

IUCN WCPA Best Practice Guidelines Series Editorial Policy

Noting that:

Best Practice Guidelines provide a benchmark for protected area management practice on which the reputation of IUCN WCPA is built;

IUCN WCPA has agreed to the following editorial policy on Best Practice Guidelines including the guide for lead authors set out below:

Policy for Best Practice Guidelines

- (i) Each proposal for a Best Practice Guideline publication (BPG) will be submitted to the IUCN WCPA Executive Committee (IUCN WCPA EXCO) for approval using IUCN's publication project proposal form;
- (ii) Once approved by the IUCN WCPA EXCO, a Publication Manager for the approved work will be appointed by the IUCN WCPA EXCO (usually the lead author or the Task Force Leader);
- (iii) The Publication Manager and the BPG Series Editor will work with the author(s) to ensure appropriate quality standards are met and that the publication progresses according to the agreed timeline;
- (iv) Responsibility for funding the preparation and publication of each BPG resides with the authors but with guidance from the IUCN WCPA EXCO;
- (v) Final approval for the content of each BPG resides with the IUCN WCPA EXCO with the advice of the Series Editor and the Publication Manager;
- (vi) The Guide for authors provided below should be followed;
- (vii) The BPG design will conform with IUCN Publication Guidelines.

Guidelines for Lead Author(s)

Authors should gather material from around the world and organize it into a text, assembling good advice, case studies and experience. They should use the full resources of the IUCN WCPA network, and other relevant networks, to ensure that the text is globally relevant and draws on relevant international experience. This will normally require the use of a task force or drafting reference group to assist the lead author. The Publication Manager appointed by the IUCN WCPA EXCO will work with the Series Editor to support the authors.

Lead authors should work very closely with the Series Editor, who has the ultimate responsibility for the content of the guidelines. More specifically, the Series Editor's role is to:

- (i) Help produce guidelines that are internationally acceptable, and as balanced as possible and aligned with IUCN WCPA priorities;
- (ii) Ensure that the text that goes to publication is consistent with IUCN Publications policy;
- (iii) Ensure that the text is of a consistently high professional standard and that all claims are verifiable; authors whose material raises doubts should be challenged;
- (iv) Ensure that the text is well organized, in guideline format, clearly written (in “English English” as per IUCN house style), free of jargon, and intelligible to readers, many of whom are not English mother-tongue speakers.

In order to fulfill this role, the Series Editor will need to receive from the lead author:

- (i) An expanded synopsis (approximately 5 pages in length) before drafting begins; and
- (ii) A full word-processed manuscript at the end of the drafting process.

IUCN WCPA Best Practice Guideline Series Publication Design

Cover and Introductory Pages Style and Content.

For the Best Practice Guidelines Series the following arrangements are supported:

- (i) The entire BPG needs to be conform with the IUCN Visual Identity Guidelines as set out in the IUCN Style Manual
- (ii) The front cover page will consist of a single thematic photo and display the IUCN logo at the top, the WCPA logo along the bottom. The front cover will also carry the Title of the publication and its authors along with the Series Editor names. It will also carry a line identifying the Series Number.
- (iii) The inside front cover will carry a list of previous Guidelines titles, numbers and authors.
- (iv) The rear cover will carry four photos relevant to the theme and the IUCN logo and address. (see BPG 16)
- (v) The first inner page will carry a repeat of the text from the front cover PLUS the logos of all sponsors associated with the production. (see BPG 16).
- (vi) Inside this first inner page there will be brief statements about IUCN, WCPA and the Series Editor.
- (vii) Each edition should carry a Preface by the Chair of IUCN WCPA (see BPG 13). There is an expectation that the principal authors would provide a draft text for the Chair to sign off.

NOTE: There are size and positioning directives from IUCN about the use of logos and these need to be followed. (IUCN Style Manual)

Authors are requested to provide suitable illustrative material for the covers and for internal positioning, paying particular attention to the international nature of the Guidelines.