

Guidelines for authors

About ITC publications

Overview

Since its founding in 1964, ITC publications have informed the business sector in developing and least developed countries (LDCs) about a broad range of trade development opportunities, challenges and trends. ITC's unique publications include sector-specific guides, export training manuals, case studies, trends in trade development and issues concerning international trade policy and negotiations. ITC's publications are targeted at public policy- and decision-makers as well as exporters and trade support institutions.

ITC publications are part of its technical cooperation programme in developing countries, designed to boost the export capacity – and the competitiveness – of the business sector. Issued in English, French and Spanish, ITC publications are free online at www.intracen.org/publications. Print copies can be purchased at www.intracen.org/e-shop or through the UN Publications Sales and Marketing office.

In some cases, ITC books are licensed to national partner institutions, as they are customized or distributed locally on the basis of special agreements. ITC's Export Quality Management guide, for example, has been customized in 18 countries. Others, such as the Coffee Guide, have become the world reference for producers and traders in the industry, and are distributed regularly in at industry conferences and training sessions.

Target audiences

ITC publications target trade support institutions, businesses and business organizations, and policy- and decision-makers in developing countries and LDCs. The aim is to inform businesses and their organizations with a view to assisting them to boost their exports.

At the same time, ITC aims to promote a culture of informed public-private dialogue – an essential component of the democratic process of trade policy formulation. Businesses and their representatives need to be informed to actively participate in this process. In government, all ministries, departments and government agencies must work in tandem to ensure policy coherence. Policies, laws and regulations should work together in synergy to achieve 'export impact for good'.

Writing style

ITC's audience is global and many readers are non-native English speakers. Whether they are young professionals starting an export business, professional trainers, busy policymakers or managers in trade support institutions, readers of ITC publications seek hands-on advice and informed, concise analysis about trade trends and how to increase trade across borders.

The writing style therefore should be accessible rather than academic, and in the active rather than the passive voice. Language should be plain and concise. Avoid acronyms and jargon; define terms that may be unfamiliar to readers the first time they appear.

Developing publication content

Addressing the publications brief

For each publication, ITC provides a brief outlining the content and context to be addressed by authors. This provides a comparative framework and a focus.

It also helps determine the "voice" in terms of language, style, level, approach and the information for authors. The publications brief contains factors such as:

Primary audience

- Specific countries or regions
- Specific sector(s), profession(s) or level(s)
- Educational background, experience and native language
- Motivation to read the publication
- Size of readership

Intended impact

- What does the publication hope to achieve?
- At which events and in which programmes will it be used?
- Who will it influence?

Competition

Are there similar books? How does your book compare and/or contrast with them? What is the added value of your book?

Support through the ITC review process

Outline

ITC expects an outline that includes the main story lines an author wants to tell. The author can work together with ITC's book owner to finalize the outline, which should include:

- Working title of the report or book.
- A brief description of the content – two to three paragraphs.
- A breakdown showing sections/chapters – a brief description of a sentence or two for each. Chapter heads should be followed by subheads that explain the content at a greater level of detail. Paragraphs should be used as needed to clarify the outline.
- If revision of the sample material is requested, always provide a revised outline.

Sample chapter

- Overviews at the beginning of chapters, recommendations, pull quotes, summaries of main points are important to draw the reader in.
- Is there an introduction and conclusion? Is the material well organized? Are there clear breakdowns of chapters, sections, paragraphs; consistent heads and subheads?
- Is the language accessible, i.e. clear and straightforward? Are technical terms explained/defined? Are paragraphs and sentences short? Is the language engaging/active?
- Do charts, tables and graphs carry a strong message?
- Do the examples connect to the readers' experience?
- Is the reader guided by signposting, i.e. clear linkages between sentences and concepts, particularly when discussing complex issues such as trade policy or regulations.

Peer review

ITC builds in review and feedback for its publication projects. Reviewers are typically ITC staff members, external experts, the ITC publications manager and the editor of the publication. Where possible, the author and the editor (if there is one for the project) should attend the peer review meeting.

Meeting project deadlines

The ITC book programme works within a UN resource framework, and has strict delivery deadlines. ITC book managers have a delivery schedule for content development and delivery, which is outlined in the contracts (terms of reference) for authors. For paid authors, payment is made at each stage of completion of a delivery phase.

Submitting the final manuscript

Text format

- Word, Arial 10 point.
- Chapter titles and subtitles: use Word header styles. If that is not possible, use 14 pt bold for chapter heads (first level); 12 pt bold for subheads (second level). Avoid third level heads; if needed, use bold italics in the same font size as the text.
- Executive summary, Introduction, Acknowledgements, List of acronyms need to be submitted with the main text. The ITC book owner typically prepares the Acknowledgements, List of acronyms and Foreword.
- Footnotes, endnotes and references must conform to ITC style. Extensive footnotes are highly discouraged. ITC's style:
 - Last name of author, initials, initials and name of second author, etc. Date. Book title (in italics). Place of publication, publisher.
 - Last name of author, initials; initials and name of second author, etc. Date. Article title (in roman). Journal title (in italics), volume, issue number, page numbers. Note: The term et al. is used for references in the text where there are four or more authors to be listed.

Graphics, photos, illustrations

- Submit with text in a format that allows them to be edited and translated.
- Illustrator, Word and Excel are the preferred format. PowerPoint and graphics downloaded from the Internet are unacceptable as the images are not print quality.
- All graphics and photos must be at least 300 dpi. If a book is produced in black and white, the graphics must be in black and white; if the book is produced in colour, the graphics must be submitted in colour. All graphics must be submitted in separate files.

Most frequent copy editing errors

Please use this checklist and ensure that your document does not include most frequent errors. All authors should refer to the ITC style guide in case of questions (should be online)

- **International Trade Centre** – not International Trade Centre UNCTAD/WTO
- **ITC** – not The ITC
- **SMEs – small- and medium-sized enterprises** – not small and medium enterprises
- **least developed countries** – does not have upper case
- **British spelling** – except words ending in ize in general (exception: analyse)
- **Per cent** – use %, not the word; if the word must be used it is two words, not one; but percentage is one word
- **Titles, subtitles, box titles** – first letter uppercase, subsequent lowercase, except for proper nouns and other words that normally take uppercase
- **Charts and figures, appendix** – give them all titles
- **Websites** – check all addresses to ensure they work
- **Country names** – as part of the UN, we must use official names. Countries complain officially when this is not the case. Check the UN terminology tools to find the latest correct country names.

- **Money** – UN Standards vary according to language, but stay the same for tables
- English: 10,000.00 French: 10 000,00 Spanish: 10.000,00
- Tables in all languages: 10 000.00
- **Spacing** – do a "search and replace" for double spaces and double dashes. Check whether the double dash is a typo, or whether it should be converted into an en dash (–)
- **Bullets** – If bullet text is more than 3 lines, put a period at the end
- **Footnotes** – end with a period; they should be justified and not hyphenated.

Additional resources

A list of acronyms and terms frequently used in ITC documents

<http://www.intracen.org/docman/pubg755.doc>

United Nations Editorial Manual – includes links to reference material

<http://69.94.137.26/editorialcontrol/index.htm>

The Economist Style Guide

<http://www.economist.com/research/styleguide/>

European Commission – How to write clearly - English

http://ec.europa.eu/dgs/translation/publications/brochures/clear_writing/how_to_write_clearly_en.pdf

UNTERM – the United Nations terminology database

<http://unhq-apps-01.un.org/dgaacs/unterm.nsf>

The multilingual WTO terminology database

<http://wtoterm.wto.org/multiterm/>

Guidelines for staff to select authors

Writers and researchers

Selecting authors

Guiding authors with an understanding of the aims, sources and methodology for developing and submitting content is essential. Equally important is selecting the right authors. Finally, it is useful to have authors connected to networks which can provide peer review and promotional support for the project, to complement ITC's convening power. A summary of the criteria is in the box.

Selecting an author		
Right brief	Right criteria	Right networks
Messaging	Experienced in subject	Peer review support
Target Audience	Proven track record in writing	Promotion networks
Style	Computer skills	
Partnerships	Time availability	

Planning the work

The contract with the author is the best place to ensure that a successful process will be put in place to develop a book, including an appropriate collaboration between the writer(s) and the book manager. Setting up multiple payments allows for better guidance of the draft.

In the event that payment is not being given to the writers, a work plan can be developed along the same lines. However, the book managers must factor in that there may be competing claims on the time of "free" writers, to the point that the book will not be produced in the biennium time frame as initially foreseen.

Preparing the contract for authors
Include in terms of reference:
<ul style="list-style-type: none">• Content to develop, based on experience• Writing style requirements• Format requirements (computer skills)• Timeline for deliverables and payment:
Payment 1: List of sources (surveys, interviews, reports, articles, etc)
Research methodology
Payment 2: Approved Outline and sample chapter
Payment 3: First draft
Payment 4: Second draft with peer review comments incorporated
Payment 5: Third draft with approved text, footnotes and graphics in proper format
Annex to Terms of Reference:
<ul style="list-style-type: none">• Briefing note about the book• Author Guidelines• Sample publication• ITC Style Guide + related resources

Staff responsibilities, working with the author(s)

Staff to make time in schedule for each deliverable from the author:
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| <ul style="list-style-type: none">• Before Payment one: Review and advice on sources and methodology |
| <ul style="list-style-type: none">• Before Payment two: Provide written suggestions for the outline and chapter, based on review by a few people. Determine if extra research or formatting support is required. |
| <ul style="list-style-type: none">• Before Payment three: Review first draft, including peer group meeting and minutes or collation of comments for author |
| <ul style="list-style-type: none">• Before Payment four: Rewrite or comment on second draft |
| <ul style="list-style-type: none">• Before Payment five: Prepare the foreword and acknowledgements (done internally) |
| <ul style="list-style-type: none">• Ensure the format is correct as per author guidelines and the text is final, with all graphics available |
| <ul style="list-style-type: none">• After Payment: Ensure author is available for queries from the editor once editing is underway. |