



**INTERNATIONAL AGENCY FOR RESEARCH ON CANCER  
CENTRE INTERNATIONAL DE RECHERCHE SUR LE CANCER**

**Governing Council  
Fifty-first Session**

**GC/51/21A  
30/03/2009**

*Lyon, 14–15 May 2009  
Auditorium*

**REQUEST FOR FUNDS FROM THE GOVERNING COUNCIL SPECIAL FUND:  
A. PUBLICATIONS**

**Description of the Publications Programme**

1. The Publications Programme has always been part of IARC's Mission.<sup>1</sup> Its organization and structure have changed over time, but the core activity has always been grouped under one organic unit (EPS, then *IARC Press*, then COM), which undertakes the preparation of institutional reference documents with IARC branding for their printing and dissemination to the research community and the public at large.

2. The primary objective of the programme is to respond to the mission statement (in footnote 1), i.e. the "dissemination of information on epidemiology of cancer, on cancer research and on the causation and prevention of cancer throughout the world". The subject matter is given, the scope of activity is clear, and the range of dissemination is global.

3. In order to achieve this, the activity is divided into two branches: one, the publication by individual or collective papers in peer-reviewed journals, with the help of the Editorial staff in COM; and two, the publication of series of publications in sequential volumes, to reflect the body of scientific knowledge in different areas and capacities:

- The Internal Reports Series;
- The IARC Scientific Publications (including Cancer Incidence in Five Continents);
- The Technical Publications Series;
- The IARC Monographs Series;
- The WHO Classification of Tumours Series (*WHO Blue Books*);
- The IARC Handbooks of Cancer Prevention Series;
- The IARC Working Group Series (*Green books*); and
- Non-serial IARC publications (e.g. World Cancer Report).

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<sup>1</sup> "The Agency shall carry out a programme of permanent activities. These activities shall include:  
(a) the collection and dissemination of information on epidemiology of cancer, on cancer research and on the causation and prevention of cancer throughout the world;" in *Statute of the International Agency for Research on Cancer*, 1965, p. 6

4. Typically, either the programme area where these are produced, or the very nature of the publication will guide the Series (for internal use ⇨ Internal Reports Series; manual-type publication ⇨ Technical Publications Series). Working group (i.e. external experts) reviews of scientific literature will lead to reference evaluations of risk factors, or preventive factors, or prevention strategies (Monograph or Handbook); Working group reviews literatures and reaches consensus to the new histological and genetic tumour classification and to the new disease entities (WHO Blue Books); a manual for the field training in a given technique will naturally be published in the Technical Publications series, etc.

5. It is apparent in the 2008 sales report from WHO that a few publications actually make the bulk of revenue: the WHO Blue Books account for 91% of IARC publication copies sold, and 95% of sales income of IARC publications. While some of IARC publications do not generate significant income, they are still an important asset of our production, and therefore should be continued, as the publications planning programme should not be based on sales alone. Yet, the fact remains that the Section of Molecular Pathology that generates the WHO Blue Books should receive sufficient funds to be able to produce these highly-demanded books at a somewhat faster pace approaching two volumes per year compared to the current rate of one volume every two years (3<sup>rd</sup> Edition: 10 volumes from 2000–2005; 4<sup>th</sup> Edition: two volumes from 2006–2009).

6. While the discrepancy between best-sellers and near-orphan publications is striking (see annex 1), this opportunity should be seized to: (a) reinforce capacity in the WHO Blue Books area; and (b) use some of the revenue-generated funding to support areas where it is important that IARC disseminates cancer information even when the associated publications are less commercially attractive.

7. Therefore, in order to bring the programme back into line with the broader strategic objectives of the Agency, to make IARC publications more widely accessible, and for the Publications Programme to generate enough revenue to sustain the publishing activity, two main avenues are proposed to be pursued:

- (a) Collect higher return from sales of publications, it being understood that a small number of publications generate the vast majority of the sales revenue,<sup>2</sup> and
- (b) Create an institutional mechanism for a revolving sales fund to support all publication projects in the Agency.

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<sup>2</sup> See annex 2.

## **Distribution and sales of IARC Publications**

### *Background to the current contractual situation*

8. IARC*Press*, the publishing arm of the Agency created in 1996, was closed at the end of 2004 for our Washington Office (which catered for USA and Canada) and at the end of 2005 for the Lyon office (which distributed our publications to the "rest of the world"). COM was charged with negotiating a distribution contract with WHO.

9. Under the current terms of this agreement with WHO Press,<sup>3</sup> IARC publications are prepared by IARC, up until the first print-run of the publication (e.g. 10 000 copies for Blue Books, 2 500 copies for Monographs, etc.), and WHO Press markets and distributes it around the world, and returns to IARC the royalties as specified in our Memorandum of Agreement. These monies statutorily go into the Governing Council Special Fund (GCSF). Copyright remains with IARC, but is handled by WHO Press.

### *Action undertaken*

10. In order to collect more funds from the sales of IARC publications, as described in 7. (a) above, a higher percentage of royalties returned to the Agency is being renegotiated with WHO Press.

### *Proposed change in policy and procedure*

11. The second approach recommended to bring the funding of IARC publications up to its ambition, is for the GCSF to fund the programme at a sustained, higher level than in the past.

### *Background/Current GCSF-Publications Programme arrangement*

12. It has been a custom in the past (as early as 1972 [Resolution GC/11/R9<sup>4</sup>]) to request the Governing Council to fund the publications programme. Later, the GCSF was requested to fund this programme, and part of the proceeds of sales of publications was

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<sup>3</sup> See annex 2

<sup>4</sup> **GC/11/R9** The Governing Council,

Having examined the Director's paper (GC/11/12), on a Publications Revolving Fund;

Considering that the publication and dissemination of material of interest to the scientific community is an essential part of the Agency's functions as indicated in the Statute (Article II.2 (a));

Believing that the cost of producing publications and reprints for sale and for sales promotion should not be a burden on the Agency's operating budget,

1. AUTHORIZES the Director to use the amount of US\$ 50 000 from the Governing Council Special Fund for financing the cost of producing original editions and reprinting additional copies of IARC publications for sale and for sales promotion during the years 1973, 1974 and 1975;

2. DECIDES further that the Director shall report on the use of this amount in the annual financial report.

October 1972

re-injected into the Publications programme, as a revolving sales fund of sorts: IARC*Press* used this means to be as independent as possible (in spite of Resolution GC/13/R5)<sup>5</sup> from the core budget of the Agency: it repeatedly requested the Governing Council to allow the funding of publications in the next biennium ("within the limit of the expected income from sales", *ibid.*) from its Special Fund, at a level of "50% of publications revenues from the previous biennium for the production, marketing and distribution of IARC publications" (see Resolutions GC/39/R9, GC/41/R5 and GC/43/R11).

13. This practice was abandoned between 2004 and 2008, but then revived in 2008 (see Resolution GC/50/R5), and 50% of the proceeds of the sales of IARC publications in the 2006–2007 biennium were requested to fund publications efforts in the 2008–2009 biennium.

#### *Proposed change*

14. The sales turnover has been sharply increasing over the last two years (2006=Sw.F. 398 433; 2007=Sw.F. 520 850 [+30.70%]; 2008=Sw.F. 737 362 [+41.50%]) thanks chiefly to one series of publications, the WHO Classification of Tumours.

15. The latter Series, in order to deliver those publications at a sustained pace, is in need of a significant increase in funding to permit the recruitment of professional and general service staff to work on the Series.

16. The commercial success of this publications Series makes it possible to entertain other, less commercially successful, but highly desirable publications in terms of their relevance to the Agency's mission.

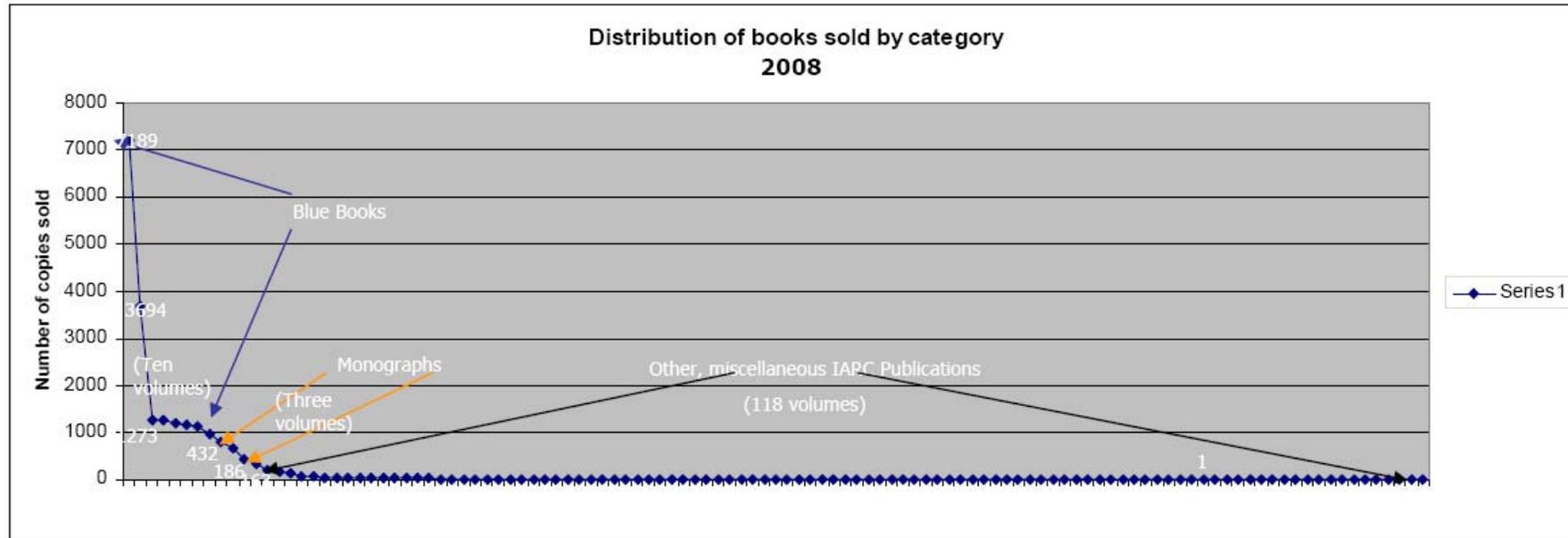
17. The Governing Council is therefore requested to agree to return up to 75% of the proceeds from the sales of publications from the Governing Council Special Fund to the Publications programme, following a request to the annual Governing Council meeting, starting in 2010, subject to availability of funds in the GCSF, the current year being covered by Resolution GC/50/R5.<sup>6</sup> This would allow the Agency to sustain and expand its publication activities. The Director will report on an annual basis on Publications activities.

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<sup>5</sup> "The Governing Council, Having reconsidered its earlier view that the cost of producing publications and reprints for sale and sales promotion should not be a burden on the Agency's operating budget, [...]"

<sup>6</sup> See annex 3.

Annex 1



## Annex 2

### MEMORANDUM OF AGREEMENT

Between IARC and WHO Press

(Signed 2006)

#### **Purpose**

To ensure the widest possible distribution of scientific publications<sup>1</sup> developed by the International Agency for Research on Cancer (IARC) worldwide, through exclusive distribution by WHO Press.

To this purpose, IARC and WHO agree:

I. WHO Press shall handle all sales and distribution of existing and future IARC publications in both print and digital formats, on an exclusive basis<sup>2</sup>, as from 1 January 2006, under the terms set out below.

#### **II. Definitions**

“Existing IARC publications” refers to all publications of IARC that were developed by IARC and distributed heretofore by IARC, Oxford University Press and WHO worldwide. “Future IARC publications” are publications that will be developed by IARC, or by IARC together with IARC's collaborators, from January 2006 onwards (see XI below).

#### **III. Copyright**

Copyright in all IARC publications (heretofore under the IARC Press imprint) shall remain vested in IARC. Copyright administration, including all arrangements for licensing of rights, shall be the responsibility of WHO Press. For this purpose, IARC will refer to WHO Press all applications or enquiries relating thereto. IARC shall be informed of any licensing agreements. IARC warrants to WHO that it owns copyright in all publications supplied to WHO Press for distribution, and that it has obtained all necessary permissions for any materials in which it does not own copyright.

#### **IV. Trademark and visibility**

IARC publications will be sold and licensed exclusively by WHO Press which agrees to maintain the IARC name in its marketing. WHO shall use all distribution channels and marketing techniques that are appropriate in view of the above stated purpose of ensuring the widest possible distribution of IARC publications.

#### **V. Stock-keeping**

IARC shall put its stock at the disposal of WHO Press by transferring the stock to the WHO HQ in Geneva. IARC shall cover the transfer expenses. WHO Press shall take reasonable care of the stocks of the books, but shall not be held responsible for loss or damage. As WHO Press will be charged by WHO for storing the IARC stocks in Geneva, IARC agrees to cover the cost of these storage charges which will be deducted from the annual royalty payment due to IARC under XV below.

#### **VI. Customer database**

The current customer database of IARC Press, including customer details and book databases shall be made available to WHO Press. This information is currently maintained as a “FileMakerPro” database, with approximately 50,000 customer entries. The costs of incorporation of the contents of this database into the WHO customer database shall be borne by IARC.

#### **VII. Pricing**

Sales prices of IARC publications shall be determined jointly by WHO Press and the Publications Office of IARC (Communications Group), taking the IARC costs of producing the material into consideration. WHO's normal system of discounts to sales agents, to customers in developing countries, and for bulk purchase will be applied to IARC publications, within the limits of Article XV.

#### **VIII. Official distributor**

The statement “Published by WHO Press for the International Agency for Research on Cancer” will appear on the copyright page of all new IARC publications, and may be inserted in existing publications.

#### **IX. Free distribution**

IARC shall communicate its free distribution list to WHO Press for inclusion in the WHO Press global free distribution list. The costs of dispatch of free publications will be recorded and will be deducted from the annual royalty payment due to IARC under XV below.

#### **X. Discretionary use**

A specified number of copies of each new publication will be retained by IARC for internal use and for dispatch to selected collaborators. Subsequent requests for the dispatch of complimentary copies will be directed to WHO Press and will be considered part of the free distribution list (see IX above).

#### **XI. New Publications**

Future IARC publications shall, unless otherwise specified, be prepared, edited and printed by IARC, at IARC's expense, and shall then be shipped to WHO HQ in Geneva for exclusive distribution by WHO Press. Initial print-runs are expected to be as follows:<sup>3</sup>

IARC Monographs, 1500 copies;<sup>4</sup>

Scientific Publications, 2500 copies;

Technical Publications, 1500 copies;

Handbooks of Cancer Prevention, 2500 copies

WHO Classification of Tumours series ("Blue Books"), 10,000 copies;  
non-serial publications, ad hoc print-run.

#### **XII. Reprints**

WHO Press shall be entitled to reprint IARC publications when stocks are depleted and demand continues. For this purpose, IARC shall supply WHO Press with copies of the files used for printing. Should WHO Press decide to reprint an IARC publication, WHO Press shall so inform IARC which shall have the right to request WHO Press to incorporate any updating of or revisions to the original text, such material to be supplied by IARC, and the cost of such revision to be shared equally between both parties. WHO Press shall, as appropriate, fulfil orders for IARC publications using print-on-demand technology.

### **XIII. IARC website**

As copyright-holder, IARC shall have the right to make all its publications freely accessible in electronic format via the IARC website. The IARC website will include a statement to the effect that the publications may be downloaded for personal research purposes but that they may not be reproduced or republished in any way without permission. For this purpose, a link shall be provided to the WHO Press website and to the WHO permissions e-mail address.

### **XIV. Electronic editions**

WHO Press shall have the right to sell and license electronic editions of IARC's existing and future publications. For this purpose, IARC shall provide to WHO final electronic versions (file formats to be agreed) of all existing and future IARC publications. Where such files are not available, WHO Press shall have the right to create them as appropriate. Income received by WHO Press for the sale and licensing of electronic editions of IARC publications shall be remitted to IARC in the same percentage as the income from sales of print editions, though WHO shall be entitled to deduct from its remittance any costs incurred in preparing the IARC electronic editions for sale and licensing and any payments made to third parties for the distribution of the IARC electronic editions.

### **XV. Payments and statements**

WHO shall compile a detailed statement of sales and free distribution of IARC publications to 31 December each year. The statement, together with the royalties due to IARC under the terms of this agreement, shall be submitted to IARC not later than 31 March of the following year. WHO's accounting to IARC shall comprise full and sufficient information for IARC accounting requirements.

IARC shall receive 60% of net receipts on all copies sold. The net receipt from the sale of a copy means the published price of the book minus WHO's average discount to trade customers and customers in developing countries. The remaining 40% of net receipts shall be retained by WHO Press in order to cover the following costs:

- marketing and sales activities
- packing and handling (including material)
- administration and staff charges.

The annual payment will take due account of charges incurred by WHO Press for stock transfers from Lyon (see V, above), if any, and free distribution on IARC's account (see IX, above).

### **XVI. Review**

This Memorandum of Agreement shall be reviewed jointly by both parties as necessary, and certainly before the expiry of the initial two-year term, for the purpose of evaluating its impact in achieving the purpose stated in I above, and for renegotiation of terms as appropriate.

### **XVII. Termination of current sales agreements**

IARC agrees to give notice to Oxford University Press of the termination of IARC's current sales and distribution agreement with OUP before the present Memorandum of Agreement between IARC and WHO Press takes effect. It is understood that the period of termination of the IARC-OUP agreement is six months, so that it is anticipated that OUP and WHO Press will both sell IARC publications for a six-month period.

**XVIII. Term and termination**

The terms of this Memorandum of Agreement will take effect on 1 January 2006 or as soon as possible thereafter. The Memorandum of Agreement shall be valid for an initial two years and will renew automatically thereafter for further two-year periods unless terminated by mutual agreement or unless either party gives written notice to the other party of its decision to terminate at least six months prior to the expiry of the then-effective term.

Agreed January 2006

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[title] on behalf of the International Agency for Research on Cancer

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[title] on behalf of WHO Press

<sup>1</sup> Scientific publications include IARC Scientific Publications, IARC Technical Publications (formerly called Technical Reports), the Handbooks of Cancer Prevention, IARC Biennial Reports, the WHO Classification of Tumours series, IARC Monographs on the Evaluation of Carcinogenic Risks to Humans, IARC CancerBases and all non-serial publications such as the *World Cancer Report* or *Cancer Epidemiology: Principles and Methods*.

<sup>2</sup> As per XVII, during the 6 months' notice period, OUP will be distributing IARC publications jointly with WHO.

<sup>3</sup> These are the current standard figures for initial print-runs and may increase.

<sup>4</sup> The IARC Monographs are developed by the Carcinogen Identification and Evaluation Group of the IARC. Distribution of these would continue as currently: part of the print-run is shipped directly to the US National Cancer Institute for distribution in North America. The remainder of the print-run would be shipped entirely to WHO.

Annex 3

**Governing Council  
Fiftieth Session**

**GC/50/R5**

*Lyon, 14–16 May 2008  
Auditorium*

**REQUESTS FOR USE OF FUNDS  
FROM THE GOVERNING COUNCIL SPECIAL FUND**

The Governing Council,

Having considered the proposals contained in Document GC/50/12B,

Reiterating that the publications and dissemination of material of interest to the scientific community is an essential part of the Agency's functions as indicated in the Statute (Article II.2 (a)),

Recalling earlier Resolutions which authorized the Director to use 50% of the revenue from the sales of publications during the previous biennium,

1. **AUTHORIZES** the Director to use, in the current biennium 2008–2009, up to 50% of the revenue from sales of publications for the cost of producing publications during 2008–2009; and
2. **NOTES** that as the net income from the sale of publications in 2006–2007 was US\$ 1 026 512, this approval is for the use of US\$ 513 256 from the Governing Council Special Fund.