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### Trade and Development Board

#### Working Party on the Strategic Framework and the Programme Budget

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#### 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

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## 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 the Organization's mandate, enhance the visibility of its work, ensure effective dissemination and mainstream good communication practices. The latter seeks to provide a framework for planning and managing publications with a view to meeting the needs of developing countries and intergovernmental processes; to ensure the relevance, coherence, innovative character and quality of publications; and to 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 the implementation of the communications strategy and 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 facilitate internal coordination and planning. The communications strategy and publications policy continue to guide efforts to strengthen communication and outreach.

3. This report provides an overview of activities undertaken from January to December 2013. Particular emphasis was placed on the further enhancement of UNCTAD's web presence, including the provision of user-friendly and timely information to dedicated target audiences, and the development of online tools and portals and technical improvements to the site architecture and search facilities. UNCTAD also measurably enhanced its outreach through social media tools.

## I. Communications and outreach

### A. Enhancing the web presence of UNCTAD

#### 1. Enhancements to web content at unctad.org

##### *Integration of external, stand-alone websites*

4. In addition to updating the content of the UNCTAD website, a priority was the consolidation and incorporation of external and previously stand-alone sites into unctad.org, including the entire web section of the Division on Technology and Logistics and the subsite dealing with trade, environment, climate change and sustainable development. As a result, all content may be retrieved by the integrated site search.

*Delegates Portal*

5. Launched in December 2012, the Portal provides delegates with additional information that is not accessible to the public at large. The Portal is accessible via a link on the regular UNCTAD website. Upon request, member States receive a login and password.

6. It provides an interactive calendar of meetings and events and allows delegates to subscribe to particular meetings. The Portal provides meeting updates, associated documents, including draft agreed conclusions, and restricted documents. .

7. It also contains current vacancies in UNCTAD. *A Guide for Incoming Delegates* has also been added. More than 150 delegates have registered to use the Portal, which has received more than 2,700 page views.

*Web section for career opportunities*

8. To attract qualified staff to the organization, the employment section has been enhanced to include the most up-to-date listing of vacancies in UNCTAD through the United Nations Careers Portal, which describes employment conditions, career options and recruitment processes.

*UNCTAD and the post-2015 sustainable development agenda*

9. A new subsite dedicated to the work of on the post-2015 process includes news items, statements, policy briefs, a list of United Nations thematic think pieces co-authored by UNCTAD, as well as a link to the United Nations My World 2015 global survey of people's priorities for a better world.

*Dedicated conference websites*

10. To facilitate the provision of information, documentation and registration for major events, a number of dedicated, interactive conference websites were developed, such as the Global Services Forum 2013, the Public Symposium 2013, and the thirtieth anniversary of the Intergovernmental Working Group of Experts on International Standards of Accounting and Reporting (ISAR).

11. The following online tools and portals were developed in 2013:

(a) Entrepreneurship Policy Framework – Provides support to policymakers in the design of initiatives, measures and institutions to promote entrepreneurship;

(b) UNCTAD-ISAR Accounting Development Tool – An online assessment tool for measuring the level of development and convergence of a country's accountancy infrastructure towards the implementation of internationally agreed standards and practices;

(c) DMFAS<sup>1</sup> Portal – The redesigned portal offers a more modern, interactive interface, as well as new functionalities. It facilitates the timely publishing of new information, improves communications between the DMFAS Programme and its stakeholders, and offers new services via a secure area;

(d) Trade facilitation bodies around the world – The online repository, which features a user-friendly interface with an interactive map, assists member States in creating or strengthening trade facilitation bodies. It currently provides more than 80 country cases.

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<sup>1</sup> Debt Management and Financial Analysis System.

*Regular updates to web portals*

12. The UNCTAD Technical Cooperation Project Portal provides regular updates.
13. 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.
14. The Virtual Institute website provides academia with easy access to trade and development-related teaching resources, including a full-text searchable online library featuring UNCTAD research publications. An e-mail alert system has been added to the website. The site also contains a library of multimedia teaching resources developed around filmed presentations of UNCTAD research and Virtual Institute capacity-building activities. A new feature is a Chinese mini-website for joint UNCTAD-World Trade Organization (WTO) publication, *A Practical Guide to Trade Policy Analysis*. The website also offers an e-learning platform for the Institute's online course on trade and poverty for academics from developing countries and countries with economies in transition.
15. The INFOCOMM electronic portal provides up-to-date information in three languages – English, French and Spanish – on factors influencing commodity markets. It is organized under 10 headings, ranging from product characteristics and crop value to export markets and prices. It includes links to major product organizations, international research groups and universities. The portal is a knowledge management tool to help governments, local producers and traders analyse trends and market opportunities.
16. The Investment Policy Hub provides the latest information on national and international investment policies and investment-related news, as well as an online discussion forum, a searchable database of investment policies and a library of publications.

**2. Technical enhancements to the UNCTAD website at unctad.org**

17. In 2013, UNCTAD focused on technical enhancements to the UNCTAD web site. Clean-up work from the migration to the new site continued. The behaviour and features of the search engine have been improved. This includes the performance of the home page and other section pages. Systems were developed and introduced to produce statistics on page views and document downloads.
18. Structural changes and improvements in the whole site architecture allow to phase in a user-friendly delegation of content provision to the substantive divisions.

**3. Web metrics for unctad.org**

19. An initial overview of web visitor data for 2013 (1 January–15 November 2013, with an extrapolation for December 2013) is displayed in the table.
20. UNCTAD has for the first time collected individual download statistics for flagship reports published in 2013.

*Number of web visits*

<i>Month</i>	<i>Old website (2012)</i>	<i>New website (2012)</i>	<i>Unctad.org (2013)</i>	<i>Comments</i>
January	138 772	0	107 537	
February	156 319	0	106 787	
March	98 632	83 720	131 968	
April	30 251	100 584	135 156	
May	41 840	88 121	133 370	
June	35 893	67 648	114 296	
July	23 769	73 236	97 148	
August	19 292	66 474	86 055	
September	21 415	88 300	119 237	
October	25 765	106 990	129 264	
November	23 256	118 112	132 496	Data available from 1 to 15 November (projection equals first two weeks multiplied by two)
December	15 638	120 520	136 158	Estimated, based on 2012
<b>Total</b>	<b>630 842</b>	<b>913 705</b>	<b>1 293 314</b>	

**B. Social media**

21. In 2013, UNCTAD recorded enhanced social media presence and impact, including through Twitter, Flickr and YouTube:

(a) 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 the work of UNCTAD. The number of @UNCTAD followers almost tripled from 8,000 in December 2012 to over 23,000 in November 2013. Most messages are re-tweeted, some as many as 20 times;

(b) Since 1 September 2013, the new Secretary-General of UNCTAD has been sharing his observations @UNCTADKituyi, and by December had more than 500 followers;

(c) Flickr is now the leading image repository for all major events. Images are published in real time on the UNCTAD website. Photo galleries have been created for various events, and a dedicated gallery for the Secretary-General has been added;

(d) YouTube houses all UNCTAD videos and standardizes the Organization'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. During the Public Symposium, UNCTAD partnered with Webster University to provide full video coverage of the event and interviews with key personalities.

### C. Targeted information products

22. In addition to recurrent and non-recurrent publications, UNCTAD continues to issue communication and outreach products specifically designed to respond to the requirements of target audiences. Efforts continue being made to reduce hard-copy releases and to ensure that information products, such as those listed below, are available in electronic format and on the UNCTAD website:

(a) Policy briefs – Position papers designed to keep governments, civil society organizations (CSOs), think tanks and academic institutions abreast of UNCTAD research, analysis, and policy ideas. During the reporting period, four UNCTAD policy briefs were issued:

(i) *Capital Account Regulations and Global Economic Governance: The Need for Policy Space*, No. 28, November 2013;

(ii) *The State of Industrial Development in Africa: Unexploited Opportunities amidst Growing Challenges*, No. 27, August 2013;

(iii) *Growth and Poverty Eradication: Why Addressing Inequality Matters*, UNCTAD Post-2015 Policy Brief Series No. 2, November 2013;

(iv) *UNCTAD and the Post-2015 Agenda*, UNCTAD Post-2015 Policy Brief Series No. 1, November 2013;

(b) E-alerts – “At-a-glance” electronic documents designed to inform key stakeholders in a timely manner of publications, events, findings, recommendations and news;

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

(d) Investment monitors – The *Global Investment Trends Monitor*, a periodic assessment of developments in foreign direct investment (FDI); and the *Investment Policy Monitor*, providing information on national and international policy responses by home and host countries. In 2013, the first two issues of the *Global Investment Trends Monitor* alone were downloaded 35,000 times;

(e) E-flashes – Short screen-sized electronic communication products, such as the monthly Smart Promotion Network newsflash sent to the global investment promotion community, and the *IIA Newsflash*, sent on a regular basis to the international investment agreements community;

(f) Press releases, information notes and media alerts – Directed at the media, these are also shared with member States and civil society, and are published on the web. A total of 50 press releases, 8 information notes and 16 media alerts were sent electronically to over 1,400 journalists and United Nations Information Centres worldwide;

(g) Web news items: 287 were published on the home page. They are brief, real-time informative updates on UNCTAD activities, publications, meetings and missions. They receive up to 6,000 visits.

## D. Targeting key audiences

### 1. Policymakers

23. 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.

24. 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 (IPU). For instance, the new Secretary-General of UNCTAD addressed 300 parliamentarians during a session of IPU and the European Parliament held in connection with the ninth Ministerial Conference in Bali in December 2013.

25. High-level meetings between the Secretary-General, the Deputy Secretary-General and senior policymakers are an effective vehicle for promoting the policy work and technical assistance of UNCTAD. Between September and December 2013, the new Secretary-General met with the President of Rwanda, the Vice Premier of China, the Prime Minister of Ethiopia and the Deputy Prime Minister of Namibia. He addressed two African Union ministerial conferences and held approximately 20 meetings with trade ministers.

26. The Ninth International Debt Management Conference, held in Geneva, Switzerland, on 11–15 November 2013, brought together national and international senior-level debt managers and experts to discuss topical issues relating to external and domestic debt, debt management and public finance.

27. UNCTAD participation at Group of Twenty (G-20) meetings continued to be a major channel for reaching policymakers, with UNCTAD policy briefs and overviews of the *Trade and Development Report* especially useful as outreach tools for specialized audiences. Technical contributions focused on issues related to macroeconomic and development policies. At a meeting this year of the Deputies of the Intergovernmental Group of Twenty-Four on International Monetary Affairs and Development, UNCTAD presented the *Principles on Promoting Responsible Sovereign Lending and Borrowing* as well as the strategies for their implementation.

28. UNCTAD is working, within its own mandate and the framework of the entire United Nations system, on follow-up processes related to the Millennium Development Goals (MDGs) Review and the preparations for the post-2015 development agenda. This entails collaboration and coordination with other United Nations agencies, funds and programmes as well as cross-divisional cooperation of the UNCTAD secretariat. UNCTAD seeks to contribute to the definition of a single and comprehensive post-2015 development agenda. In this context, the Organization has already participated in the preparation of a number of United Nations-wide reports on this issue, as well as on specific think pieces on trade and development, new actors and formats for the global partnership for development, financing for sustainable development, science, technology and innovation, social protection, macroeconomic stability, and inclusive growth and employment. It has also been involved in the global dialogues on the post-2015 development agenda and held, in the presence of the Special Adviser on Post-2015 Development Planning, the First Geneva Dialogue on the Post-2015 Sustainable Development Agenda on 29 November. This included representatives of member States, civil society, private sector and academia. The new Secretary-General also addressed the Open Working Group on Sustainable Development Goals in New York in November.

29. The *World Investment Report 2012* continued to be disseminated throughout 2013, at the highest level. The Investment Policy Framework, which formed the substantive topic of chapter IV of the report, has been used extensively in workshops, and as a framework text for UNCTAD's investment policy review process.

30. In connection with its work on least developed countries (LDCs), UNCTAD delivered a two-day workshop entitled "Harnessing of Remittances and Diaspora Knowledge in the Republic of Sudan" to some 60 government officials and parliamentarians in Khartoum. UNCTAD also gave a four-day course on productive capacities, economic growth and poverty reduction for some 70 Angolan Government officials.

31. In 2013, UNCTAD completed Investment Policy Reviews for Djibouti, Mozambique, Mongolia and Bangladesh. The Reviews were presented at the highest level, with participation from the beneficiary countries' Government ministers and high-level representation from other UNCTAD member States. The Investment Policy Review for Mongolia was presented to the Prime Minister and other senior Government officials in the country.

32. Training courses on key international economic issues, in line with paragraph 166 of the Plan of action (TD/386) of the tenth session of UNCTAD, 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 to policymakers. Three regional training courses, with a total of 60 participants, were held in Colombia, Mauritius and Singapore, and six short courses, on topical international economic issues.

## **2. Communication with member States**

33. In an effort to deepen relations with member States through the Permanent Missions to the United Nations Office at Geneva, the new Secretary-General met with regional groups, held 40 one-on-one meetings with ambassadors during his first four months in office and launched breakfast meetings with mixed groups of 10 permanent representatives for an informal exchange of views. A video conference facility was set up with the UNCTAD liaison office in New York, and the first meeting between the UNCTAD secretariat in Geneva, led by the Deputy Secretary-General of UNCTAD, and delegates in New York took place.

34. To enhance transparency towards member States, UNCTAD continued providing information on key human resources indicators, including UNCTAD's staffing situation, progress in improving geographical and gender balance, information on the representation of member States and statistics on the applications received for UNCTAD posts. A compendium of UNCTAD vacancies at the professional level were communicated by e-mail on a monthly basis until August 2013 and have since then been migrated to the Delegates Portal. The employment section of the UNCTAD website has also been enhanced with additional information provided in a more user-friendly and interactive manner.

35. In addition to official notifications of meetings, publications and other activities of UNCTAD, the secretariat organized an induction course for delegates, and introduced the new UNCTAD *Guide for Incoming Delegates* intended as a useful complement for the course while also serving as a handy reference for delegates during the course of their work in UNCTAD. The Organization also held various briefings about its intergovernmental meetings.

36. Emphasis has been placed on the presentations of flagship reports and other research findings to delegations. For example, the *Trade and Development Report, 2013* was presented to delegations in Geneva in the context of the Trade and Development Board



meetings of September 2013, and at a briefing at United Nations Headquarters in October 2013 in New York. A report on external debt sustainability and development was presented to and discussed at the sixty-eighth session of the General Assembly in October 2013.

37. In September 2013, UNCTAD presented the *Economic Development in Africa Report 2013* to the Trade and Development Board and in December 2013 held an executive session of the Trade and Development Board during which UNCTAD presented *The Least Developed Countries Report 2013: Growth with Employment for Inclusive and Sustainable Development*.

### 3. Media

38. During the reporting period, UNCTAD's media exposure has been significant. Some 5,500 UNCTAD-related press clippings were collected from January to November 2013. This figure represents only part of what was actually published. The search engines currently available to UNCTAD capture only a small portion of 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. In 2013, 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 to capture information for its records.

39. The work of UNCTAD is frequently covered by media catering to the public at large, including on the front pages of leading newspapers and on the home pages of some Internet access providers. In-depth coverage of UNCTAD policy and analysis work regularly appears in specialized publications.

40. UNCTAD places emphasis on nurturing its professional connections with 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 United Nations Information Service press briefings. Journalists continue to commend UNCTAD on its services and on the timely information it provides. They also value opportunities for informal exchanges with the Secretary-General at major events. In addition, as a non-field-based organization, UNCTAD actively retains links with journalists in media hubs such as London, Paris, Bangkok, Dakar, Johannesburg and Addis Ababa. UNCTAD has continued to expand its relations with other field-based United Nations organizations. It coordinates closely with the Information Service on the United Nations-wide calendar for media outreach to ensure maximum media attention both in Geneva and in the field.

41. Efforts to reduce dissemination costs have continued where possible. UNCTAD reviewed the demand for hard copies of publications, particularly for flagship report launches. All reports can be downloaded free of charge from the UNCTAD website. The media is provided with password-protected advance access – under embargo – to allow adequate preparation time for timely reporting.

42. 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 the *World Economic Situation and Prospects 2013*. UNCTAD also coordinated the Geneva launch of the *ESCAP<sup>2</sup> Annual Report 2013*.

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<sup>2</sup> Economic and Social Commission for Asia and the Pacific.

#### 4. Civil society

43. The communications strategy emphasizes the need to increase the involvement of 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.

44. During the reporting period, UNCTAD organized the 2013 Public Symposium and supported the participation of CSOs in the annual session of the Trade and Development Board, in an informal exchange with the new Secretary-General and consultations with divisions and arranged one-to-one meetings between key civil society leaders and the Secretary-General

45. In particular, UNCTAD reached out to civil society through the following means:

(a) CSO e-alerts – A bi-weekly e-mail highlighting UNCTAD's latest news, research and publications, with information on events of interest to civil society, sent to over 2,500 subscribers. Some 24 CSO e-alerts were disseminated in 2013;

(b) Ad hoc e-mail communication – Tailored communications sent to selected CSOs to highlight specific events and publications, and opportunities to attend conferences;

(c) An improved database – In an effort to improve outreach to civil society and to better manage the increased number of contacts, a new online subscription system has been put in place. The online software makes it easier for users to subscribe and unsubscribe, and provide up-to-date contact information;

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

(e) Social media – This year's Public Symposium included, for the first time, a media corner where participants and speakers, including the Secretary-General, gave on-camera interviews about the post-2015 development agenda. The videos were edited and shared on the UNCTAD YouTube channel. Photographs of the event and recordings of keynote speeches were also shared via Flickr and YouTube and Twitter;

(f) Facilitating civil society input to the intergovernmental process – Civil society participated actively in the meetings of the 2013 Trade and Development Board, building on the positive engagement of civil society during the thirteenth UNCTAD quadrennial session. Statements and remarks were delivered on behalf of a number of CSOs, and several experts from civil society participated as panellists in debates;

(g) Exchanges and consultations – An informal exchange was held in Geneva in October 2013 with the Secretary-General and selected representatives of key CSOs 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. Private consultations between the Secretary-General and civil society were organized back to back with the Public Symposium in June 2013;

(h) Support and guidance for civil society organizations in their applications to become observers at UNCTAD – In 2013, seven civil society organizations fulfilled the criteria and were approved by the Trade and Development Board. Currently 44 applications are at different stages of the application process;

(i) Civil societies contributed actively, including as a panellist, in the First Geneva Dialogue on the Post-2015 Sustainable Development Agenda in November 2013.

46. 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. The private sector

47. UNCTAD undertakes a number of projects and activities with the direct participation of the private sector. High-level private sector representatives were also invited to participate in UNCTAD intergovernmental meetings and programme events.

48. The Organization actively reached out to include representatives of the private sector in the First Geneva Dialogue on the Post-2015 Sustainable Development Agenda in November 2013.

49. It also engaged with the private sector in promoting and strengthening regional value chains in South Asia as well as in sub-Saharan Africa. In collaboration with the Asian Development Bank, the Commonwealth Secretariat, the Common Market for Eastern and Southern Africa (COMESA) and the African EXIM<sup>3</sup> Bank, UNCTAD organized regional industry consultations in Bangladesh, India, Ethiopia and Kenya to discuss industry specific strategies and policies for initiating and promoting regional value chains in agroprocessing industries and leather and leather products. These consultations were organized by the Council for Leather Exports, the Federation of Indian Micro and Small and Medium Enterprises (FISME), the COMESA Leather and Leather Product Institute (COMESA LLPi) and the East Africa Chamber of Commerce. The consultations were attended by industry association heads and high level policymakers. Through the initiatives of UNCTAD, the first industry-specific regional association was established in South Asia (Leather Industries Association of South Asia – LIASA), which now provides a platform for the sector-specific private sector to meet at the regional level to share their concerns and exchange information to initiate regional value chains. UNCTAD has also facilitated the signing of memorandums of understanding between African industry associations (COMESA LLPi) and Indian industry associations (FISME).

50. With regard to its work on responsible investment, UNCTAD, in cooperation with the United Nations Global Compact, the United Nations-backed Principles for Responsible Investment, and the Finance Initiative of the United Nations Environment Programme, continued to expand the Sustainable Stock Exchanges Initiative. It welcomed the Nigerian Stock Exchange as the eighth member of the Initiative during the annual conference of the World Federation of Exchanges. The 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 partner exchanges that have now signed up with the Initiative represent over 10,000 listed companies.

51. UNCTAD, in collaboration with other United Nations agencies, has been an active organizer of Global Entrepreneurship Week since 2009. In November 2013, the event illustrated how entrepreneurship might offer a means of tackling youth unemployment, and how science, creativity and innovation might be instrumental to develop a generation of young dynamic and ground-breaking entrepreneurs.

52. The UNCTAD Intergovernmental Working Group of Experts on International Standards for Accounting and Reporting on its thirtieth session (6–8 November 2013) brought together over 300 participants from more than 100 member States. They

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<sup>3</sup> Import-export.

deliberated on best practices and critical issues in developing capacities for high-quality corporate reporting and discussed new guidance on sustainability reporting initiatives for stock exchanges and policymakers.

53. As a follow-up to a proposal put forward in the *Information Economy Report 2012: The Software Industry and Developing Countries*, a joint project was launched in February 2013 by the German Agency for International Cooperation, the World Information Technology and Services Alliance (WITSA) and UNCTAD to promote data collection on the information and communications technology (ICT) sector with the involvement of national information technology (IT) associations. The outcome of the project was presented at the WITSA Global Policy Action and Trade Summit in Sao Paulo, Brazil, on 12–13 November 2013.

## **6. Universities and research institutions**

54. UNCTAD economists gave some 40 lectures and presentations on topics related to the causes of, the impacts of, and policy responses to the global economic and financial crisis, the euro crisis, inequality, employment and commodity price volatility and financialization.

55. 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. The UNCTAD Virtual Institute supports the teaching and research of trade and development issues at universities and research institutes in developing countries and in countries with economies in transition. The rapid growth of the network illustrates its relevance – from 5 founding members in 2004, the Institute has expanded to 83 university members, 13 think tank members and nearly 3,600 registered individual users (November 2013).

56. Virtual Institute videoconferences support the dissemination of the research findings of UNCTAD flagship publications. In May 2013, the Institute organized presentations of the *Trade and Development Report* for a university in Kenya; the *World Investment Report* for universities in Belarus, Colombia, and Peru; the *Information Economy Report* for universities in the Belarus, Colombia, Kenya, Peru and the Russian Federation; and the *Economic Development in Africa Report* for universities in Colombia and Kenya. Findings of UNCTAD flagship reports, as well as other UNCTAD research, are presented to students of member universities of the Institute during study tours and visits to Geneva-based international organizations. In 2013, these included students from member universities of the Virtual Institute in Barbados, China, Colombia, Germany and the Russian Federation.

## **7. The wider public**

57. During the reporting period, UNCTAD continued to organize information sessions for groups of students, diplomats and business executives who visited UNCTAD. Some 60 group visits, totalling over 1,600 participants from Asia, Europe, Latin America, Canada and the United States were organized, either through UNCTAD or in cooperation with the Information Service of the United Nations Office at Geneva. UNCTAD staff provided substantive presentations and led interactive discussions. Students were provided with tailor-made documentation and online resource references for follow-up. UNCTAD also participated in the yearly UNOG Graduate Study Programme and in a series of thematic seminars.

58. In a further effort to showcase the extensive and varied research work of UNCTAD, documentation stands were organized at all major intergovernmental meetings and events in the Palais des Nations and at selected outside venues. Information kits were also dispatched to locations outside Geneva, for dissemination at events in which UNCTAD was

participating. This year, UNCTAD flagship publications and other key reports, as well as information flyers and brochures, were displayed at various events such as the UNCTAD Public Symposium, the WTO Global Trade Forum, the Trade and Development Board, the celebration of the fiftieth anniversary of the African Union and, most recently, at the United Nations stand during the Open Day of the European Organization for Nuclear Research, or CERN, and the autumn fair “*les Automnales*” in Geneva, Switzerland.

59. UNCTAD actively reaches out to target groups interested in its work. An example is the Annual Career Day, organized by the Swiss Confederation. This year UNCTAD experts made presentations on the Organization’s substantive work and career opportunities to over 2,000 professionals in the development field.

## II. Publications

### A. Trends in output

60. 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 more effectively to the needs of member States. Some 225 publications in the 2008–2009 biennium, about 200 in the 2010–2011 biennium and 184 publications 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

61. 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 quality. The secretariat also made extensive use of peer reviews before releasing this year’s flagship publications. The peer review exercise added valuable regional and national perspectives.

62. Translation of publications is an important tool for the dissemination of UNCTAD research and analytical materials. The limited number of publications being translated and long translation times continue to be a challenge, owing primarily, to the limited resources of the translation services of the United Nations Office at Geneva. The UNCTAD secretariat works closely with Conference Services to ensure that the translation of publications, especially flagship reports, is made within a reasonable time. A positive example was the expedited translation of the *Economic Development in Africa Report 2013*, which became available in French before the press launch in July.

63. 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. This policy has already produced results, and the secretariat will continue working in this direction. The shorter length of the

publication, without jeopardizing its quality, makes the production, including the translation, of UNCTAD publications more manageable and reduces the time frame, saves resources at every stage of the process and is more reader-friendly.

64. UNCTAD has actively pursued co-publishing as a means of expanding the dissemination of its publications and reaching new audiences. For example, the joint study, *Promoting Local IT<sup>4</sup> Sector Development through Public Procurement*, was launched in April 2013. It was prepared in collaboration with the German Agency for International Cooperation, on behalf of the German Federal Ministry for Economic Cooperation and Development. UNCTAD also collaborated with DESA and the regional commissions to produce the *World Economic Situation and Prospects 2013*.

65. Another example, the sixth issue of UNCTAD Current Studies 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. An advance unedited version of the publication was distributed at the fifteenth session of the Commission on Science and Technology for Development (May 2012). The publication was prepared in collaboration with the International Trade Centre and the Faculty of Geo-Information Science and Earth Observation at the University of Twente, the Netherlands.

66. On debt-related issues, UNCTAD participated in the preparation of the *MDG Gap Task Force Report 2013: The Challenge We Face*. With regard to trade-related issues, UNCTAD participated in *The Millennium Development Goals Report 2013*, a joint publication led by DESA. Other examples are *World Tariff Profiles 2013* (a joint publication of WTO, the International Trade Centre and UNCTAD), and *Implications of Global Value Chains for Trade, Investment, Development and Jobs* produced jointly with the Organization for Economic Cooperation and Development and WTO. UNCTAD also contributed to the preparation of the special edition of the *Creative Economy Report 2013* produced by the United Nations Educational, Scientific and Cultural Organization and the United Nations Development Programme, as well as to a number of publications on trade logistics, such as *The Way to the Ocean: Transit Corridors Servicing the Trade of Landlocked Developing Countries*. Another publication, *Shared Harvests: Agriculture, Trade and Employment*, was prepared in collaboration with the International Labour Organization.

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

67. 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 development. In 2013, analytical outputs focused on key issues in international trade as they relate to developing countries in particular, the developmental impact of trade policy, competition law and services policy, investment, information and communications technology, gender issues and maritime trade.

#### **1. Flagship publications**

68. Flagship reports remain the main analytical and research products of UNCTAD, focusing on current trends in world trade and development. The following flagship reports were issued in 2013: the *Trade and Development Report, 2013*; the *Economic Development in Africa Report 2013*; *The Least Developed Countries Report 2013*; the *World Investment*

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<sup>4</sup> Information technology.

*Report 2013; the Information Economy Report 2013 and the Review of Maritime Transport 2013.*

69. The *Trade and Development Report, 2013: Adjusting to the Changing Dynamics of the World Economy* notes that the current global economic and financial crisis reflects a structural shift of the world economy, and that adjusting to this structural shift requires fundamental changes in prevailing growth strategies.

70. *The Economic Development in Africa Report 2013: Intra-African Trade – Unlocking Private Sector Dynamism* focuses on how to strengthen the private sector to boost intra-African trade. The Report provides some facts on intra-African trade and highlights distinctive features of Africa's enterprise structure that should be addressed to promote intra-African trade. It also examines the challenges for intra-African trade posed by non-implementation of regional trade agreements and provides new insights on how to enhance implementation of existing regional agreements.

71. *The Least Developed Countries Report 2013: Growth with Employment for Inclusive and Sustainable Development* examines the link between investment, growth and employment. More specifically, it considers how LDCs can promote growth that generates an adequate number of quality jobs and that enables them to reach what UNCTAD believes are their most urgent goals, both now and in relation to the post-2015 development agenda: poverty reduction, inclusive growth and sustainable development.

72. *The World Investment Report 2013: Global Value Chains – Investment and Trade for Development*, shows how global value chains form a nexus between trade and investment. The Report proposes a social and environmental governance framework for global value chains to help countries maximize the development benefits of international production and examines the latest data on global, regional and national FDI trends and policies.

73. *The Information Economy Report 2013: The Cloud Economy and Developing Countries*, was launched on 3 December 2013. This flagship report offers a first examination of the implications of cloud computing for developing countries. It identifies specific areas that policymakers in developing countries and their partners should consider when designing strategies to translate the cloud economy into development gains. While it offers significant potential benefits, cloud computing also raises concerns with regard to data protection and privacy.

74. *The Review of Maritime Transport 2013* provides an authoritative analysis of seaborne trade, the world fleet, freight rates and port traffic, backed up with the latest statistics. In addition, it describes recent trends in the legal and regulatory environment for international maritime transport and looks at the issue of connecting landlocked countries to maritime shipping services.

## 2. Other publications

75. With regard to international trade, several key reports were produced in 2013: *Mexico's Agriculture Development: Perspectives and Outlook*; *the Trade and Environment Review 2013: Wake Up Before It Is Too Late – Make Agriculture Truly Sustainable Now for Food Security in a Changing Climate*; *Who is Benefiting from Trade Liberalization in Angola? A Gender Perspective*; *Tariff Preferences as a Determinant for Exports from Sub-Saharan Africa*; *Key Statistics and Trends in Trade Policy* and *Key Trends in International Merchandise Trade*.

76. The analysis of key issues in international trade and of the international trading system is of particular interest to developing countries, as it helps them make informed policy decisions regarding the promotion of national development oriented trade and

services policies. UNCTAD produced a number of publications on Services Policy Reviews for Uganda (Phase II), Lesotho, Rwanda, Peru and Nicaragua. In response to a request from the Government of Jamaica, UNCTAD carried out a study entitled “*Trade Policy Framework of Jamaica*”, which was aimed at strengthening the country’s self-sustainable national institutional capacities on trade policy, implementation and negotiations.

77. Competition policy and law was another area of international trade where major analyses were carried out. Country reports for Nicaragua, Pakistan and Ukraine were prepared for the voluntary peer review of competition law and policy. These were reviewed during the meeting of the Intergovernmental Group of Experts on Competition Law and Policy in July 2013 .

78. UNCTAD continues to strengthen its role in research and analysis on commodities and trade-related issues of importance to commodity-dependent developing countries, as illustrated in this year’s *Commodities and Development Report: Perennial Problems, New Challenges and Evolving Perspectives*. It focuses on the implications of the commodity boom of 2003–2008 for these countries and is aimed at policymakers and other stakeholders.

79. Under its Trust Fund on Iron Ore Information, UNCTAD continues its yearly publications of the *Iron Ore Market Report* and *Iron Ore Statistics* which provide the only authoritative, up-to-date, accurate and comprehensive information on developments in the world iron ore and related markets, including both statistical data and analyses. Like its predecessors, the *The Iron Ore Market 2012–2014* contains detailed reviews and data on iron ore production, trade, freight rates and prices, as well as an outlook for the 18 months ahead, while *Iron Ore Statistics 2013* provides accurate, comprehensive production and trade statistics.

80. *Review of E-commerce Legislation Harmonization in the Association of Southeast Asian Nations*. The study was prepared jointly with the Association’s Secretariat and released in September 2013. It provides an up-to-date assessment of the current state of e-commerce legislation in the region, maps prevailing gaps, identifies emerging challenges and makes specific recommendations for furthering harmonization in different areas.

81. The study *The Way to the Ocean* looks at selected East African transit corridors that provide access to seaports as gateways to link landlocked developing countries with overseas trading partners. The report suggests three courses of action to improve transport efficiency and sustainability of the transit corridor: Building institutional capacity through corridor management arrangements; enhancing the reliability and predictability of transit operations by trust-building measures between public regulators and private operators; and developing and operating transport nodes, or freight hubs, with a particular focus on the consolidation of small flows.

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

83. An online investment information system within *UNCTADstat* provides detailed investment profiles for 142 economies and investment factsheets for 188 countries. The global databases on FDI and activities of transnational corporations offer information on more than 200 economies over a period of 40 years, making them the largest FDI datasets in the world. In 2013, these databases received nearly 100,000 visits, representing nearly 30 per cent of *UNCTADstat* total visits.



## **D. Optimal dissemination of publications**

84. A proper balance between traditional paper-copy dissemination and dissemination based on ICTs remains the focus of the secretariat's attention. The demand for paper publications, particularly in some developing countries where Internet access is limited, remains considerable. The UNCTAD website remains an important vehicle for the dissemination of publications. Greater use of CD-ROM and flash memory technology is another trend. UNCTAD also uses the Virtual Institute and World Investment Network to disseminate its analytical products.

### **1. Enhanced availability of e-publications**

85. 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 Virtual Institute Quarterly Newsletter is sent out electronically to approximately 5,400 subscribers, and the Transport Newsletter, to a large and increasingly growing number of subscribers (about 3,000). Subscription is free at [vi.unctad.org](http://vi.unctad.org) and [www.unctad.org/transportnews](http://www.unctad.org/transportnews).

86. The Transport Newsletter has enhanced its method of distribution with the help of a specialized software, through which it is possible not only to measure the downloads, but also to identify which article is the first that a reader clicks on. This allows UNCTAD to better understand readers' interests and target future work and articles accordingly.

87. All investment- and enterprise-related products, publications and news are disseminated through the World Investment Network (WIN), a global community of over 10,000 investment and enterprise stakeholders. It is an active dissemination channel for UNCTAD investment products: analysis of the launch of the *World Investment Report 2013* showed that almost half of WIN members accessed the report from the communication e-mail they received. Moreover, one third of UNCTAD Investment Twitter account followers accessed the report from UNCTAD tweets.

88. Another e-publication, the ASYCUDA Newsletter, is now in its fourth year. It targets the ASYCUDA user community and all those wishing to learn about the evolution of the system and its implementations around the world. The last three years have witnessed the end of the remaining ASYCUDA version 2 implementations and an increasing amount of migrations from ASYCUDA++ to ASYCUDAWorld.

### **2. Press launches of major publications**

89. During the reporting period, UNCTAD organized 107 press conferences worldwide to launch 15 reports and publications.

90. 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.

91. The *World Investment Report 2013: Global Value Chains – Investment and Trade for Development* was launched in 42 press conferences<sup>5</sup> and more than 20 briefings worldwide and immediately generated considerable attention from policymakers at the highest level. Some 1,150 news articles were captured by the Organization’s search engines and several live interviews were carried out, including an appearance on BBC TV’s “Business Edition”. The Report was also launched and presented to delegations at the sixtieth 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 was subsequently presented in Ethiopia, Japan, Myanmar, Turkey and the United Kingdom. In addition to the 15 press releases drafted for the Report in several UNCTAD languages, UNCTAD also prepared press launches for many of its investment and enterprise products, including Investment Policy Reviews, ISAR, and work on sustainable stock exchanges and corporate social responsibility.

92. The *Economic Development in Africa Report 2013: Intra-African trade: unlocking private –sector dynamism* was launched in 12 countries.<sup>6</sup> Some 138 press articles and interviews, both on television and radio, highlighted the findings of the report. The report was also presented in Angola, Benin and Gabon. The Africa Capacity Building Foundation, the African Union Commission, the Economic Commission for Africa, the University of Lagos, the Government of Mauritius, the Industrial Development Corporation of South Africa, the Third World Network, and the United Nations Development Programme collaborated with the author division in launching the Report.

93. The Report on UNCTAD assistance to the Palestinian people: developments in the economy of the Occupied Palestinian Territory (TD/B/60/3 and Corrs. 1 and 2) was launched in press conferences in Switzerland and Palestine and focused on public revenue leakage as a result of the terms of occupation of Palestinian territory. UNCTAD search engines collected 12 articles related to the study.

94. The *Trade and Development Report, 2013: Adjusting to the Changing Dynamics of the World Economy* was launched on 12 September, with press conferences staged in 13 countries.<sup>7</sup> These events and the three press releases describing the contents of the report resulted in 309 clippings being collected. Among the live interviews was an appearance on CNN’s “World Business Today”.

95. The *Least Developed Countries Report 2013: Growth with Employment for Inclusive and Sustainable Development* was launched at 19 press conferences<sup>8</sup> worldwide, with the participation of a number of government officials. Interest in the report led to 137 press articles and various interviews. The report was also presented in Haiti, Lesotho, Madagascar, the United Republic of Tanzania and Zambia.

<sup>5</sup> Algeria; Argentina; Austria; Bahrain; Bangladesh; Belgium; Brazil; Chile; Beijing, China; Hong Kong, China; Colombia; Ecuador; Germany; Ghana; Greece; Honduras; Hungary; India; Indonesia; Islamic Republic of Iran; Italy; Jamaica; Kuwait; Malaysia; Mexico; Philippines; Poland; Russian Federation; Singapore; Slovenia; South Africa; Spain; Suriname; Sweden; Switzerland; United Republic of Tanzania; Thailand; Trinidad and Tobago; Tunisia; United Kingdom of Great Britain and Northern Ireland; Venezuela (Bolivarian Republic of); Zimbabwe.

<sup>6</sup> Cameroon, Ethiopia, France, Ghana, Mauritius, Nigeria, Rwanda, Senegal, South Africa, Switzerland, United Republic of Tanzania, Zimbabwe.

<sup>7</sup> Argentina, Brazil, China, Egypt, India, Lebanon, Mexico, Morocco, Russian Federation, South Africa, Switzerland, Thailand, United Kingdom.

<sup>8</sup> Bangladesh, Belgium, Burundi, Comoros, Congo, Ethiopia, Gambia, Ghana, Lao People’s Democratic Republic, Portugal, Rwanda, Senegal, South Africa, Switzerland, Thailand, Turkey, Uganda, United Kingdom, United States.

96. The *Information Economy Report 2013: The Cloud Economy and Developing Countries*. The cloud economy and developing countries were presented at five press conferences and other seminars in Bangladesh, Ethiopia, Jordan, Lebanon, Macedonia, Mexico, Switzerland, and the United States. Some of them involved presentations by UNCTAD staff and key partners. Some 68 press clipping were collected immediately following the launch. UNCTAD partners in disseminating the report 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 and the Virtual Institute.

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