



Asia-Pacific
Economic Cooperation

APEC Project Publications

APEC Project Management Unit
APEC Secretariat

SOM 1 – Palm Springs, California
22 February 2023

Advancing Free Trade
for Asia-Pacific Prosperity

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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?

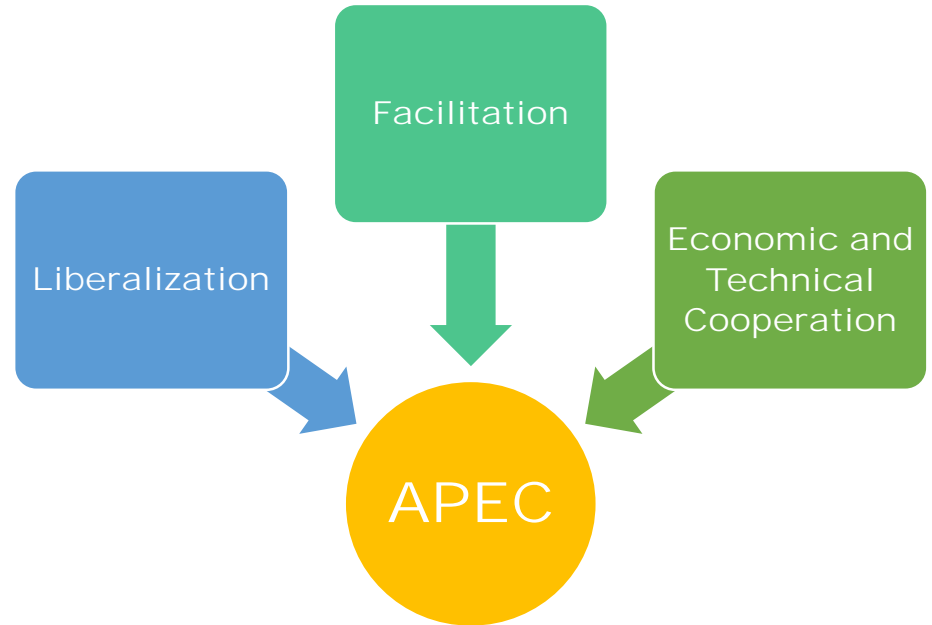
APEC publications are documents intended for public dissemination, including books, research studies, working papers, conference proceedings, and basic information documents such as brochures and newsletters, in electronic or hard copy form.

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

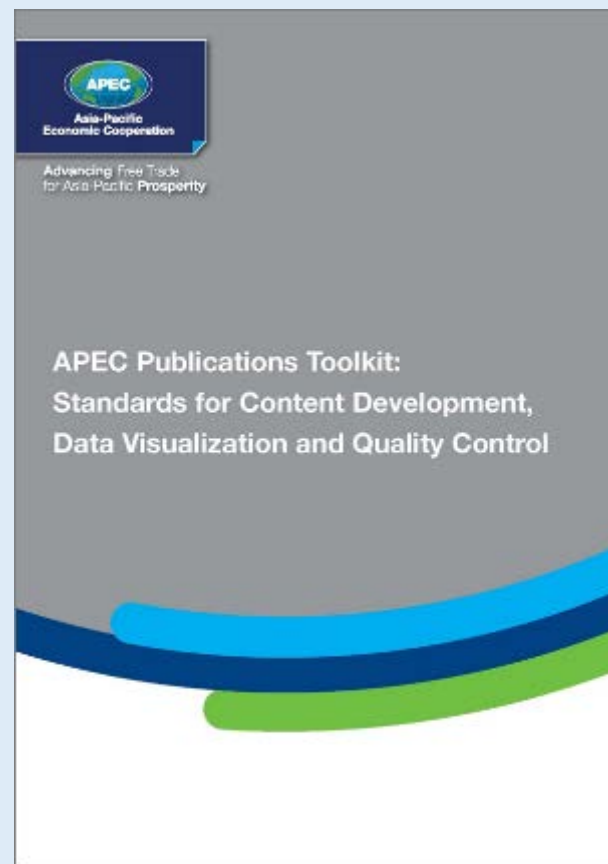


Establishing Quality
and Standards
for APEC Project Publications

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

APEC Publications Guidelines

Style Manual and Accepted Nomenclature

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 Intellectual Property (IP) Policy



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

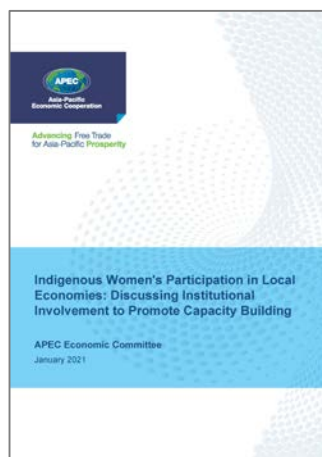
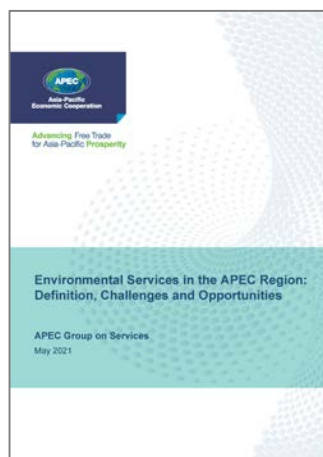
The APEC Secretariat is the owner of APEC's intellectual property, just as it is the owner of other assets.

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.

APEC Logo Guidelines

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.

APEC Logo Guidelines

Use of APEC Logo in APEC Projects

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

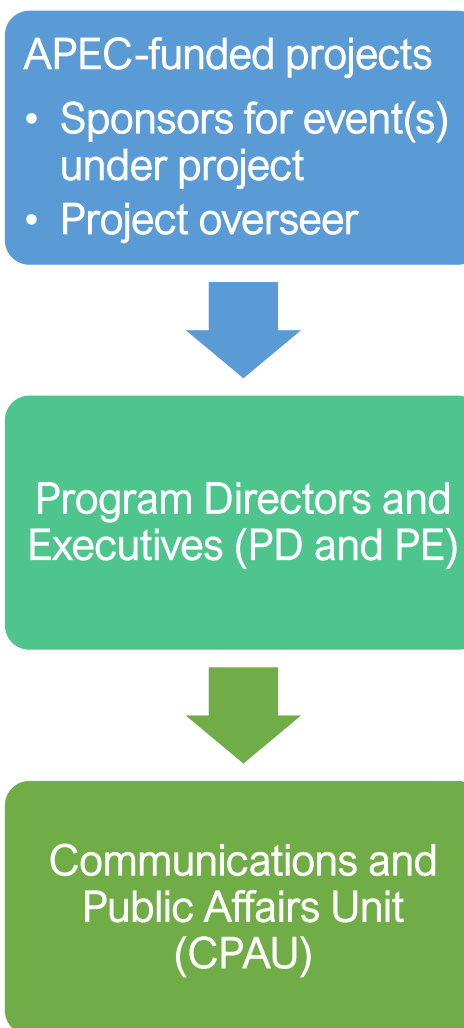


APEC Sponsorship Policy

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 Website

Publications Database



News

Groups

Topics

Projects

Declarations and Statements

Meeting Document Database

Publications

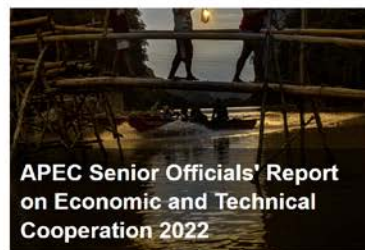
Events

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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

- ❑ **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

APEC Publications Guidelines (Updated October 2018)

[PDF](#) (1.24 MB)

APEC Publications Toolkit (October 2018)

[PDF](#) (2.3 MB)

APEC Publication Number and Request for ISBN Application Form (Updated September 2020)

[Word](#) (301 KB)

Branding, Logo and Copyright

APEC Branding Manual

[PDF](#) (52.6 MB)

APEC Intellectual Property Policy

[PDF](#) (280 KB)

Resources: APEC website

Sponsorship

APEC Sponsorship Policy and Guidelines (Approved by SOM, September 2010)

[PDF](#) (152 KB)

Website

APEC Websites Guidelines (May 2020)

[PDF](#) (565 KB)

APEC Satellite Website Review Request Form

[Word](#) (108 KB)

Social Media

APEC Social Media Guidelines (September 2017)

[PDF](#) (261 KB)

QUESTIONS?

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

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 Apec.org

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