

Procedures for the production of syntheses, reports, policy briefs and science briefs at the CEC

1. Contact the synthesis manager at CEC, Markku Rummukainen, for green light

If you wish to produce and publish syntheses, reports, or policy briefs/science briefs, contact Markku Rummukainen, the person responsible for this at CEC. The following needs to be clarified:

- Purpose and target group
- Funding (see below) and timetable
- Who is responsible and contact person
- Resources (internal and external) that may be needed
- Appointment of reviewers

Contact should be taken also for a commissioned report (a publication based on VG55 funds).

Funding:

Make sure your funding covers the following:

- Typesetting at MediaTryck
- Accessibility adaptation at MediaTryck (as required by law to ensure accessibility of digital public services)
- Possible printing of the publication
- Possible costs for images, graphics processing, reviewer fees and substantive editor, copy editor and/or proofreader if resources are not available in-house

Example costs for reference:

- Typesetting and accessibility adaptation of an A4 report of one hundred pages written in CEC's Word template takes MediaTryck about four hours to produce = 2500 SEK (excluding VAT) for a digital version
- Printing one hundred copies of such a report (one hundred pages) costs about 8000 SEK (excluding VAT)
- Buying an image on for example Istockphoto costs about 200-300 SEK
- Costs for language review or proofreading if you cannot get in-house help: pure proofreading costs about SEK 600 per hour, extended proofreading about SEK 800-900 per hour. Proofreading of a text of three A4 pages (about 1500 words) usually takes one hour.

2. Contact CEC Communications Officer, Anna Maria Erling

Always contact the Communications Officer at CEC, Anna Maria Erling, to ensure the quality of our printed and electronic publications in line with Lund University guidelines and graphic profile. The Communications Officer can help with:

- Which publication series is current and which number in the order applies
- CEC Word templates – these are available for all publication series (ask Anna Maria for help)
- ISBN number
- Buying images and designing covers
- Contact with MediaTryck for quotation, typesetting, accessibility adaptation, possible printing, design of tables, illustrations and figures, and so on
- Graphic profile of Lund University
- Dissemination, contact with the media, and so on
- Other general questions, such as how to find an external substantive editor/copy editor/proofreader, and so on. If there is time, the Communication Officer can help with language review with an emphasis on comprehensibility and appeal.

3. Implementation

The following procedures apply during the implementation phase:

- Use the Word templates provided and write in them from the start. (Note: If you are going to cut and paste text from another document into the template, paste as unformatted text. Otherwise, the formatting in the template gets messed up.)
- If there are several people writing together, discuss in advance how to use terms, headings and etc consistently – discussing early saves time later in the process.
- Citations and references: consider your target audience and what referencing standard is most suitable for them. For example, for a general audience, we recommend a numbered referencing standard (e.g. IEEE) in the body of the text, instead of printing the author's name and year. This improves readability, as references are collected in a numbered list at the end of the chapter or the report. For an academic audience, a different referencing standard may be preferred. Either way, we recommend using EndNote to manage in-text citations and referencing.
- Do not include footnotes in the reference list. Explanatory text to be included in a footnote is numbered differently from the reference numbering and placed at the bottom of the respective page.
- Other aspects of Legibility: see section four below.
- **QUALITY STANDARDS**

Scientific quality: a review process should be carried out by at least one, preferably two, scientific reviewers. Reviewers should not be affiliated with or involved in the research, production of text, or publication process. A representative of the intended audience could also be asked to review the text for relevance and clarity. Discuss with Markku Rummukainen, the overall CEC synthesis manager. A thorough review process is a requirement if a publication is to be issued in the name of the CEC.

Editorial quality: before anything is sent for typesetting, the text must undergo a review of language, grammar, and comprehensibility. This review is the responsibility of each researcher/administrator working on a publication. Available proofreaders and copy editors may be procured / contacted via Avropa.se. For assistance, please contact the Communications Officer.

- Lund University's graphic profile must be followed, [Graphic profile and logo | Medarbetarwebben \(lu.se\)](#)

4. Readability

The most important thing for readability is to be aware that most people are unlikely to have the same prior knowledge as you about what you are writing about. Therefore, do consider the following:

- Different audiences have different degrees of familiarity with your topic and ability to absorb your text - for example, there is a difference whether you are addressing other researchers, government officials or the general public. Your writing should be adapted to your audience.
- Have a clear table of contents and layout so that the reader can quickly find their way around the text and find relevant information.
- Subjective opinions and political stances should be left to the reader.
- Focus on what the reader needs to know in order to inform decision-making or equivalent, i.e. the state of scientific knowledge including uncertainties and different approaches in research. Discussing tensions, conflicts, and synergies in terms of proposed solutions can add value.
- Work with summaries. Preface or end each chapter with a preamble or a "take home message". If the reader reads nothing else, what do you want them to understand and take away?
- Write concisely and clearly. Feel free to break up long sentences. Explain and write out the implicit, i.e. what you know but not everyone else knows. In this way, you help the reader to understand what they should conclude from what you write. For example, you can't write that a plate is big and round, and expect a reader to understand the meaning of that, if you don't explain at the same time that the box it goes into is square and small.
- Do not stack statements on top of each other without explaining to the reader how they are related or what they mean. One way to guide the reader through the text is to include words like "in addition", "therefore", "this means" and so on in your text.
- Explain terms and concepts that your audience may not be familiar with. If necessary, you can use short fact-boxes to avoid heavy text with a lot of information.
- Visualize! Use maps, diagrams, conceptual images, etc., that contain a suitable amount of information (i.e., not overloaded with content). If one must read a long caption to understand the diagram, it is probably too complicated. Tables should also be short, clear and have a clear purpose. Ideally, duplication of information should be avoided, such as the same information in both the body text and the diagram or table.

5. Dissemination

Before you start working on your publication, you should consider your audience, and the best way your publication can be disseminated. Ideally, draw up a plan for this - talk to the CEC's Communications Officer, Anna Maria Erling. Some possible ways to disseminate are:

- Send directly to authorities, MPs, and relevant organisations

- Contact the media or write an opinion piece or popular science article in relevant media
- News on the CEC website
- News on LU website, newsletter Apropå, or LUM
- Social media (CEC, LU etc.)
- Event/seminar for specially invited target groups

6. Other

CEC publishes *syntheses, reports, policy briefs* and *science briefs*. In brief:

- A synthesis is based on published research/knowledge and can be described as a review/summary with an added value in the form of aggregated conclusions from the material
- A report usually contains some kind of new findings
- A policy brief is usually aimed at the target audience and presents policy-relevant evidence or discusses some aspect of the state of knowledge on an issue
- A science brief is usually aimed at researchers and other interested parties, but is short compared to a report and without a long list of references

Unless there are reasons for an exception, publications with research grants from the CEC, BECC and MERGE are issued in the name of the CEC. Both the CEC name and, for example, an SFO name in combination on a cover may be used, e.g. CEC/BECC and CEC/MERGE. In such cases, the logos of both organisations are also placed on the back cover of the publication.

In addition, a commissioned publication published at the CEC usually follows the CEC template, but with both the client's logo if needed (or equivalent) and the CEC's logo included. However, this may vary from case to case – speak to the Communications Officer.

On the cover page and in the introduction in the synthesis or report, there is an opportunity to introduce which actors have contributed. Such information can also be included in acknowledgements. This may be particularly relevant if the text is part of an externally funded research project.

On the LU-box, there is a folder (CEC publications) with an overview of all publications issued by CEC/BECC/MERGE (ask the communication officer), if you want to see the history of the numbering of syntheses, reports, policy briefs and science briefs.

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