

## **REQUEST FOR USE OF FUNDS FROM THE GOVERNING COUNCIL SPECIAL FUND: IARC PUBLICATIONS PROGRAMME**

### **Introduction**

1. The objective of this document is two-fold. First, it provides a brief report on the revised agreement with WHO for the distribution of the Agency's publications, and second, it presents a request from the Governing Council Special Fund, as per Resolution GC/51/R10.

### **New distribution agreement achieved with WHO Press**

2. As was discussed and agreed at the 51<sup>st</sup> session of the Governing Council, the Communications Group entered into negotiations with WHO Press (WHP) in order to amend and modify our publications distribution agreement. This was a constructive process that not only resulted in an agreement being reached in line with our proposal but also in a better understanding of the needs of the two organizations in this area and therefore established a better dialogue for future cooperation. Two main changes to the agreement resulted, and these are outlined briefly below.

3. First, according to our new agreement, marketing and sales activities, administration and staff charges, and packing and handling costs are henceforth included in the 40% of net receipts kept by WHP for its operating costs, which represents substantial savings for IARC (in the order of 30 000 euros in 2009). WHP was present at various international pathology meetings in 2009: USCAP, Boston, March (sales at the meeting: US\$ 22 600); AACR, Denver, April (US\$ 3 610); International Course on Bone Marrow Pathology, Bossey (CH), May (CHF 6 000); International Academy of Pathology, Florence, September (CHF 18 900); American Society of Haematology, New Orleans, December (US\$ 10 200).

4. Second, from 1 January 2010, the agreement provides for a lower "discounted rate" (35% instead of the previous 40%) for WHP charges levied on IARC sales, and for Blue Books only, WHP will receive 25% of net receipts (instead of the previous 40%) on the first 10 000 copies of each volume sold. The percentage received by WHP then increases to 30% on copies sold between 10 001 and 20 000, 35% on copies sold between 20 001 and 30 000 and 40% on any copies sold above 30 000 for each volume. IARC will receive the remaining percentage of net receipts. This incremental scheme was determined as an incentive for WHP to increase sales via more proactive marketing activities for IARC publications.

5. The net effect of the changes in the terms of the new Agreement, if applied to the 2009 figures, would have been an increased income of €244 700 (CHF 340 000) to the Governing Council Special Fund.

6. Mainly driven by the success of the Lymphoma book, the sales of Blue Books in 2009 have increased by 40% over the previous year (see figures below). Although the next volume, on Digestive Tumours, is not being anticipated as a bestseller of the same dimension, we are confident that we can maintain a revenue level of CHF 600 000 to CHF 700 000 per year (€431 700 to €503 600).

### **Additional staff for publications**

7. In Document GC/51/21A, the stated objectives of the new IARC-WHP agreement were specified as: "(a) reinforcing capacity in the WHO Blue Books area; and (b) using 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."

8. As explained last year in Document GC/51/21A, we need to use these funds to recruit and retain additional staff to increase our publication production schedule, particularly the Blue Books, ideally to one volume per year.

9. Recalling Governing Council Resolution GC/51/R10, the Secretariat requests permission to draw from the Governing Council Special Fund up to 75% of the proceeds from the sales of IARC publications. As these proceeds for 2008–2009 are CHF 1 767 416, 75% of this total amounts to CHF 1 325 562 (or €884 192), to be used in 2010–2011.

#### *Staff costs*

10. This allocation would allow for the staff costs of two junior Professionals and two General service staff to reinforce the Blue Books team, in addition to the Regular budget staff costs of Dr Ohgaki (30% of her time), her secretary (35% of her time) and a technical clerk (50% of his time). Further, this provides for staff costs in the general publications area (in COM, to help with the preparation of *Monographs* and *Handbooks*), for a General Service Web assistant and a Publications assistant.

#### *Non-staff costs*

11. For the 2010–2011 biennium, €200 000 will be used toward other costs for the preparation of two volumes of the Blue Books series (chiefly meetings, editing and printing costs).

12. The whole projected budget for the publications area would therefore be established at €740 345, allowing for additional layout and printing costs for other publications in this biennium up to the requested total of €884 192. This does not exceed the expected annual income in the following financial period, as explained in paragraph 6 above.

13. The need to manage and sustain this programme in a consistent manner, particularly in ensuring staff retention, would be therefore considerably supported if the Governing Council were able to agree at the 52<sup>nd</sup> session to the above request for up to 75% of the proceeds of sales to be used in 2010 and 2011. We also request permission to carry forward to the second year any unused balance from the first year of the biennium. This request would be renewed each biennium, without the need for additional requests on a yearly basis.

### Summary

14. The Governing Council is requested to note the renegotiated agreement with WHP including the favourable terms for the Agency and to consider the request for permission to draw up to 75% of the proceeds from the sales of IARC publications from the Governing Council Special Fund in both 2010 and 2011.

### FIGURES

