This session will cover the following topics:

- Definitions
- Objectives
- Publications Process
- Establishing quality and standards for APEC project publications
- APEC Policies and Guidelines
- Dissemination of APEC project publications
- Resources
Definitions

What is an APEC publication?

APEC publications are documents intended for public dissemination, including books, research studies, working papers, conference proceedings, and basic information documents such as brochures and newsletters, in electronic or hard copy form.

What is **NOT** an APEC publication?

Documents that are meant for internal purposes according to APEC’s access policy and not intended for general public dissemination are not APEC publications.
Objectives

- promote a better understanding of the three pillars of APEC's agenda
- share APEC’s perceptions and experience
- stimulate broad discussion and participation in APEC’s activities
- develop and maintain understanding by the various sectors of APEC’s programs and activities.
Publications Process
Roles and Responsibilities

**APEC Fora**
- Approves content
- Ensures final materials are in accordance with the relevant approved project proposal

**Program Directors/Program Executive**
- Responsible for correspondence with their respective fora or project overseers
- Coordinate and ensure that draft reports submitted to the Secretariat for publication have been vetted by the Fora

**Publishing and Brand Manager**
- Reviews reports for publication for correct usage of the logo and trademarks and nomenclature
- Catalogues, does inventory and legal deposit requirements
Establishing Quality and Standards for APEC Project Publications
Establishing Quality and Standards
APEC Publications Toolkit

- Contains advice and recommendations on how to prepare and develop APEC publications, with best practices and examples.

- Should be used in line with the APEC Publication Guidelines.
APEC Policies and Guidelines
Accepted Abbreviations and Nomenclature for Member Economies *

When using members’ names in text and at meetings they MUST be listed in the following order in lists, tables and graphs or when organizing seating around the table or). The following names, and where applicable, abbreviations are to be used:

- AUS Australia
- BD Brunei Darussalam
- CDA Canada
- CHL Chile
- PRC People’s Republic of China (China also acceptable)
- HKC Hong Kong, China
- INA Indonesia
- JPN Japan
- ROK Republic of Korea (Korea also acceptable)
- MAS Malaysia
- MEX Mexico
- NZ New Zealand
- PNG Papua New Guinea
- PE Peru
- PH or PHL The Republic of the Philippines (the Philippines also acceptable)
- RUS The Russian Federation*
- SGP Singapore
- CT Chinese Taipei
- THA Thailand
- US or USA United States
- VN Viet Nam
APEC is a registered name and emblem under the World Intellectual Property Organization’s Article 6ter.

APEC’s Intellectual Property, not an Economy’s Intellectual Property

The APEC Secretariat is the owner of APEC’s intellectual property, just as it is the owner of other assets.

What Intellectual Property is important to APEC?
1. Trademark
2. Copyright
3. Confidential information
APEC Intellectual Property (IP) Policy
Copyright of APEC Publications

- The APEC Secretariat will hold the copyright for APEC publications produced under APEC projects – this includes both APEC-funded and APEC self-funded projects.

- APEC is to be credited if anyone wants to quote any part of an APEC publication.
APEC Intellectual Property (IP) Policy
Translations

- Member economies have the ability to translate and publish them as separate documents within their own economies, provided that such publication and distribution are non-profit-making.

- Member economies should individually bear the cost of, and otherwise be responsible for, any such translation and distribution.

- Each translation will require a written agreement from the APEC Secretariat. With this agreement, APEC member economies may obtain the right to make a faithful translation, with no omission or addition into a language other than English and to print a pre-arranged number of copies. No abridgments or editing of the text shall be permitted without the prior written agreement of the APEC Secretariat.
As a general principle, the APEC logo and acronym shall be used in a manner befitting the status and goals of APEC and shall take into account the sensitivities of APEC member economies.

The APEC Secretariat is vested with the ownership of the APEC logo and acronym and any intellectual property rights relating to the APEC logo and acronym.

It is the sole controlling authority for the use and licensing of the APEC logo and acronym and/or any intellectual property rights relating to the APEC logo and acronym.
The APEC Logo can be used in APEC events. ‘APEC events’ are defined as events/activities done by:

- APEC-funded projects
- self-funded projects/events endorsed by an APEC group
APEC Sponsorship Policy

This Policy applies only when:

1. the APEC Secretariat will receive the sponsorship, and
2. a project funded by APEC receives sponsorship

In both cases, the APEC Secretariat will sign the Sponsorship Agreement, or Sponsorship Letter with the Sponsor.
Dissemination of APEC Project Publications
APEC publications database is the online repository of reports, brochures, proceedings, and manuals produced under APEC projects; publications by members; and publications produced by the APEC Secretariat for wider public dissemination.
Social media accounts outside the APEC Secretariat: To avoid confusion with official APEC social media channels, the APEC logo should not be used as a profile photo. Instead, use a photo that is reflective of the project and/or initiative.

- Do not insert the APEC working group, centre, study centre and/or any project/initiative name or modify the APEC logo on the profile photo for any reason.

- APEC’s social media guidelines provides comprehensive information on channels created in APEC’s name.
Resources: APEC website

### Publications

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<thead>
<tr>
<th>Resource</th>
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<tbody>
<tr>
<td>APEC Publications Guidelines (Updated October 2018)</td>
<td>PDF</td>
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<td>APEC Publications Toolkit (October 2018)</td>
<td>PDF</td>
<td>2.3 MB</td>
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<tr>
<td>APEC Publication Number and Request for ISBN Application Form (Updated September 2020)</td>
<td>Word</td>
<td>301 KB</td>
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### Branding, Logo and Copyright

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<tr>
<td>APEC Branding Manual</td>
<td>PDF</td>
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<tr>
<td>APEC Intellectual Property Policy</td>
<td>PDF</td>
<td>280 KB</td>
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# Resources: APEC website

## Sponsorship

| APEC Sponsorship Policy and Guidelines (Approved by SOM, September 2010) | PDF (152 KB) |

## Website

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<tr>
<th>APEC Websites Guidelines (May 2020)</th>
<th>PDF (565 KB)</th>
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<tr>
<td>APEC Satellite Website Review Request Form</td>
<td>Word (108 KB)</td>
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## Social Media

| APEC Social Media Guidelines (September 2017) | PDF (261 KB) |

## QUESTIONS?

Please send your inquiries regarding publications to publications@apec.org