among others – the press and media, civil society, international organizations, and the wider public. The Intergovernmental Support Service acts as the prime interface with member States. The divisions reinforce these activities through targeted outreach to audiences within their respective areas of work, that is to say, to policymakers, the private sector and academia. The Technical Cooperation Service coordinates communication with donors, institutional partners, and the United Nations Inter-Agency Cluster on Trade and Productive Capacity. The Communications Editorial Board and the Publications Committee are at the centre of internal coordination and planning. The communications strategy and publications policy have guided the strengthening of communication and outreach efforts under the responsibility of the Deputy Secretary-General. This report provides an overview of activities undertaken from May to December 2012.

I.   Communications and outreach

A.   UNCTAD website

3.   During the reporting period, the Delegates Portal was developed as an online space complementary to the UNCTAD website. It will provide delegates with information not readily available to the general public and offer additional tools and information to assist them in their work with UNCTAD. This includes access to embargoed publications, negotiated texts, restricted documents, contact information and a calendar of UNCTAD meetings with a customizable view (i.e. the possibility to view only those meetings taking place in Geneva or those that a delegate would have subscribed to). The Portal was launched on 21 December 2012. In the course of 2013, further enhancements to the Portal are planned to serve as an interactive communication tool for member States, allowing delegates to register online for intergovernmental meetings and to customize the alerts and notifications they receive about UNCTAD activities. Briefing sessions for interested delegates about the Portal's features, as well as the useful tools available on the UNCTAD website, are being planned.

4.   An initial overview of web visitor data for 2012 (1 January–15 November 2012, with an extrapolation for December 2012) is displayed in the table below. This includes data from the old site (GCM) and the new site (SharePoint – SP2010), which was launched in

March 2012. A more detailed analysis of visits for the new website will be provided in the report covering the reporting period 2013.

Web visitor data (2012)

Month (2012)	Visits on old website (GCM)	Visits on new website (SP2010)	Unctad.org (combined)	Comments
January	138 772	0	138 772	
February	156 319	0	156 319	
March	98 632	83 720	182 352	
April	30 251	100 584	130 835	
May	41 840	88 121	129 961	
June	35 893	67 648	103 541	
July	23 769	73 236	97 005	
August	19 292	66 474	85 766	
September	21 415	88 300	109 715	
October	25 765	106 990	132 755	
November	23 256	118 112	141 368	
December	15 638	120 520	136 158	Data available from 1 to 15 December (projection equals first two weeks multiplied by two)
Year 2012	630 842	913 705	1 544 547	

B. Targeted information products

5.   In addition to recurrent and non-recurrent publications, UNCTAD continues to issue a number of communication and outreach products specifically designed to respond to the requirements of target audiences. New and past issues of the following information products are available on the UNCTAD website:

(a)   E-alerts: "At-a-glance" electronic documents designed to inform key stakeholders in a timely manner of publications, events, findings, recommendations and news; these are aimed at journalists, the private sector, academia, civil society organizations and parliamentarians;

(b)   Policy briefs: Position papers designed to keep governments, civil society organizations, think tanks and academic institutions abreast of UNCTAD research, analysis, and policy ideas. During the reporting period, the following UNCTAD policy briefs were issued: *Greater Income Share for Labour – The essential catalyst for global economic recovery and employment* (No. 26); *Don't Blame the Physical Markets: Financialization is the root cause of oil and commodity price volatility* (No. 25) and *Breaking the Cycle of Exclusion and Crisis* (No. 5);

(c)   Issues in Brief: Succinct descriptions of UNCTAD technical cooperation activities, with examples of direct, positive impacts on people's lives;

(d)   Newsletters: Regular updates on specific activities for target audiences. Newsletters are distributed electronically and, if required, in print;

(e)   Global Investment Trends Monitor: A periodic assessment of developments in foreign direct investment (FDI);

(f)   Investment Policy Monitor: Information on national and international policy responses by home and host countries;

(g)   Guides, booklets and leaflets: Instructional or guidance tools and handouts on UNCTAD projects or programmes;

(h)   Press releases and information notes: Directed at the media, these are also shared with member States and civil society, and are published on the web. Since June 2012, 30 press releases and 5 information notes have been sent electronically to over 1,800 journalists worldwide;

(i)   Media alerts (38 to date): These are concise texts on flagship publications, events and meetings, and contain links to press material and substantive documents;

(j)   Web news items: Brief, real-time informative updates of UNCTAD activities, publications, meetings and missions. Enhanced use is made of images. On average, two news items were published per day;

(k)   Web portals and specialized websites:

(i)   The UNCTAD Technical Cooperation Project Portal provides regular updates;

(ii)   The TrainForTrade training platform supports participants with training materials, chat rooms, forums, tests, evaluations and opinion questionnaires, including a library of multimedia teaching resources and filmed presentations;

(iii)   The Virtual Institute website provides academia with easy access to trade and development-related teaching resources consisting of a digital library with analytical reports by UNCTAD and its partner international organizations, teaching materials specifically developed by the Virtual Institute for an academic audience, multimedia teaching resources covering, inter alia, presentations of UNCTAD flagship reports, mini-websites with resources from Virtual Institute events and information about membership. A new offering is a mini-website for the UNCTAD/World Trade Organization (WTO) book on trade policy analysis and an e-learning platform for the Institute's online course on trade and poverty for academics from developing and transition countries;

(l)   Social media: In 2012, UNCTAD recorded enhanced social media presence and impact, including through Twitter, Flickr and YouTube:

(i)   On Twitter, UNCTAD disseminates existing information on UNCTAD news items, publications, meetings and videos. This is then routinely relayed by other Twitter users, including United Nations bodies, civil society and academia, and draws attention to UNCTAD's work. The number of followers of UNCTAD's Twitter account grew from 300 early in 2011 to more than 8,000 in December 2012. A number of international organizations, including the International Trade Centre (ITC) and WTO, routinely re-tweet UNCTAD news;

(ii)   Flickr is now the leading image repository for all major events. Images are published in real time on the UNCTAD website;

(iii)   YouTube houses all UNCTAD videos. This approach makes viewing and sharing easier, and standardizes UNCTAD's online video presence. UNCTAD continues to produce, where appropriate and when resources permit, short video clips to promote its events. It also shows interviews with high-profile speakers.

6.   In addition to official notifications of meetings, publications and other activities of UNCTAD, the secretariat organized an induction course for delegates and various briefings on UNCTAD intergovernmental meetings.

C.   Targeting key audiences

1.   Policymakers

7.   Policymakers are defined in the communications strategy as UNCTAD's principal target group. This includes a wide range of government officials, including delegates and parliamentarians.

8.   UNCTAD publications are primarily aimed at policymakers. Effective dissemination constitutes a major share of the secretariat's communication and outreach efforts. The communications strategy also recommends that policymakers be targeted directly through meetings with UNCTAD officials, through interaction at high-level sessions, by engaging parliamentarians, and through briefings and joint activities with the Inter-Parliamentary Union.

9.   High-level meetings between the UNCTAD Secretary-General, the Deputy Secretary-General and senior policymakers are an effective vehicle for promoting the policy work and technical assistance of UNCTAD.

10.   Emphasis has been placed on presentations of flagship reports and other research findings to delegations. To illustrate, the *Trade and Development Report 2012* was presented to delegations in Geneva in the context of the Trade and Development Board meetings held in September 2012, and in New York at a briefing at United Nations Headquarters in October 2012. Additional outreach activities included a special meeting for Second Committee delegations on responsible lending and borrowing issues.

11.   UNCTAD participation at Group of Twenty meetings continued to be a major channel for reaching policymakers, with UNCTAD policy briefs and overviews of the Trade and Development Board especially useful as outreach tools for specialized audiences. Technical contributions focused on issues related to macroeconomic and development policies.

12.   In connection with its work on least developed countries (LDCs), UNCTAD carried out four major activities during the reporting period:

(a)   In June 2012, UNCTAD launched the *Economic Development in Africa Report 2012*: *Structural transformation and sustainable development in Africa*;

(b)   In July 2012, UNCTAD organized an executive session of the Trade and Development Board during which a report on activities undertaken in support of Africa was presented. UNCTAD held a panel discussion on the theme "The New Partnership for Africa's Development (NEPAD): Performance, Challenges and the Role of UNCTAD";

(c)   In September 2012, UNCTAD presented the *Economic Development in Africa Report 2012* to the Trade and Development Board. Its discussion was followed by the adoption of agreed conclusions. At the same Board session, two divisions co-organized a high-level segment under the theme "Growth with jobs for poverty reduction: What can Africa learn from other regions?";

(d)   In October 2012, UNCTAD gave a 2.5-day course on "South–South Cooperation and Trade Capacity-building for African Countries" in Beijing, China. About 15 trainees from several African countries attended the course as part of a three-week study tour.

13.   In response to requests by landlocked developing countries, UNCTAD initiated a Development Account project entitled "Enhancing the capacities of landlocked developing countries to attract FDI for the development and modernization of productive capacities". This project is led jointly by the UNCTAD Division on Investment and Enterprise and the Division for Africa, Least Developed Countries and Special Programmes, and benefits 10

landlocked developing countries in Africa and Asia. In the context of this project, thirty-five representatives from the public and private sectors met with an UNCTAD team in Bhutan's capital Thimphu, on 5 October 2012, to deliberate on how to raise awareness among the global investment community of the prospects and conditions for investment in Bhutan.

14. The UNCTAD Investment Guide to Bhutan, presented at the meeting in draft form, is the first document of this kind for the country. It highlights emerging opportunities in infrastructure, tourism, information and communications technologies (ICTs), agriculture and education. It also provides an assessment of the operating environment in the country, explains investment procedures and describes the experiences of investors.

15. In connection with work on small island developing States, UNCTAD took part in a national workshop in Vientiane, Lao People's Democratic Republic, on developing the country's strategy on achieving eligibility for graduation from least developed country status (16–17 May 2012). Some 130 persons benefited from this national sensitization and strategic planning event.

16. In line with its Enhanced Integrated Framework, UNCTAD held a workshop on the trade development strategy for the Comoros on 15 October, where the participants included local policymakers and stakeholders.

17. Training courses provided by UNCTAD staff on key international economic issues, in line with paragraph 166 of the UNCTAD X Plan of Action, as well as numerous seminars, often organized jointly by UNCTAD and national institutions, continued to be an important vehicle for UNCTAD to disseminate its research and analysis results and policy recommendations. For example, in 2012, three regional training courses, with a total of 60 participants, were organized in Belgrade (Serbia) for countries with economies in transition, Rabat (Morocco) for the Africa region, and Muscat (Oman) for Western Asia. Additionally, six short courses on topical international economic issues were organized in 2012:

    (a)   International Investment Agreements (IIAs) and Development;

    (b)   ICTs for Development;

    (c)   The impacts of the international crises on the economies of the LDCs;

    (d)   Post-crisis policy challenges in the world economy;

    (e)   Trade facilitation in the globalized economy: challenges and opportunities;

    (f)   Global supply chains: Opportunities and challenges for developing countries.

18. The *Review of Maritime Transport 2012* contains critical analysis and a wealth of unique data, including long-term data series on seaborne trade, fleet capacity, shipping services and port handling activities. The Review remains the only publication of its kind, made publicly and freely available to transport researchers, students and teachers, and is widely used as a reliable reference tool by practitioners in the shipping industry.

2. Communication with member States

19. Progress has been made as far as communication with member States regarding Human Resources activities is concerned. As requested, during the sixty-third session of the Working Party, a set of human resources-related indicators was circulated among member States. These included a list of all regular staff by nationality, gender and grade, as well as additional information on the applications received by gender and nationality, so as to provide member States with clear insight into the overall situation. In order to improve outreach on vacancies, an e-mail notifying all permanent missions in Geneva of current UNCTAD vacancies for professional and higher positions will be sent on a monthly basis, to help attract a greater pool of qualified applicants. In addition, work is under way on a

redesign of UNCTAD's careers webpage, to make it more functional and user-friendly. The redesigned careers page should be online in the first quarter of 2013. Work on improving performance against the indicators on the human resources scorecard, including on gender and geographical balance, is ongoing. Assessments are to be conducted annually; the next one will take place in March.

3.   Media

20.   During the reporting period, UNCTAD's media exposure has been significant. This applies both to enhanced reporting of UNCTAD's substantive work and to media coverage of UNCTAD XIII. Some 3,500 UNCTAD-related press clippings were collected from 1 June through 15 December 2012. Approximately 1,300 of these related to UNCTAD XIII: This figure represents only part of what was actually published. The search engines currently available to UNCTAD capture only a limited number of actual references to UNCTAD in the world media – estimates suggest as little as 20 per cent. Missing, in particular, is material generated in less widely used languages. During the reporting period, UNCTAD was also featured in international radio and television reporting. In the absence of a monitoring tool, UNCTAD is dependent upon feedback from media partners, staff, and country offices of the United Nations Information Centre for capturing information for its records.

21.   UNCTAD's work is regularly reported in the media catering to the public at large, including on the front pages of prestigious newspapers and on the homepages of some Internet access providers. In-depth coverage of UNCTAD policy and analysis work regularly appears in specialized publications.

22.   UNCTAD placed emphasis on nurturing continued relationships with the more than 200 Geneva-based international media representatives accredited to the United Nations. UNCTAD provides twice-weekly updates and forecasts on its activities, events and launches at the press briefings organized by the United Nations Department of Public Information (DPI). Journalists continue to commend UNCTAD on its services and on the timely information provided. In addition to the organization of UNCTAD press conferences, journalists also value the opportunity for informal exchanges with the UNCTAD Secretary-General on the occasion of major events. As a non-field-based organization, UNCTAD also actively retains links with journalists in major media hubs such as London, Paris, Bangkok, Dakar, Johannesburg and Addis Ababa. UNCTAD continued to expand its relations with other field-based United Nations organizations. UNCTAD coordinates closely with DPI on the United Nations–wide calendar for media outreach to ensure maximum media attention both in Geneva and in the field.

23.   From 1 June through 15 December 2012, UNCTAD issued 30 press releases and 5 information notes. These were sent electronically to a continuously updated database of journalists worldwide. UNCTAD also shares press products electronically with member States and civil society, and posts them on its website in real time.

24.   As part of maintaining ongoing relationships with the press, UNCTAD issued a number of media alerts, which are at-a-glance electronic documents designed to provide information to journalists in a timely manner and offer links to relevant press materials and substantive documents. During the reporting period, nine were released. This product was developed at the request of the media to respond to the changes affecting the way in which the news media works. Greater emphasis is placed on breaking news and on the latest facts and figures.

25.   Efforts continued to reduce dissemination costs where possible. UNCTAD reviewed the demand for hard copies, particularly for flagship report launches. All reports can be downloaded free of charge from the UNCTAD website. As a result of increased use of

electronic copies, the number of printed reports and overviews mailed in connection with press campaigns in 2012 was reduced by 26 per cent. The media is provided with password-protected advance access – under embargo – to allow adequate preparation time for timely reporting.

26.   UNCTAD collaborated with other United Nations organizations, funds and programmes to support publication launches and to expand media outreach. UNCTAD assisted the Department of Economic and Social Affairs (DESA) with the Geneva launch of *World Economic Situation and Prospects 2012*. UNCTAD also coordinated the Geneva launch of the *Annual Report of the Economic and Social Commission for Asia and the Pacific*: *2012*.

4.   Civil society

27.   The communications strategy emphasizes the need to increasingly involve civil society in UNCTAD activities through enhanced participation in meetings and seminars, and through the exchange of information by electronic means. The strategy attaches particular importance to engaging civil society from the South, and advocates the creation of partnerships to foster dialogue around UNCTAD's key messages.

28.   In the reporting period, UNCTAD's outreach to civil society organizations (CSOs) focused on the participation of civil society in the debates of the annual session of the Trade and Development Board, an informal exchange with the UNCTAD Secretary-General, consultations with divisions and a brainstorming session on the next edition of the UNCTAD Public Symposium.

29.   More specifically, UNCTAD reached out to civil society through:

        (a)   CSO e-alerts: Short texts highlighting UNCTAD's latest news, findings and publications, with information on events of interest to civil society;

        (b)   Ad hoc electronic mailings: Tailored communications sent to selected CSOs whenever the need arises. In an effort to improve outreach to civil society and to better manage the increased number of contacts, a new online subscription system is currently being considered. An online system would make it easier for users to subscribe and unsubscribe, provide contact information and keep them up to date;

        (c)   Civil Society Portal: A dedicated section of the UNCTAD website is devoted to specific resources for civil society and is regularly updated with new material;

        (d)   Facilitation of inputs to the intergovernmental process: Civil society participated actively in the meetings of the 2012 Trade and Development Board, confirming the positive engagement of civil society already registered during the UNCTAD XIII conference. Statements and remarks were delivered on behalf of a number of CSOs and several experts from civil society participated as panellists in debates;

        (e)   Exchanges and consultations: In September 2012, an informal exchange was held in Geneva with the Secretary-General of UNCTAD and selected representatives of key civil society organizations and networks active in trade and development. Participants reiterated their continuing support for the Organization and their intention to remain closely engaged in the implementation of its mandates. Consultations with civil society were also organized back to back with the informal exchange to brainstorm on the focus of the upcoming edition of the UNCTAD Public Symposium.

30.   UNCTAD continues to seek ways to strengthen its CSO outreach within existing resources. Implementation of some recommendations contained in the communications strategy is subject to availability of resources. In particular, resources are needed to promote

further outreach to civil society in the South and to enable expanded multilingual communication.

5. Private sector

31. During the reporting period, UNCTAD's work on the global financial and economic crisis, exchange-rate systems, global economic governance, financial reform and on the financialization of commodity markets continued to attract increasing attention from the private sector. For instance, UNCTAD participated in a meeting at the United Nations in New York in September 2012 with major banks involved in commodity investment.

32. In connection with its work on responsible investment, UNCTAD, in cooperation with the United Nations Global Compact, United Nations-backed Principles for Responsible Investment, and the Finance Initiative of the United Nations Environment Programme, organized the third Conference on Sustainable Stock Exchanges during the Rio+20 Conference in June 2012. The Sustainable Stock Exchanges Initiative aims to explore how exchanges can work together with investors, regulators and companies to enhance corporate transparency – and ultimately, performance – on environmental, social and corporate governance issues and how they can encourage responsible long-term approaches to investment. The Initiative was named by *Forbes* as one of the world's best sustainability ideas and was a finalist for the 2011 Katerva Award. During the conference, five stock exchanges signed up for the Initiative, including the National Association of Securities Dealers Automated Quotations, or NASDAQ, which also incorporates eight other exchanges, thereby pledging their support to integrate sustainability standards as a requirement for companies listed on their exchanges. Later in 2012, the Bombay Stock Exchange and the MCX-SX Exchange in India joined the Initiative, bringing the number of companies represented by members of the Initiative to almost 10,000.

33. UNCTAD, in collaboration with other United Nations agencies, has been an active organizer of Global Entrepreneurship Week since 2009. In 2011, Switzerland became an official country host of the event. In connection with the 2012 Global Entrepreneurship Week, UNCTAD held a special event devoted to women's entrepreneurship, "Women's Empowerment through Entrepreneurship", during which UNCTAD findings on enterprise development were disseminated to participants.

34. Another successful programme aimed at the private sector is the UNCTAD Intergovernmental Working Group of Experts on International Standards for Accounting and Reporting. Its twenty-ninth session (31 October–2 November 2012) brought together over 270 participants from some 80 member States, who deliberated on the role of regulatory and institutional arrangements for the consistent implementation and enforcement of international standards and codes of corporate accounting and reporting.

6. Universities and research institutions

35. UNCTAD economists gave some 30 lectures and presentations on topics related to the causes of, impacts of, and policy responses to the global economic and financial crisis, the euro crisis, and commodity price volatility and financialization.

36. UNCTAD continued to strengthen its links with academia in 2012. For example, UNCTAD and the University of Geneva signed a new memorandum of understanding on 28 September 2012 to create a joint virtual research centre, the Sustainability Research Centre, which will focus on research and events related to corporate social responsibility. Through the Centre, UNCTAD can build further on its work in this area through stronger collaboration with the academic community.

37. UNCTAD studies are strategically dispatched to selected academic and scientific contacts, mostly through electronic channels. Copies of key publications are mailed to

hundreds of university libraries in developing countries. UNCTAD's Virtual Institute supports teaching and research of trade and development issues at universities and research institutes in developing and transition countries. The rapid growth of the network illustrates its relevance – from 5 founding members in 2004, the Institute has expanded to 69 university members, 9 think tank members and over 3,100 registered individual users in November 2012.

38.   Virtual Institute videoconferences support the dissemination of the research findings of UNCTAD flagship publications. In May 2012, the Institute organized presentations of the *World Investment Report* for universities in Colombia, Jordan, Morocco and the Russian Federation, the *Technology and Innovation Report* for a university in the Russian Federation, and the *Trade and Development Report* for universities in Brazil and the Russian Federation. Findings of UNCTAD flagship reports, as well as other UNCTAD research, are presented to students of Virtual Institute member universities during study tours and visits to Geneva-based international organizations. These include students from Barbados, China, Colombia, Germany, Grenada, Guyana, Jamaica, Panama, the Russian Federation, Saint Lucia, Trinidad and Tobago, and the United Republic of Tanzania.

39.   A full-text searchable online library featuring UNCTAD research publications and equipped with an e-mail alert system has been added to the Virtual Institute website. The site also contains a library of multimedia teaching resources developed around filmed presentations of UNCTAD research.

7.   The wider public

40.   During the reporting period, UNCTAD continued to organize information sessions for groups of students and business executives who visited UNCTAD, with approximately 966 participants from Asia, Europe, Latin America, Canada, the United States of America and Switzerland. UNCTAD also participated in the yearly Graduate Study Programme of the United Nations Office at Geneva (UNOG) and in a series of thematic seminars run by the UNOG Department of Public Information. In September 2012, UNCTAD participated in the UNOG Open Day 2012, during which the UNCTAD public information stand attracted many visitors and queries from the general public.

II.   Publications

A.   Trends in output

41.   In accordance with the Accra Accord and as reaffirmed in the Doha Mandate, UNCTAD continued streamlining its publications programme, with a view to enhancing quality and responding to member States' needs in a more focused way. Some 225 publications in the 2008–2009 biennium, about 200 in the 2010–2011 biennium and 184 projected for the 2012–2013 biennium illustrate the trend in publications output. At its fifty-seventh session in November 2010, the Working Party approved the programme of work for the biennium 2012–2013, and in so doing, approved the publication output for that biennium. The publication output was further reviewed by the Working Party at its sixty-first session in July 2012.

B.   Planning and managing publications

42.   In accordance with the publications policy adopted by the Trade and Development Board, UNCTAD has provided ahead-of-the-curve analysis, focusing on the main challenges faced by developing countries and providing practical solutions and policy

options. The production of major reports was staggered in order to better promote each individual study. Each publication was submitted to multiple quality-control processes. Every publication and document produced was subject to a process of policy clearance to ensure policy consistency and monitor the quality. The secretariat also made extensive use of peer reviews before releasing this year's flagship publications. The peer-review exercise added regional and national perspectives, and helped ensure that the analysis was state-of-the-art.

43.   Translation of publications is an important tool for the dissemination of UNCTAD research and analytical materials. Delays in translation and the limited number of publications being translated continue to be problematic, owing to the limited resources of the United Nations translation services. The UNCTAD secretariat continues to work closely with Conference Services to ensure that the translation of publications, especially flagship reports, is made within a reasonable time. In parallel, the secretariat is taking steps to widen the range of materials being translated. One of such measures is preparing overviews of main UNCTAD reports and submitting them for translation in all official United Nations languages. Another is the implementation of a management decision to reduce the length of all publications, except for a small number of justified cases, to 100 pages. The shorter length of the publication, without jeopardizing its quality, should not only make the translation of UNCTAD publications more manageable, but should also reduce the time frame, save resources at every stage of the preparation of the publication and attract more readers.

44.   UNCTAD has actively pursued co-publishing as a means of expanding the dissemination of its publications and reaching new audiences. For example, the sixth issue of its Current Studies Series on Science, Technology and Innovation, *Geospatial Science and Technology for Development: With a focus on urban development, land administration, and disaster management*, was released in October. The advance unedited version of the publication was distributed at the fifteenth session of the Commission on Science and Technology for Development that was held in May 2012. The publication was prepared in collaboration with ITC and the Faculty of Geo-Information Science and Earth Observation at the University of Twente, the Netherlands. The fifth issue of the series, *Applying a Gender Lens to Science, Technology and Innovation,* was prepared in close collaboration with the Gender Advisory Board of the Commission.

45.   Another joint publication is the study Promoting Local IT[1] Sector Development through Public Procurement (forthcoming) prepared in collaboration with the German Agency for International Cooperation (GIZ), on behalf of the German Federal Ministry for Economic Cooperation and Development (BMZ). UNCTAD also collaborated with DESA and the regional commissions to produce *World Economic Situation and Prospects 2013.*

46.   On trade-related issues, UNCTAD participated in *The Millennium Development Goals Report 2012*, a joint publication led by DESA. Other examples are *World Tariff Profiles 2012* (a joint publication of WTO, ITC and UNCTAD), and *A Practical Guide to Trade Policy Analysis* produced with WTO. UNCTAD contributed to a number of publications on trade logistics issued by relevant organizations, for instance, the *International Handbook of Maritime Economics*. The *ICT Policy Review of Egypt* was partly funded by the United Nations Development Programme and Egypt's Ministry of Communications and Information Technology. *Maritime Transport and the Climate Change Challenge,* edited by UNCTAD, was co-published by the United Nations in May 2012 with Earthscan (Routledge).

---

[1]   Information technology.

C. Relevance, coherence, innovative character and quality of publications

47.   UNCTAD's research and analysis continued to emphasize member States' needs to sustain economic recovery in the aftermath of the global economic and financial crisis, and to promote more inclusive and sustainable growth and sustainable development. Whereas UNCTAD in 2009 focused largely on the causes of the crisis, and its research and analysis in 2010 were geared towards identifying innovative policy measures, strategies and macroeconomic initiatives, the analytical outputs in 2011 delved into post-crisis policy challenges in the world economy. These continue to aim at supporting new investment and trade dynamics. There was continued focus on supporting institutional reforms to sustain recovery, building resilience to shocks, overcoming food crises, meeting climate change and other environmental challenges, and achieving the Millennium Development Goals. In 2012, analytical outputs focused on enhancing the developmental impact of trade, investment, technology, finance and interrelated areas. Flagship reports remain the main analytical and research products of UNCTAD, focusing on current trends with the world economy and development.

48.   The *Trade and Development Report 2012: Policies for inclusive and balanced growth* explores the links between income distribution, growth, and development. It analyses the evolution of income inequality in recent decades in different regions and among groups of countries and examines the explanations given for the widespread rise in inequality. The report questions the thesis that increasing inequality is a necessary condition for successful development. Based on the comprehensive theory of economic policy set out in earlier reports, the report argues that only inclusive development policies create the conditions for sustainable and rapid growth. The still-unresolved financial crisis and its negative effects on global economic growth make a new approach towards inequality more urgent.

49.   *The Least Developed Countries Report 2012: Harnessing remittances and diaspora knowledge to build productive capacities*, was launched on 26 November 2012. Its findings suggest that remittances have great promise for supporting durable economic growth in LDCs because they are a substantial and a reliable source of income. Remittances continued to increase during and following the global financial crisis, for example, even as investment and tax revenues declined. Remittances are forecast to continue to grow over the medium term. The report indicates that the nationals of 48 LDCs sent home some $27 billion in 2011, and that for some of the LDCs, the flows exceeded the total flows of FDI and official development assistance combined. The report recommends a series of policy measures that LDC governments and their development partners should take to channel such vast resources to the productive sectors of their respective economies. The report further offers ideas on how LDCs can compensate for the loss of so many of their highly educated citizens who leave for jobs abroad.

50.   The *Economic Development in Africa Report 2012: Structural transformation and sustainable development in Africa*, was launched on 13 June 2012. It explains why a strategy of sustainable structural transformation is important for Africa and how strategic priorities for decoupling can be identified. It also explores strategic issues related to investment and technological development. The report makes clear that sustainable structural transformation can be implemented by an effective developmental State. Yet it is essential that an appropriate enabling environment, including support measures such as increased aid for the energy sector and an enhanced technology transfer mechanism, be created at the international level. The report offers a set of tangible and relevant policy recommendations to African policymakers and their development partners for implementing sustainable structural transformation in Africa.

51.   The *World Investment Report 2012: Towards a new generation of investment policies*, focuses on investment policymaking. It presents a comprehensive investment policy framework for sustainable development (IPFSD) and introduces a new FDI index, a tool for policymakers, measuring the contribution of foreign affiliates to host economies. It features the following components: a set of core principles for investment policymaking, guidelines for national investment policies and options for designing IIAs, accompanied by annotations to the Framework.

52.   As in previous issues, this year's report also presents and examines the latest data on FDI trends and traces global trends in FDI and international productions by transnational corporations, including for special groups of structurally weak, vulnerable and small economies.

53.   The Framework was designed as a living document, whose content will be continuously updated based on feedback from numerous policy forums, from UNCTAD's work in the field and through an open-sourcing process. To facilitate this, the interactive IPFSD tool was launched online, through the Investment Policy Hub, on 13 June 2012. Since then, the IPFSD has been downloaded 35,000 times. The Hub, a new online platform, currently features a discussion forum on key IPFSD-related issues as well as an online version of all three elements of the Framework. This online version offers an easy-to-use comment function, which allows for the sharing of experiences and views of IIA stakeholders.

54.   In 2012, UNCTAD also launched the Entrepreneurship Policy Framework, which will provide a toolkit for policymakers in developing countries to formulate, monitor and evaluate national policies for entrepreneurship. The methodology of the Framework will be used as a basis for future capacity-building work in enterprise development and has already been applied at the request of several beneficiary countries.

55.   The *Technology and Innovation Report 2012* focused on the highly relevant issue of how best to harness growing South–South relations towards particular development goals, such as bridging the technological divide and fostering inclusive development in the South as a whole. The report analyses a variety of data and variables on South–South technological exchange. Its findings on how to promote South–South collaboration to increase technological capabilities in the developing world have received widespread attention, and UNCTAD has received requests for regional seminars and national workshops to discuss the findings and policy recommendations contained in the report.

56.   The *Information Economy Report 2012: The software industry and developing countries* calls on governments in developing countries to give more attention to domestic software production. It notes that software is embedded in an expanding range of goods and services. At the same time, new developments in the ICT landscape – the spread of mobile phone use, improved broadband connectivity and greater reliance on free and open source software – are making it easier for programmers in low-income countries to generate an income from software projects. The report benefited from financial support from the Government of Finland, collaboration with GIZ and BMZ, and a joint survey conducted with the World Information Technology and Services Alliance (WITSA).

57.   *Mobile Money for Business Development in the East African Community: A comparative study of existing platforms and regulations* focuses on the East African Community (EAC) as a way of addressing wider issues raised by mobile money. The study calls for increased regulatory harmonization and collaboration at the regional level to expand intraregional use of the technology – a step that could boost regional economic growth. The report recognizes progress made by the EAC Task Force on Cyberlaws in preparing regional guidelines on electronic transactions, electronic signatures and authentication, data protection and privacy, consumer protection and computer crime.

According to the report, one option to increase regulatory collaboration around mobile money would be to undertake similar work to promote the standardization of mobile money services.

58.   *Harmonizing Cyberlaws and Regulations: The experience of the East African Community* assesses the status of cyber-legislation in the Community. The first part discusses the need for regional harmonization and the challenges faced with regard to the implementation of cyberlaws in the region. The second gives a detailed account of the status of cyberlaws in each country. Valuable information is also provided for developing countries outside of the region by documenting progress describing the law reform process and identifying best legislative standards to ensure cyberlaw harmonization.

59.   The *Review of Maritime Transport 2012* warns that supply and demand imbalances are squeezing freight markets and tightening the financial stance of many shipping companies, since the situation tends to lower freight rates, compress earnings and erode profit gains. Still, the net impact of lower rates on trade, especially for developing countries that have disproportionately higher transport costs, could, to some extent, be positive. The underlying international legal and regulatory framework supporting transport and trade is also evolving. The Review reports on important developments relating to the limitation of liability for maritime claims, trade facilitation, maritime and supply-chain security, maritime safety and environmental issues. It finds that there is no single straightforward solution to the challenge of making maritime transport environmentally sustainable and that a shift to more sustainable and resilient freight transport systems is necessary. Relevant strategies include adopting more energy-efficient transport systems, promoting the use of cleaner fuels, shifting to cleaner modes of transport and adjusting logistics operation processes.

60.   *Trade Facilitation in Regional Trade Agreements* analyses customs and other trade-facilitation measures contained in 118 regional trade agreements currently in force throughout the world and administration of trade-related rules, customs procedures and freedom of transit.

61.   In regard to international trade, a focus was maintained on sustainable development in view of the United Nations Conference on Sustainable Development. The third issue of *The Road to Rio+20: For a development-led green economy* focused on commitments and outcomes to generate innovative suggestions to consolidate sustainable development strategies. In the same vein, a report on improving international systems for trade in reptile skins based on sustainable use was produced. It examines the changing context in reptiles trade with a view to fostering market-based mechanism for the conservation and sustainable use of reptiles and their habitats. *Trade and Biodiversity: The BioTrade experiences in Latin America* illustrates the potential for developing sustainable environmental management practices and trade.

62.   Competition policy and law was another area of international trade where major analyses were carried out. A tripartite report on the United Republic of Tanzania-Zambia-Zimbabwe for the voluntary peer review of competition law and policy was produced. It contains a comparative assessment of the competition law and policy of the three countries and their individual reports. It was reviewed during the meeting of the Intergovernmental Group of Experts on Competition Law and Policy in 2012. Likewise, a voluntary peer review of the competition law and policy of Mongolia was issued and considered at the same session.

63.   Continuing its analyses on issues regarding trade preferences, UNCTAD produced a report titled *Rules of Origin and Origin Procedures Applicable to Exports from Least Developed Countries*. It examined rules of origin for LDCs to consider best and practical options that meet their needs and those of preference providers.

64.   The publication *Liability and Compensation for Ship-source Oil Pollution: An overview of the international legal framework for oil pollution damage from tankers* provides an analytical overview of the complex legal framework and highlights considerations for national policymaking to help policymakers, particularly in developing countries, assess the merits of adoption and implementation of the relevant international legal instruments.

65.   The online database UNCTADstat continues to provide policymakers and other stakeholders with relevant data on world trade, investment, international financial flows, the liner shipping connectivity index and on development to inform their empirical analyses and decision-making.

66.   UNCTAD continues to strengthen its role in research and analysis on commodities and trade-related issues of importance to its clientele, commodity-dependent developing countries (CDDCs). During the year, the secretariat delivered, among others, the following key publications:

        (a)   A major analytical report on commodities, the UNCTAD Commodities and Development Report (forthcoming), which provides a balanced and critical analysis on topical issues related to commodities trade and development;

        (b)   *The State of Commodity Dependence 2012* provides an overview of the commodity-related situation of 154 developing countries. Graphical illustrations depict the regional and global perspectives of commodity dependence in the developing countries over the period 2009–2010;

        (c)   *Extractive Industries: Optimizing value retention in host countries* (2012) focused on ways to improve local content and explored the challenges entailed in optimizing value-addition and value-retention in the natural resources sector, and how to exploit the opportunities for these in CDDCs. The report showcased experiences in three natural resources-rich countries, where the legal and regulatory framework is a prerequisite towards increasing local content in extractive industries;

        (d)   *Commodities at a Glance* is a half-yearly publication started in March 2011. It provides pictorial snapshots of comprehensive data on commodities concerning topical issues of importance to CDDCs. It collects, presents and disseminates accurate and relevant statistical information on international commodity markets in a clear, concise and friendly format;

        (e)   The publication *Enabling the Graduation of LDCs: Enhancing the role of commodities and improving agricultural productivity,* closely examined the impact of global financial, food and fuel crises on commodity-dependent LDCs and on their prospects for graduation from the category of LDCs. The publication particularly also assessed the challenges, opportunities and prospects for meeting the criteria for graduation, particularly by enhancing the role of commodities and improving agricultural productivity. It contains a synthesis of several case studies on sectoral and thematic issues of strategic significance to LDCs and provides policy analysis together with recommendations for action at the national, regional and international levels. The publication was intended to advance ongoing deliberations on LDC issues by the Trade and Development Board and other relevant bodies of the United Nations system. In this regard, the publication was discussed at the fifty-ninth session of the Trade and Development Board, which adopted a set of agreed conclusions. It was also presented to the 109th session of the Council of the International Coffee Organization held in London, from 24 to 28 September 2012.

D. Optimal dissemination of publications

1. Enhanced availability of e-publications

67. Some examples illustrate the changes that are under way. The Virtual Institute's full text-searchable online library is boosting online dissemination. Publications on trade-related issues continue to be regularly disseminated electronically through networks such as the Social Science Research Network. The Transport Newsletter is sent out electronically to a large and increasingly growing number of subscribers (about 3,000). Subscription is free at www.unctad.org/transportnews.

2. Press launches for major publications

68. During the reporting period, UNCTAD organized 104 press conferences worldwide to launch 12 reports and publications.

69. A tailor-made dissemination strategy is developed for each publication or event. Press launches are organized simultaneously in different countries and regions. If presentations to national media are likely to ensure a wide audience, a report is presented – under embargo – close to the release date. The media campaign includes radio and television broadcasts and presentations at a wide variety of academic and other institutions. UNCTAD takes advantage of major report launches to address the press several times a year in major media hubs.

70. A special effort was made this year to present *The Least Developed Countries Report 2012* at press conferences in LDCs to bring the publication to the direct attention of the governments and populations most concerned with the report's special focus on remittances and diaspora knowledge. Press conferences, with the participation of a number of government officials, were held to publicize the report (see box). Interest in the report led to 3 press releases, 105 press articles and various interviews.

71. The *World Investment Report 2012: Towards a new generation of investment policies* was launched in 61 press conferences and briefings worldwide and immediately generated considerable attention from policymakers at the highest level. The Report was also launched and presented to delegations at the fifty-ninth session of the Trade and Development Board. Responding to a considerable number of requests for presentations to policymakers from both developed and developing countries, the report and the Framework were further presented at the highest level in Tunisia, South Africa, the United Kingdom of Great Britain and Northern Ireland, China, Finland, Germany, Switzerland, Thailand, Austria and the Netherlands.

72. The *Economic Development in Africa Report 2012* was launched in Geneva, Paris, Dakar, Addis Ababa and Johannesburg. Some 60 press articles and interviews, both on television and radio, highlighted the findings of the report. It was launched in Addis Ababa in collaboration with the Economic Commission for Africa. The report was also disseminated through various presentations to academic students during their study tours at UNOG and to member States at the fifty-ninth session of the Trade and Development Board. The findings of the report were discussed at a workshop in Nairobi entitled "Inclusive growth and green economy: Challenges and opportunities for Africa".

73. The *Information Economy Report 2012* was presented at press conferences and other seminars in Geneva, Addis Ababa, Bangkok, Beirut, Lahore, London, Medellin, Moscow, New Delhi, San Salvador, Sao Paulo, Tunis and Windhoek. Some of them involved presentations by UNCTAD staff. In other cases, several UNCTAD partners helped disseminate the report. Key partners included the Economic Commission for Africa, the Economic and Social Commission for Asia and the Pacific, the Economic and Social Commission for Western Asia, various United Nations Information Centres, WITSA, the

Commonwealth Secretariat, the Commonwealth Telecommunications Organization, the Virtual Institute, the Internet Steering Committee in Brazil, and the Governments of Finland and Germany. These presentations provided an opportunity for networking between UNCTAD and the wider community of ICT experts, and allowed for international policy dialogue related to ICT for development.

74. The *Technology and Innovation Report 2012* was launched in nine cities worldwide: Geneva, Bangkok, Nairobi, Dar-e-Salaam, Addis Ababa, New Delhi, Bangalore, Johannesburg and San José. UNCTAD also organized a one-day workshop in collaboration with the Research and Information System for Developing Countries (New Delhi) on how best to understand and implement the findings of the Report in the Asian context. The launches and the seminar provided opportunities for networking with a wide variety of national agencies, policy think tanks and other stakeholders in the technology and innovation community. The launches were widely covered by the media in dailies and in well-regarded websites such as www.scidev.net. A briefing for member States was very well attended and provided an opportunity for UNCTAD delegates to discuss the report and its recommendations.

75. The final report of the Science, Technology and Innovation Policy Review of the Dominican Republic was presented to a broad representation of policymakers, academics and members of the business community and civil society at an event co-organized with the Ministry of Higher Education, Science and Technology on 21 June. Some 70 participants provided feedback on the report's findings and recommendations, praising the document for its relevance and usefulness and stressing the importance of follow-up activities to facilitate the implementation of the recommendations. The event was widely covered by the Dominican media.

Examples of publications disseminated in 2012

The Least Developed Countries Report 2012: Harnessing remittances and diaspora knowledge to build productive capacities

- Launched in November

- 3 press releases

- 25 press conferences: Bangladesh, Belgium, Burundi, Comoros, Congo Egypt, Ethiopia, France, Gambia, Ghana, Haiti, Madagascar, Myanmar, Nepal, Rwanda, Senegal, South Africa, Republic of Korea, Switzerland, Thailand, Togo, Turkey, Uganda, United Kingdom, Zambia.

- 138 press clippings collected

Information Economy Report 2012: The software industry and developing countries

- Launched in November

- 1 press release

- 12 press conferences: Brazil, Colombia, El Salvador, Ethiopia, India, Lebanon, Namibia, Pakistan, Russian Federation, Switzerland, Thailand, United Kingdom

- 108 press clippings collected

Trade and Development Report 2012: Policies for inclusive and balanced growth

- Launched in September

- 3 press releases

- 14 press conferences: Argentina, Brazil, China, Egypt, France, Germany, India, Morocco, South Africa, Switzerland, Thailand, Tunisia, the United Kingdom, Venezuela (Bolivarian Republic of)

- 253 press clippings

World Investment Report 2012: Towards a new generation of investment policies

- Launched in July

- 11 press releases

- 40 press conferences: Argentina, Austria, Bahrain, Bangladesh, Belgium, Brazil, Chile, China, Ecuador, France, Germany, Greece, Honduras, Hong Kong (China), India, Iran (Islamic Republic of), Italy, Jamaica, Kuwait, Malaysia, Mauritius, Mexico, Moldova, Morocco, Nicaragua, Philippines, Poland, Russian Federation, Slovenia, South Africa, Spain, Suriname, Switzerland, Thailand, Trinidad and Tobago, Turkey, United Republic of Tanzania, United Kingdom, Venezuela (Bolivarian Republic of), Zimbabwe

- 1,084 press clippings collected