

EEA publishing guide

November 2017



European Environment Agency



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Introduction

The EEA publishing guide

In line with the Multiannual Work Programme (MAWP) 2014–2019 and contributing to its implementation, the [EEA Communication Framework](#) aims to refine the content and improve the accessibility, availability and use of the environmental information provided by the EEA by:

- prioritising digital products and going mobile;
- understanding audience needs;
- creating outputs that match audience needs;
- utilising modern communications channels.

This EEA publishing guide complements these objectives with a focus on:

- improving planning;
- streamlining production and publication;
- streamlining reporting.

Furthermore, it provides clear guidelines to EEA staff, members of the European Environment Information and Observation Network (Eionet), and external contractors and partners on how to plan and produce effective, timely EEA products.

This guide is linked to the EEA Management Plan System (MPS) and should be used to provide extra information when navigating through the MPS.

Effective communications are well planned

This EEA publishing guide outlines the main elements of the production process for all publications and contributions to publications prepared by:

- EEA staff;
- Eionet;
- the EEA along with Eionet and third parties (i.e. joint reports);
- external contractors.

A key element of the production process, which includes all stages of editing, layout, web publishing and print, is planning. The EEA has limited resources and our audiences have clear needs. The better a product is planned, the more chance it has of being timely and targeted.

Reader-friendly EEA products

Writing for decision-makers is not the same as writing an article for an academic journal. It has different objectives and requires a different approach in terms of language and structure.

Feedback in relation to SOER 2015 is clear. Of 100 policymakers who responded, the majority said that they preferred environmental information in products of 30 pages or less. A survey of members of the European Parliament carried out on behalf of the EEA confirmed that parliamentarians and their staff prefer short briefings or flyers with links to extended sources of information online.

This publishing guide is complemented by the [EEA writing manual](#), which provides clear guidelines to EEA staff, members of Eionet and external contractors and partners of the EEA on how to write, structure and present a high-quality EEA product.

The manual has been re-written and updated in accordance with the EU *Interinstitutional style guide*, including updated sections on referencing, citations and avoiding plagiarism.

The European Commission has also published useful guidance in the booklet *How to write clearly*, which is available from the online [EU Bookshop](#).

Product classes and product types

The EEA MPS classifies many items under the 'Product types' description. However, this publishing guide relates only to product types that lead to a 'published' EEA product. These product types are listed and explained in detail in Annex 1. Workflows covering several of these product types are included in Annex 2.

The EEA product type review identified the following **product classes** (in bold below) and product types that involve aspects of communication and involvement of the COM programme:

- **Assessments:**
 - assessments (e.g. standard EEA reports, country factsheets, SOER, Signals-style products)
 - briefings (4-page synopsis)
- **Indicators**
- **Joint products/contributions:**
 - Eionet reports (including European Topic Centre (ETC) reports)
 - Joint reports (with partners such as the World Health Organization (WHO), Eurostat, etc.)
 - contributions to key processes
- **Data and maps:**
 - data sets
 - interactive maps and viewers
- **Communication products:**
 - communication content
 - communication tools
 - communication channels
- **Corporate products:**
 - Consolidated annual activity report (CAAR), Annual work programme (AWP), Multiannual work programmes (MAWP).

Choose the right product type and format

There are many ways to connect our rich data, information and analysis with our audiences. Before deciding that a product is required and before selecting a product type, it is useful to reflect on exactly what you are trying to achieve.

All of the product types and formats have different audiences, functions and templates which are explained in Annex 1 below.

Some products will appear in several formats. To help project managers decide on a particular

product type and format, it is useful to think about the audience and its needs and the communications objective.

Ask yourself whether or not the planned product can be:

- delivered in a timely manner to have relevance and impact;
- considered high quality in terms of content and delivery;
- targeted at the right audience (and meeting the needs of that audience);
- disseminated so that it is available and accessible to the target audience;
- shown to result in clear impacts.

Publishing choices

It helps to understand something about how EEA products can be 'published' as this may impact on the product type you choose.

Online PDF products: Many EEA products will continue to be made available as online PDF documents:

- Standard EEA reports, Signals, SOER and some Eionet (those published by the EEA) assessments will be drafted in Microsoft Word and then inserted into the desktop publishing software Adobe InDesign. The InDesign files will be transferred into PDF documents and made available online (as is the case today).
- EEA briefings will appear as HTML and auto-generated PDF documents.

Printed EEA products: Products will no longer be printed by default. Requests for print should be made in the MPS (see below). Each request will be considered by SMT. The list of approved printed products will be communicated to the network. For these products:

- the InDesign file is sent to an external printer and 'hard' copies are produced. The InDesign file is also turned into a PDF version for online publishing as above.

HTML products: The EEA plans to 'publish' more products as Hypertext Mark-up Language (HTML) or 'web content'. This means that the product or part of the product is designed, constructed and published as a series of mini-webpages. Briefings and some standard EEA assessments will appear as HTML (SOER 2015 had several web-based elements, for example).

Products can also be published as a combination of the above (PDF and HTML components).

EEA product types

Below is a brief description of most commonly used EEA product types. Please see Annex 1 for more details.

Assessments

The product class 'Assessment' contains two *product types*:

Assessments, which has five 'formats' to choose from:

- Standard EEA reports;
- HTML/composites (reports with 'traditional' elements and online elements);
- Country factsheets;
- Signals-style (AS5);
- SOER style (A5).

Each of the five sub-formats has a specific workflow based on the 'universal' workflow (summarised [on page 11 below](#)). More detail on workflows is provided in Annex 2 of this document.

Product request

Product type: Assessment

Assessment
EEA assessments are comprehensive products which present key information and/or an integrated assessment of the state of the environment, the pressures, driving forces and societal responses. Includes reports, SOER, Signals-style publications, factsheets and country profiles.

Assessment format: Standard EEA report
HTML/Composite
Country factsheet
Signals-style AS5-format
SOER-style - A5

Title:

Performance indicator: **Continuing to develop functionality and performance**

Responsible: Brendan KILLEEN

Production closed:

About product planning
The following product types are planned in other systems and should not be registered in MPS:
• Country visit

Description for Management Board:

Automatically generate default activity workflow

Next >> Cancel

Briefings:

- One format: four-page online document including visuals (at least one) with PDF print function.
- Briefings provide decision-makers with a summary of the main points in the briefing. The reader is referred, via links, to more information. Briefings work well for annual updates with links to updated data. Briefings must 'sit' in an existing landing page on our website such as a thematic landing page.
- Examples of briefings under air pollution:
 - Air pollution landing page: <http://www.eea.europa.eu/themes/air>
 - Air pollution by ozone page: <http://www.eea.europa.eu/themes/air/ozone>
 - Summer 2014 ozone assessment: <http://www.eea.europa.eu/themes/air/ozone/air-pollution-by-ozone-across>.

Joint reports

The new product class 'Joint products and contributions', is an acknowledgement that the EEA and Eionet develop information in partnership with a range of other organisations and that this work is often best suited to 'publishing' approaches outside the normal EEA procedures.

This product class covers the following product types:

Joint report: covers products developed in partnership with other 'peer' organisations such as JRC, WHO, Eurostat and the European Commission.

The EEA may take responsibility:

- for publishing the entire product, in which case, the full EEA report workflow must be followed;
- only for its own contribution, in which case, the EEA does not take responsibility for publishing and quality control of the final product.

Eionet report: introduced to recognise the work of ETCs and member countries, the Eionet report has two formats:

- *Eionet reports:* products that are developed in partnership with EEA member countries. They generally follow full EEA publishing workflows and standards and an EEA thematic project manager takes full responsibility for the development and production of the product. The EEA can apply for ISBN numbers for these products.
- *ETC reports/papers:* a response to the need to give ETC work a higher profile among EEA stakeholders and to allow us to share 'background papers'. These products will not go through the EEA publishing workflows and will be published by the ETC on an ETC website. The products will be linked to from the EEA website.

ETCs have been provided with guidance in the [Corporate Identity Manual](#) and a set of templates for their products .

More details on managing both Eionet and ETC reports are contained in Annex 3 of this guide.

Planning EEA products

Each EEA product is designed for a specific purpose and audience. Each product type also has a specific template and workflow.

Annex 1 of this document provides an overview of the EEA product types and their associated templates, condensed workflows and target audiences.

Annex 2 of this document provides outlines of **workflows** (with approximate timelines) to assist with the planning and production of all EEA products.

The EEA Management Plan System (MPS)

The EEA MPS is an IT infrastructure that helps us plan and report on a range of activities and outputs. The MPS has been updated to allow it to better reflect, manage and report on the production of EEA products. This work has included:

- updating the MPS to harness key information regarding planned products;
- the creation of a unique EEA identity number to help track all products;
- developing workflows for each product type with indicative timelines;
- merging the existing publications database with the MPS;
- embedding a 'sign-off' functionality for products in the MPS;
- developing a reporting functionality that provides clear overviews of production.

It is important that project managers use this guide while navigating through the MPS as it provides much greater detail on the product types and workflows than can be accommodated in the MPS.

The 'universal' workflow

Detailed workflows have been developed across the main EEA products. These workflows have helped us to:

- map production processes into the MPS;
- highlight redundancies;
- identify commonalities;
- estimate production times.

From these workflows, a consolidated 'universal' workflow has been developed with **seven activities** that work across all of the main EEA product types.

Sample production times are outlined below for some key phases of the workflow, including:

- 6-8 weeks for Eionet review and dealing with Eionet comments;
- 13 weeks for non-print production (post-Eionet review);
- 19 weeks for print production and dissemination (post-Eionet review).

Of course, multiple processes will occur at the same time under these scenarios and (although the actual hours of work involved are much greater than these estimates) the timelines may overlap somewhat leading to shorter or longer timelines in reality.

Once a planned product is 'confirmed' in the MPS a version of the 'universal' workflow is generated in the MPS by counting back through the workflow from the 'production closed date'. The dates in the workflow at this stage are estimates to allow us to populate our 'Publications Database' and to begin planning for the year with our network. These estimates should be updated with real-time information when available.

Activity 0 – Approve: in AWP and commence workflow

Activity 1 – Product development: creation of a final draft product

Kick/off: Short meeting with COM at the end of product development to plan production

Activity 2 – Review: including Eionet and wider consultation

Activity 3 – Quality: Edit texts/check data

Activity 4 – Edit approval: Acceptance of and dealing with edits by project manager

Activity 5 – Production: Layout and web publishing

Activity 6 – Layout Approval: Draft in layout approved

Activity 7 – Publication: Publication, dissemination and launch

Notes: The 'universal' workflow is complemented by 'actual' workflows for the main EEA products, examples of which are detailed in Annex 2 of this document (for assessments).

Full data traceability is possible only if data from EEA data flows were used. DaViz-based products are developed only if added value is clear (at PM/COM's discretion). Guidance on developing maps and graphs for EEA products is available here: [LINK](#).

Activity 0: Approve (the 'Product request' form)

This is the planning and initiation phase and actually begins the year before the planned year of production. It is essential that any product you plan to work on is considered in the context of the work of your group, programme and the EEA as a whole. The work should also be considered in terms of your career development cycle (CDC).

Draft publications plan and decision

At the end of January each year, a draft 'publications plan' is delivered to SMT for deliberation. This plan will be discussed at an SMT meeting at the beginning of the year and the 'approved' products will be confirmed in the MPS by COM. Products that are not confirmed will be cancelled. Once a product has been confirmed, only COM can change variables and timelines associated with the report in the MPS.

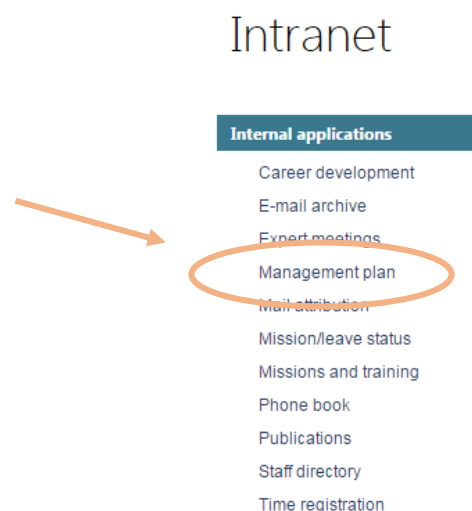
SMT will adopt the publications plan and send it to the first EEA Management Board meeting of the year and then circulate it around our network. As such, it is important that the information in the publications plan is kept up to date throughout the year.

Any products that are planned after this meeting must be brought before SMT for approval before being added to the publications plan. They can be requested in the MPS and the requests will be extracted by COM and presented to SMT. Major changes to the timetable of your report should be communicated to COM1 and they will be reflected in the MPS, the publications plan and updates to SMT.

Note on WORD template: EEA reports will most likely spend 90 % of their development phase as a Microsoft Word document. As a result, we ask you to use the EEA report template (LINK) and to format the text accordingly. First impressions are very important and most of your peers and Eionet reviewers will engage with your report as a Word document — so the extra effort will pay off.

How to insert a product into the MPS for consideration using the 'Product Request Form'

From the EEA intranet start page, the MPS can be accessed from the 'Internal applications' menu on the left-hand side, as shown below.



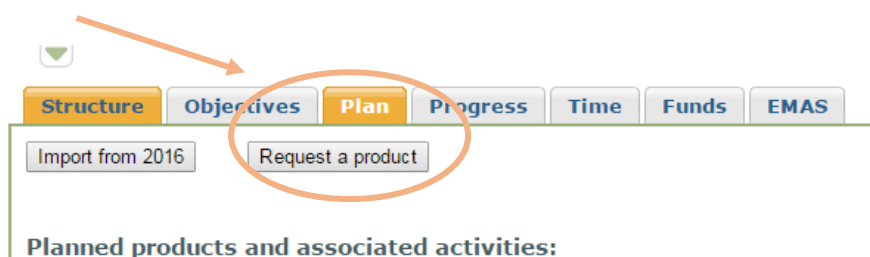
Before proceeding, ensure the relevant year is selected (by clicking on the arrow buttons next to the heading if required).



Choose the appropriate third-level project number using the '+' keys, for example 1.1.3.



Once the relevant project has been accessed, go to the 'Plan' tab and click on the 'Request a product' button. It is important to remember that this can only be completed once objectives and performance indicators have been set in the MPS.



Page 1 of the 'Product request' form will appear. This form can be used to enter all the details about your product, in order to assist with planning and production. Please remember that the form is simply a request and may require confirmation or modification (for example, requests for print or translation).

Product request

Product type: Assessment

Assessment format: Standard EEA report

Title: CAAR 2017

Performance indicator: Development, sign-off, publication and distributor

Responsible: Brendan KILLEEN

Production closed: 30.11.2017

Description for Management Board: Any relevant text should be entered here.....

Automatically generate default activity workflow

Next >> Cancel

Details must be provided on key variables such as:

- product type;
- number of pages;
- number of maps/graphs;
- production closed/publication/launch dates;
- audience;
- consultation including Eionet review;
- translations;
- print requests;
- production closed date;
- performance indicator.

The 'performance indicator' and 'production closed' date are essential for this form. Therefore, please ensure that performance indicators have been entered under the project's 'Objectives' page.

After completion of the first screen, choose 'Next >>' to access the second page of the form.

Product request

You need to specify the following additional properties for publications.

Requirement: Regular report under legislation/convention

Consultation: Eionet review
 Wider consultation:
 European Commission (DGs) European Commission Expert groups
 European Parliament Council of the European Union
 Research institutes / networks International organisations / Convention Secretariats
 National Institutions NGOs / Civil Society / Interest groups
 Private Sector EPA network
 Other:

Audience: Policy Makers Research/ Experts
 Private sector NGOs/ Civil society/ Interest groups
 Other:

Manuscript: Approximate number of A4 manuscript pages:
Approximate number of maps:
Approximate number of graphs:
Approximate number of infographics:

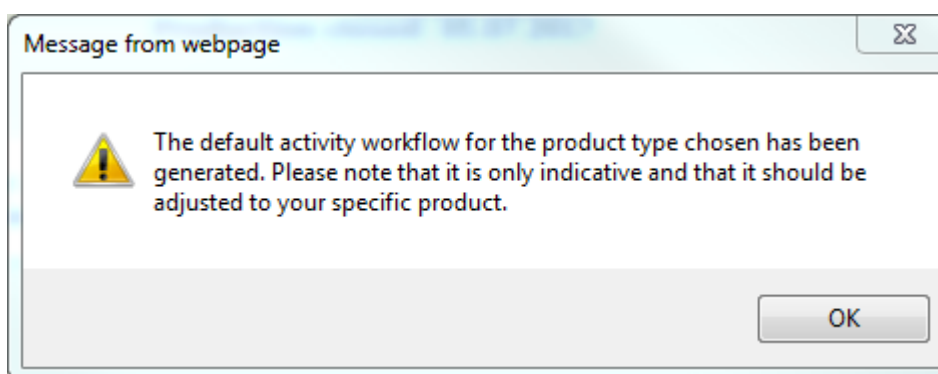
Print: Yes

Translation: Yes
Approximate number of languages:

Info
Please inform COM of languages required for translation

<< Previous **Add** Cancel







When the product request form is complete, press 'Add' in order to generate a 'default' workflow for your product.



The product request will then be complete and will be displayed in the project plan, further to confirmation by SMT. Please note that a reference number will be assigned to your product. Please refer to this number in any correspondence.

Structure Objectives **Plan** Progress Time Funds EMAS








Planned products and associated activities:

  EEA/PUBL/2016/2585	Produced Product	Edit
Annual NEC Directive status report 2015 Type: Briefing (max 4 pages) Responsible: Anke LÜKEWILLE Production closed: 30.06.2016		
Performance indicator: ☰ To deliver the AWP output "Annual report: reporting status under NEC Directive; EU emissions inventory report under LRTAP Convention" (30. June 2016).		
The annual assessment documents the data officially submitted by Member States under the reporting requirements of the EU National Emission Ceilings (NEC) Directive		
  EEA/PUBL/2016/067	Produced Product	Edit
Joint EMEP/EEA inventory review report Type: Joint Report Responsible: Anke LÜKEWILLE Production closed: 15.08.2016		
Performance indicator: ☰ To deliver the AWP output "Technical studies supporting air pollution, transport and noise assessment reports" (Q4 2016).		
Joint report published by EMEP/CEIP, reviewing quality of air pollutant emission inventory data submitted under the EU NEC Directive and UNECE LRTAP Convention		
  EEA/PUBL/2016/2586	Produced Product	Edit
Annual report: EU emissions inventory report under LRTAP Convention Type: Assessment Responsible: Anke LÜKEWILLE Production closed: 30.06.2016		
Performance indicator: ☰ To deliver the AWP output "Annual report: reporting status under NEC Directive; EU emissions inventory report under LRTAP Convention" (30. June 2016).		
The annual report documenting the European Union's inventory data submission to the UNECE LRTAP Convention		

The status of the request will be amended by COM1 in accordance with the decision taken on the final publications plan by SMT.

New icons and reference number format

[EEA/PUBL/2017/025](#) — This is the reference number format

-  Requested/To be confirmed
-  Product confirmation not required
-  Product has been confirmed
-  Product has been postponed or cancelled
-  Work is progressing as planned
-  At least one activity is delayed
-  Production closed date has passed, yet at least one activity is still open

Product details

? ✓ [EEA/PUBL/2016/2656](#) Edit Delete

Test report 2017

Type: Assessment
 Format: Standard EEA report

Responsible: Brendan KILLEEN
 Production closed: 27.05.2017

Performance indicator:
 Effective planning of editing and publications processes

Any relevant text can be entered here.....

To view all the information regarding a product, click on the product reference number to open a full view of the details provided. Clicking on the product reference number also displays the workflow and publishing data.

Workflows

The workflow for the product remains open for changes until the product is 'confirmed' in the system.

Product details Project: [2016 3.4.1](#)

? ✓ [EEA/PUBL/2016/2655](#) Edit Delete

Test report 2017

Type: Assessment
 Format: Standard EEA report

Responsible: Andrus MEINER
 Production closed: 30.06.2017

Performance indicator:
 Effective planning of editing and publications processes

jbljkbglghliuh

Publication request Edit

Wider consultation: European Commission (DGs) 10 Manuscript pages (A4) Print: None

Audience: Policy Makers 0 Maps Translation: 3 languages

0 Graphs 5 Infographics

Product workflow

	2016						2017					
	July	August	September	October	November	December	January	February	March	April	May	June
Andrus MEINER	1. Product development: and drafting						2. Review: including Eio Internal kid					
Brendan KILLEEN							3. Quality: Edit texts/ch 5. Publication: Publicati					
Pia SCHMIDT							4. Production: Layout ai					

Add Activity [IT-related tasks in Taskman](#)

Timelines may be adjusted and activities may be added if necessary. To edit a particular activity, click on the corresponding activity to open it. Remember to ensure that the 'Include in Eionet Planner' box is ticked if you intend to send the product for Eionet review.

Edit activity

Activity:

Associated product:

Responsible:

External contractor:

Start date: **End date:**

Adjust subsequent activities

Eionet Planner: Include in Eionet Planner

Comments:

To be signed by **Brendan KILLEEN**

Activity type:

If the activity requires a shorter or longer timeline, the start or end dates can be edited here. Any comments related to this actual activity may also be added and saved here.

Please note that the 'Edit activity' page also contains the 'Finalise' button — this must be used by the person responsible to finalise the activity and move on to the next activity.

Profile and email notifications

To find your user profile, choose 'My profile' under the 'User' heading at the top of the page. All roles, permissions and delegations applicable to you are displayed here.

Subscriptions to email notifications are available for any changes related to projects, products and activities that you are responsible for or for general MPS product updates.

Choose 'My email subscriptions' from the 'User' menu and tick the boxes that match your preferences.

Email subscriptions

You can be notified by email when data is changed in the system. Please specify your preferences below. All emails are sent out the night after the item has changed.






General updates

- Project status**
Receive an email when a project, project group or strategic action for which you are a manager or lead (possibly by delegation) changes status to "Corrective action needed" or "Objectives will not be met".
- My Projects**
Receive an email when a product is changed in the projects you lead.
- My Products**
Receive an email when a product you are responsible for is changed.
- My Activities**
Receive an email when an activity you are responsible for is changed.

Product updates

Receive an email when a product of one of these types is added, updated, or deleted, or when the associated activities are modified:

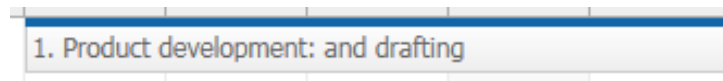
- Assessment
- Briefing (max 4 pages)
- Communication channel
- Communication content
- Communication tool
- Contributions to Key Processes
- Corporate Product: AR/AAR, AWP, MAWP (for publication)
- Corporate Product: Negotiated procedure
- Corporate Product: Open procedure
- Corporate product: Planning and reporting (PD, Accounts, Budget)
- Corporate Product: Selection procedure
- Corporate Product: Surveys
- Corporate Product: Training
- Country visit
- Data and maps: Data flow
- Data and maps: Data set
- Data and maps: Interactive maps and viewers
- EIONET Meeting
- EIONET Report
- Indicator
- IT System
- Joint Report
- Workshop or conference

<p>  EEA/PUBL/2016/2635</p> <p>EEA consolidated annual activity report (CAAR) 2015 the 2015 'annual' report will follow guidelines for a Consolidated Annual activity report.</p> <p>Brendan KILLEEN</p>	<p>Assessment Format: Standard EEA report</p>	<p>Q2</p> <p>Status: Published electronically Production system</p> <p>Confirmation status: To be confirmed</p>
<p>  EEA/PUBL/2016/2651</p> <p>Test Report Text for example....</p> <p>Brendan KILLEEN</p>	<p>Assessment Format: Standard EEA report</p> <p>R*) 10 pages Translation: 2 languages</p>	<p>Q2</p> <p>Confirmation status: Confirmed</p>
<p> EEA/PUBL/2016/2658</p> <p>Test report 2017 - 2</p> <p>Brendan KILLEEN</p>	<p>Assessment Format: Standard EEA report</p> <p>10 pages</p>	<p>Q2</p> <p>Confirmation status: Cancelled</p>

The status icons will change according to the status chosen by COM1 from the drop-down menu.

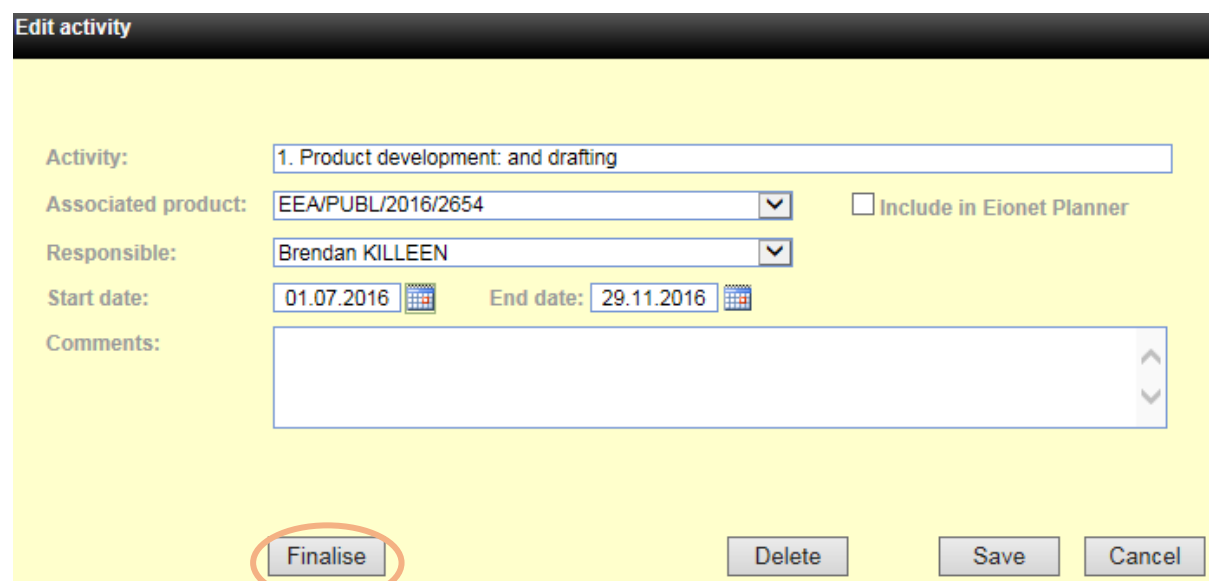
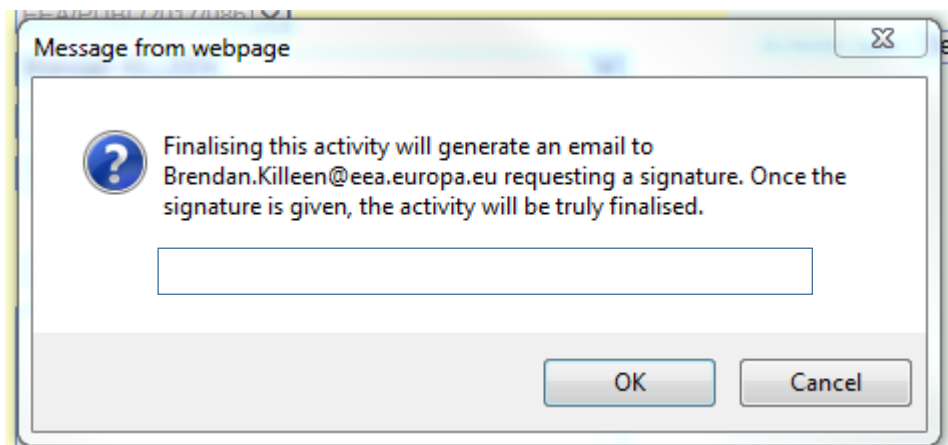
After product confirmation

If/when a product has been confirmed, tasks related to Activity 1 may commence.

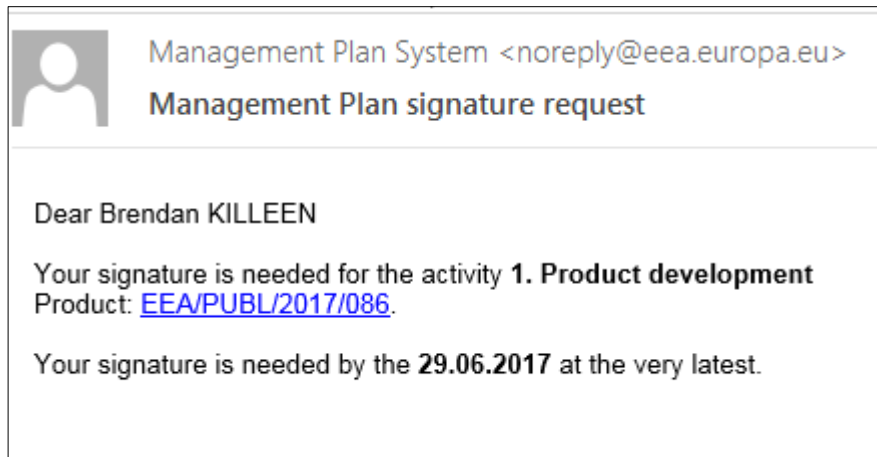


A reminder message will be automatically sent by the MPS to inform users of the upcoming end-of-activity date. This is the date by which the activity must be completed and signed off by the person responsible.

When the work for the relevant activity is completed, the activity must be finalised and signed off in the system. To do this, choose the relevant activity and click on the 'Finalise' button; this will generate the sign-off prompting message.

A screenshot of a web application interface titled 'Edit activity'. The form has a yellow background and contains the following fields: 'Activity' (text input with '1. Product development: and drafting'), 'Associated product' (dropdown menu with 'EEA/PUBL/2016/2654' and an 'Include in Eionet Planner' checkbox), 'Responsible' (dropdown menu with 'Brendan KILLEEN'), 'Start date' (calendar icon and '01.07.2016'), and 'End date' (calendar icon and '29.11.2016'). A 'Comments' text area is at the bottom. At the bottom of the form, there are four buttons: 'Finalise' (circled in red), 'Delete', 'Save', and 'Cancel'.

The person responsible will receive a message asking them to sign off this activity to enable work to commence on the next activity. **Please only sign off when work has been completed.**



Those responsible for the activity and for its sign-off are both able to 'un-finalise' the activity for changes if required. The date of finalising and/or sign-off will be logged in the system.

Show activity

Activity: 2. Review: including Eionet, wider consultation

Associated product: EEA/PUBL/2017/086

Responsible: Brendan KILLEEN

External contractor:

Start date: 29.06.2017 End date: 10.08.2017

Eionet Planner: Include in Eionet Planner

Comments:

Activity type: Review

Date sent to responsible:

To be signed by **Katja ROSENBOHM** - Requested 21.08.2017

Un-finalise **Sign** **Cancel**

If a staff member permanently leaves the EEA, a product must be transferred to a replacement staff member within the same project. Please contact a member of COM1 in order to achieve this.

Importing products from one year to the next in the MPS

Products that already exist in the MPS can be imported into the next year (from 2017 to 2018, for example). However, these products will have to be 'confirmed' by SMT, like all other products.

Products can be 'imported' for two reasons:

- regular reports: you can copy details and then update for a relevant year;
- delayed reports: reports not completed in 2016, for example, can be moved to 2017 but will retain a 2016 product identifier.

How to:

- Choose the respective third level project number using the + buttons, for example: 1.1.3 (as above when inserting a new product request).
- Once in the relevant project, go to the 'Plan' tab and click on the 'Import from 2016' button. This will import a product request into the 2017 publications database.
- Go back into the product and select 'edit' in the Product Details field (see screen shot below) to:
 - amend the title and details on the product;
 - add the respective performance indicator;
 - for assessments, add the short description that will be used in the publications plan.
- Go back into the product and select 'Edit' in the Publication Request Field to access the second edit page of the 'product request form' (see screen shot below) where you should:
 - add extra details on the product;
 - update the workflow according to the new schedule.

Product details

Project: [2017 1.1.1](#)

EEA/PUBL/2017/011

Annual NEC Directive status report 2017

Type: Briefing (max 4 pages) Responsible: [Anke LÜKEWILLE](#)
Production closed: 30.06.2017

Performance indicator:
 ☰ To deliver the AWP output "Annual report: reporting status under NEC Directive; EU emissions inventory report under LRTAP Convention" (30. June 2017).

The annual assessment documents the data officially submitted by Member States under the reporting requirements of... ▼

Publication request

Regular report under legislation/convention

Eionet review 4 Manuscript pages (A4) Print: None

Wider consultation: European Commission (DGs) 0 Maps Translation: None

Audience: Policy Makers, Member States 1 Graphs 0 Infographics

Product workflow

Sort by: Responsible Product Project

	December 2016	January 2017	February 2017	March 2017	April 2017	May 2017	June 2017	July 2017	August 2017	
	48 49 50 51 52	1 2 3 4	5 6 7 8 9	10 11 12 13	14 15 16 17	18 19 20 21	22 23 24 25 26	27 28 29 30	31 32 33 34	
Anke LÜKEWILLE	1. Product development					2. Review; 4. I				
Pia SCHMIDT				Kic						
Brendan KILLEEN					3. C					
Gülçin KARADENIZ						5. 6. 7.				

[IT-related tasks in Taskman](#) [Workflow details](#)

Product workflow when confirmed

Publication identifiers

Series number: (none)

No identifiers added

Activity 1: Product development and drafting

(The timetable for this depends on the complexity and size of the product.)

The focus of this activity is on preparing a high-quality draft product. The project manager responsible must ensure that draft texts are accurate and that the draft manuscript is complete with a full reference list, and that the **EEA writing manual** has been fully applied. Copyright for all data, maps, graphs and images must be secured.

A draft report must have:

- an executive summary (see writing manual for guidance);
- a key messages section (see writing manual for guidance);
- metadata and copyright for all illustrations/graphs;
- data and copyright for all maps;
- high-resolution files and copyright information for all photographs.

Kick-off meeting

A 'kick-off' meeting between the relevant project managers and the relevant members of the communications programme will be called towards the end of Activity 1. This meeting is automatically flagged by the system and will be arranged by COM. The kick-off meeting aims to plan the production of the product and concentrates on clarifying the MPS information on editing, layout, web elements, maps, graphs and publication dates.

Activity 2: Review (including Eionet and wider consultation of the workflow; covers the content review procedures around a draft product)

For a 100-page report, Activity 2 will take approximately 6 weeks (or 2 weeks for a briefing) if an Eionet review is required. This activity ends with a signed-off product ready for editing.

This activity may include:

- an Eionet review
- wider consultation (see further reading on Eionet consultations on page 26);

Note: even if your product has no consultation, Activity 2 must be signed off in the system as it is [here](#) that your Head of Programme must sign off the draft.

Edit activity

Activity:

Associated product:

Responsible:

External contractor:

Start date: End date:

Adjust subsequent activities

Eionet Planner: Include in Eionet Planner

Comments:

To be signed by **Katja ROSENBOHM**

Activity type:

Date sent to responsible:

Show activity

Activity:

Associated product:

Responsible:

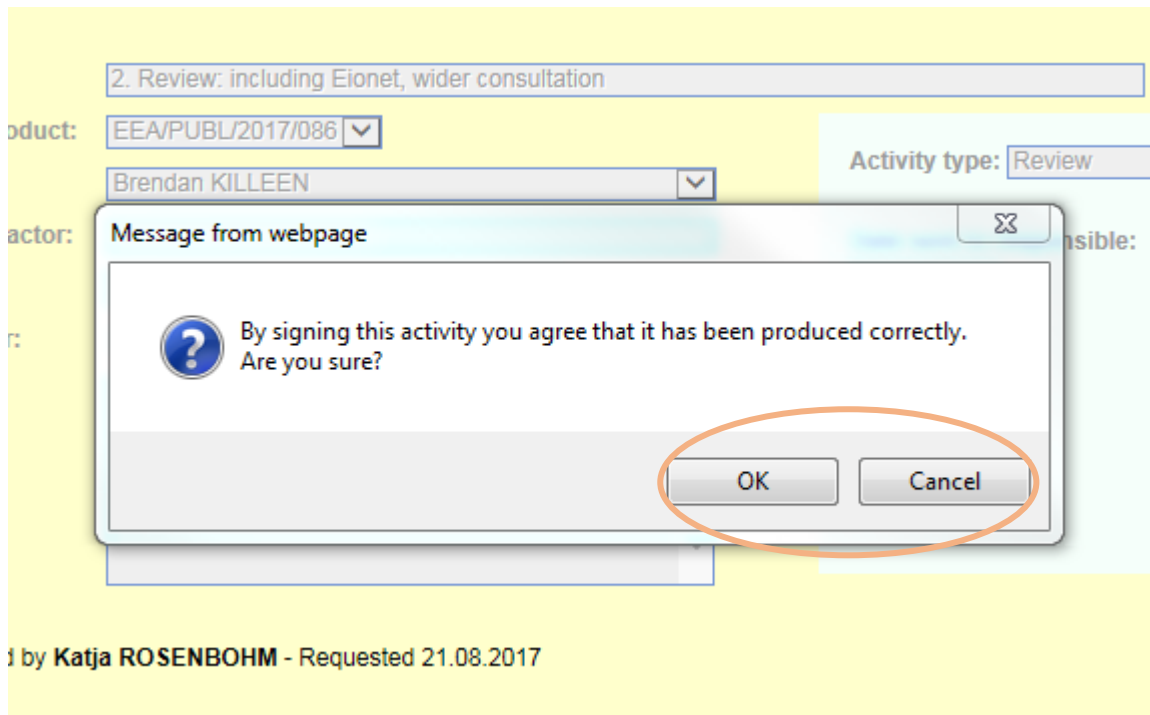
External contractor:

Start date: End date:

Eionet Planner: Include in Eionet Planner

Comments:

To be signed by **Katja ROSENBOHM** - Requested 21.08.2017



To plan the editing of a report, the project manager should send a copy of the draft report that was sent for Eionet consultation to COM1. Also, it is important to communicate to COM1 if the review dates are changing. COM1 will then update the workflow accordingly, so that all dates in the MPS are as close to reality as possible. The EEA produces approximately over 50 products a year as well as many other products. As a result, planning is critical. If a product is to be edited externally using our contractor, we have to get a quote and agree a timetable. Therefore, it is important that the dates agreed for internal and external editing are adhered to from this point onwards.

We estimate (using our own experience and that of our IT colleagues who use Taskman to manage and track processes) that much of the non-planned time used in the production of EEA products occurs between phases, i.e. after Eionet and internal reviews, and during sign-off. It is therefore important that the 'product responsible' (project manager) manages and factors in time for:

- dealing with comments from consultation and your group/programme/EEA colleagues;
- sign-offs within the programme.

Activity 3: Quality — edit text and check data

Activity 3 of the workflow begins with a pre-edit checklist (project manager and COM1):

- confirm that text is ready for edit (including complete set of references);
- confirm that text has been through relevant reviews (Eionet/economic aspects/other programmes);
- confirm that text has been signed off by Project Manager/Head of Group/Head of Programme;

- agree on editing timing and procedure.

Once this checklist is satisfied, editing can begin, which means that the contents of the product are 'locked' in terms of further development.

The editing is conducted in line with the EEA writing manual. After editing, the relevant project manager will have to work through the text and deal with comments/queries and any changes to the text that have been made to improve readability and accuracy (see Activity 4: Edit approval).

COM may decide to send the product to our external consultants for editing. However, even in this case, the material will be quality checked before it is edited to make sure it is ready, and after it is edited to make sure it has been edited to EEA standards.

Activity 4: Edit approval

During Activity 4, the project manager deals with the comments and changes made during editing. This can be an intensive process involving several rounds of interaction with our in-house editors. After the edited version has been finalised, the product must be reviewed by the relevant HoG and HoP before being sent to the Executive Director for approval of the advanced draft.

Activity 5: Production — layout and web publishing

Activity 5 takes approximately 4 weeks.

This step of the workflow is the beginning of the 'production' phase and your product will most likely move from Word to HTML (web) and/or InDesign (Print/PDF). At this stage, COM and colleagues in ICT and Data Management (IDM) will work together to make sure the text is aligned with any maps, graphs or tables included in the product.

Activity 6: Layout approval

During Activity 6, the version of your product that has been formatted in InDesign or the HTML version will be reviewed by COM a final time before publication.

Activity 7: Publication — publication, dissemination and launch

During Activity 7, a product is published in the relevant formats and made publicly available. This will most likely be online, but in some cases printed products will also be produced. Print production adds several weeks to the workflow and printed products must be delivered to the central EU warehouse in France from where they can be delivered to events. The timeline of this activity is based on full print production. If your product is not to be printed, this activity will be shorter or obsolete. This can be discussed at the kick-off meeting.

Publication online and in print involves the work of colleagues in COM2 (Distribution) and COM3 (web publication, press and launch) and time should be factored in for:

- web readiness;
- printing;
- dissemination (movement from printers to central Publications Office storage to launch location).

*Full data traceability is possible only if data from EEA data flows were used. DaViz-based products are developed only if added value is clear (PM/COM discretion).

Consultations

Consultation and review — (takes place during activity 2)

At the EEA, we work with a range of stakeholders in order to develop our products, including, but not restricted to, our Eionet network. It is important that we plan reviews and that we harvest the details of the stakeholders involved so that we can contact and involve them in future activities.

When you enter a 'product' into the MPS, you will be prompted to state whether the product requires:

- an Eionet review;
- a wider stakeholder review (chosen from a drop-down menu).

Eionet consultations

Many products are sent out for Eionet consultation each year. In order to distribute the work more evenly across the year, it is advisable to consider the timing of the consultation. The new workflow system can provide a yearly overview of upcoming consultations, including the approximate timing. In order to avoid consultation peaks, SMT may decide, at the beginning of the year, to make recommendations regarding the timing of certain reports.

Criteria

An EEA product should always be considered for Eionet consultation when it:

- contains national data — countries need to check accuracy and sources, etc.;
- includes statements about the national situation and/or references to national policies;
- includes country comparisons;
- must be checked for relevant missing data, indicators or policies;
- will be widely distributed — with a press release, etc.

Who to send products to for consultation

The invitations to comment on products should be sent to the relevant national reference centre (NRC) and the national focal point (NFP) should also be copied in.

Timing

As a rule of thumb, reports/assessments (not an SOER) sent for Eionet consultation should be allowed 4-6 weeks for comments. Cross-cutting reports may need feedback from a larger number of NRCs and therefore coordination may require more involvement from NFPs. This may have an effect on the time needed to collect comments.

As briefings will be a maximum of four pages, a period of 2 weeks should be considered adequate for commenting.

Eionet partners will be encouraged to respond to a request for an Eionet review in one of the following ways:

- by sending comments by the deadline;
- by informing us that they have no comments;
- by requesting an extension to the deadline if they are unable to meet it, but still anticipate some comments; however, in this situation, there is no guarantee that it will be possible to take comments into account.

Format of consultations

There are three different methods for organising a consultation:

- **Talkback:** The report is uploaded to the Eionet site and split into chapters. The countries comment through a so-called talkback construction on each of the chapters, directly on the Eionet site.
- **Comment:** The report is uploaded to the Eionet site. The countries are invited to post consolidated comments on the report in a Word file in the same folder.
- **Email:** The report is uploaded to the Eionet site (and possibly sent as an email attachment). The countries are invited to deliver consolidated comments via email.

Wider consultation

In 2016, COM surveyed 35 EEA project managers — who had published a report or an assessment in 2015 — to learn about their interactions and consultations with external audiences beyond Eionet in relation to their work with their reports. The objective of the pilot project was to identify steps to:

- improve the documentation of EEA interactions with external audiences;
- enhance the outreach and visibility of EEA products.

Main findings:

- External audiences were consulted in 90 % of the reports (in 32 out of 35) in addition to Eionet consultations.
- European Commission entities (directorate generals (DGs), expert groups, the Joint Research Centre (JRC), Eurostat steering groups) were the major external audience (in 32 out of 35 reports). This enhances the policy relevance of our reports.
- Other audiences were researchers, experts and networks (in 17 out of 35 reports), and international and United Nations (UN) organisations (in 7 out of 35 reports); countries, businesses and non-governmental organisations (NGOs) were involved in only 3-4 reports. Consultations with these audiences are seen as fundamental for some reports.
- Eionet was consulted in approximately 50 % of the reports (17 out of 35), whereas European topic centres (ETCs) were the main contributors throughout all steps in the drafting process (in 30 out of 35 reports).
- Finally, as consultation with external audiences and beyond Eionet is an important part of our co-creation of knowledge, improved guidance for staff to ensure coherence, methods, documentation and feedback mechanisms is needed.

To better understand this type of consultation and to ensure that dissemination and communication opportunities arise from these contacts, page 2 of the product request form in the MPS requests some basic information on any wider consultations planned for a given product.

Data traceability

Data traceability refers to the extent of availability of the data sources behind all maps and graphs in the metadata related to such items. There are various layers through which data can be traced. Full data traceability means that users can 'drill down' from a map or graph, for example, in an EEA product to the original data source (in Microsoft Excel, for example).

Full data traceability will only be provided within EEA products if the map or graph is based on an EEA core set indicator or data from an EEA workflow. Even in these cases, full traceability will be provided only if it clearly adds value to the narrative/discussion in the product in question.

Maps and graphs based on non-EEA data will simply contain a note with a link to the relevant data source.

The EEA requires copyright permission to use all externally produced data, maps, graphs and images.

DaViz

DaViz is a web tool that was developed by the EEA to create interactive data visualisations. DaViz functionality will also be developed for graphs only if this extra functionality clearly adds value to the narrative/discussion in the product in question.

For workflows related to the development of maps/graphs and DaViz, please see the separate [Guidance for maps and graphs](#).

Annex 1 Product type definitions

Product Class	DEFINITION
Assessments	EEA assessments provide knowledge and analysis of environmental issues with the aim of providing support for the formulation, development and implementation of environmental policies
EEA assessments	EEA assessments are comprehensive products which present key information and/or an integrated assessment of the state of the environment, and the pressures, driving forces and societal responses. EEA assessments include reports, SOERs, Signals-style publications, factsheets and country profiles
Audience	EEA assessments are aimed at decision-makers, civil servants, scientists and specialists in environmental institutions. They should be written and presented in a way that will be understood by interested non-specialists
Format	<p>Texts of more than four pages are produced in the following formats:</p> <ul style="list-style-type: none"> • EEA standard reports (A4: PDF and print; and HTML) • country factsheets (A4: PDF and print; and HTML) • Signals-style format (A5: PDF and print; and HTML) • SOERs (A5 PDF and print; and HTML) <p>Drafted and edited in Microsoft Word and published as:</p> <ul style="list-style-type: none"> • HTML (a select number of regular EEA reports may appear as HTML-only products consisting of a series of HTML pages) • PDF (of InDesign file) • Print (of InDesign file) <p>Some products may appear in multiple formats. The format used will be decided by COM in collaboration with the relevant project manager/HoP</p> <p>EEA reports obtain identifiers as catalogue numbers, ISBN, ISSN number, DOI</p>
Workflow	<p>See Workflow 1 in Annex 2 of this document</p> <p>HTML 'Composite' products contain traditional PDF/Print and HTML elements. They follow Workflow 1 for the PDF/Print elements and A version of Workflow 2 for HTML versions. COM will guide through these aspects.</p>
Template	EEA report template (in Word) available here: LINK

	EEA Factsheet template available here: (currently being developed)
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Briefings	Briefings provide decision-makers with a succinct and accessible summary of main points, key messages and links to more information. The reader is referred, via links, to more relevant material (e.g. EEA reports)
Audience	Non-expert, decision-makers
Format	Maximum of four pages Available primarily as online products (HTML generated from a Word document using the current web template for briefings with the automated PDF functionality) InDesign versions are also possible if agreed, for example, for dissemination by the EEA at events
Workflow	See Workflow 2 in Annex 2
Template	EEA briefing guidance available here:

Indicators	Indicators measure developments in selected environmental themes, including progress towards agreed targets. Indicators are managed via the indicator management system
Audience	Experts, policymakers, journalists
Workflow	See the indicator workflow in the Content Management System (CMS).
Template	See indicator template in the CMS.

Joint products and contributions	This product type provides knowledge and analysis including of the methodological aspects of environmental monitoring and assessment or EEA contributions to joint assessments with other organisations. This product type covers ETCs and Eionet reports
Eionet report	<p>Includes ETC reports.</p> <p><u>Eionet reports</u>: products (assessments and briefings) that are developed in partnership with EEA member countries. They generally follow full EEA publishing workflows and standards and an EEA thematic project manager takes full responsibility for the development and production of the product. EEA can apply for ISBN numbers for these products.</p> <p><u>ETC reports</u>: allow us to share ‘background papers/reports’ these products will not go through the EEA publishing workflows and will be published by the ETC. The products will be linked to from the EEA website. Not all ETC technical papers will become ETC reports — this decision will be taken by the relevant HoG/HoP.</p>
Workflow	As these products can appear in many formats with various levels of EEA involvement, there is no specific workflow. The EEA report workflow in Annex 1 (Workflow 1) can be followed for Eionet reports.
Template	<p>Please use the EEA report template (WORD) available here: LINK</p> <p>Please use corporate design guidelines for ETCs available here for In Design-layouted products: LINK</p>
Joint report (with partners such as the WHO, Eurostat, etc.)	EEA contributions to joint publications with other organisations, e.g. JRC, the WHO, Eurostat and the European Commission. The EEA may take full responsibility for the development of a joint product in which case the full EEA Assessment workflow is followed (Workflow 1, Annex 2). The EEA may decide to take responsibility for input to a joint report with another organisation, leaving publication responsibility to that organisation and its workflows.
Audience	Non-expert decision-makers
Workflow	As these products can appear in many formats with various levels of EEA involvement, there is no specific workflow. The EEA report workflow in Annex 1 (Workflow 1) can be followed if the EEA is ‘producing’ the product.
Template	The EEA does not demand the use of the EEA report template for these products. However, if a template is required, please use the EEA report template available here: LINK
Contributions to key processes	<p>EEA staff regularly provide input to and written comments on the preparation of EU policies and similar key processes. At the global level, EEA expertise is frequently called upon by the European Commission and UN bodies to provide contributions to key processes, e.g. the UN Environment Programme (UNEP)/UN Environment Assembly (UNEA), the UN Framework Convention on Climate Change (UNFCCC), the Convention on Biological Diversity (CBD), etc.</p> <p>Working papers and methodological documentation used in interactions with key partners are included in this product, as is the work of staff published elsewhere, i.e. in scientific journals. Internal EEA working papers can also be included in this category</p>

Data and maps	The EEA data and map product type provides access to data sets used in EEA products. The data sets contain aggregated data, typically on a country level. Graphs and maps can be generated from the data sets
Data sets, interactive maps and viewers	Includes data sets and maps to be published on the EEA website, e.g. via the EEA Data Service. The data sets contain aggregated data, typically at country level. Meta information about the source of each data set, map, etc., and its geographical and temporal coverage, etc., must only be provided according to the rules on data traceability outlined above
Audience	Experts, policymakers, the media and general public, domain specialists
Workflow	See workflow 4, Annex 2
Template	See maps and graphs guidance available here:

Communication products	Communication products aim to transfer EEA expert knowledge into formats and products tailored to our key audiences' needs, in order to facilitate active outreach efforts. Communication products are generally based on existing EEA knowledge, they are published and actively disseminated. Examples are press releases, articles, newsletters, presentations; they are initiated by the Communication programme
Communication content	<p>These include texts for the web, media, social media, presentations, speeches, brochures, flyers</p> <p>Web content consists of short texts, written in a web and user-friendly format and style, based on environmental issues and related to the EEA's areas of work and of interest to expert and non-expert audiences. Web content texts are prepared as a collaboration between COM and content colleagues</p> <p>Web content texts can be classified as articles, news items or thematic content</p> <p>Articles are written for the website and for publication in external magazines. They may give background information and present the EEA's work in a specific context (e.g. the 2015 Paris Climate Change Conference (COP21)). They are proposed and drafted by COM in close cooperation with content programmes</p> <p>Thematic content texts provide descriptive and contextual information to general web visitors. The COM programme provides the overall structure and ensures regular updates. The content is verified and updated by content programmes</p> <p>News items announce a new product or an activity in which the EEA plays a role, or a new angle to an existing product. News items will be disseminated to selected press contacts and other relevant stakeholders and networks</p> <p>There are two categories of EEA speeches/presentations/speaking notes:</p> <ol style="list-style-type: none"> 1. those presented by the EEA Executive Director: these are coordinated by COM1, and in particular the project manager for speeches 2. those presented by EEA staff: these are written and coordinated by the programme or group leading the policy field. Speeches given by staff do not need to be entered in the AWP
	Digital, audio-visual and print products include videos, animations, infographics, promotional material, flyers, merchandise, photographs

<p>Communication tools</p>	<p>Audio-visual products include photographs, videos (including animations), interactive web presentations and infographics. They are prepared by COM in close collaboration with content colleagues</p> <p>Audio-visual products are a particularly strong communication tool for conveying short and targeted EEA messages and views, and explaining concepts to the more ‘general public’, particularly internet-savvy web users. They will often complement other products and help to draw audiences towards other EEA information such as reports and data</p> <p>Videos may consist of interviews with experts or the Executive Director, video messages for conferences, thematic teasers, animations or corporate presentations. Their aim is to make the content of the EEA website more user-friendly, dynamic and topical</p> <p>EEA infographics are visual representations, combining information and data from different sources under one overarching theme or message. They are intended to convey complex information quickly and clearly in a visually appealing format</p> <p>Web presentations consist of visual representations that combine text, information and data in static or interactive formats. They may be integrated into the website or presented in PowerPoint format</p> <p>Promotional items are to be used when corresponding with key clients. The purpose of these promotional items is to (1) increase recognition of the agency logo and web address and (2) function as a courtesy gesture in connection with visits, etc.</p> <p>Brochures and flyers (two sides of A4) promote upcoming products and events or products and services that are only available online</p> <p>Brochures may have more pages depending on the underlying product/activity to which they refer (e.g. EEA Corporate Brochure).</p>
<p>Workflow brochure/flyer</p>	<p>See the workflow: under development</p>
<p>Template brochure</p>	<p>See the template available here: under development.</p>
<p>Template flyer</p>	<p>See template available here: under development.</p>
<p>Communication channel</p>	<p>Newsletters, dissemination platforms, social media, media dissemination, enquiries</p> <p>EEA newsletter: The EEA publishes a quarterly newsletter, consisting of two new articles (an editorial by the Executive Director and an interview with an EEA expert) and a series of links to EEA outputs published in the preceding quarter. The articles are proposed and drafted by COM, with input and approval by the Executive Director and the EEA expert interviewed</p> <p>Social media: The COM programme identifies a number of social media channels and EEA outputs to promote the EEA’s work. The messages and their timing are closely aligned with EEA assessments and other products (briefings, indicators, data sets, etc.)</p> <p>Media dissemination: Based on EEA outputs, the COM programme identifies relevant news outlets to pitch EEA stories. Media dissemination can be done under embargo before the official launch on a one-on-one basis, or on a more extensive basis, using internal and external (maintained by contractors) distribution lists</p> <p>Dissemination platform: The COM programme maintains an electronic dissemination platform, allowing the EEA to measure and monitor the impact of its dissemination activities. This tool is used for sending out notifications on EEA assessments, EEA newsletters, the Climate-ADAPT newsletter, etc.</p>

Corporate products	
Consolidated Annual Activity report (CAAR), Annual Work Programme (AWP), Multi-annual Work Programme (MAWP)	<p>The CAAR and the AWP are documents related to the governance and auditing of the agency that the EEA is legally bound to prepare. They mirror the same calendar-year period, ex post and ex ante, respectively</p>

Annex 2 Workflows in more detail

Workflow 1: EEA assessments (products to appear in PDF; Print)

This is a generic workflow for an EEA report of 100 pages. It is to be used as a guide. A full workflow with all steps for an EEA report is available from the COM1 Intranet page.

Activity 0: Approve: in AWP and Commence workflow

Activity responsible: HoG

When: Before January.

Actions:

- HoG adds product request (and details) via Product Request Form in MPS;
- SMT approves relevant products;
- COM1 confirms approved products in the MPS (product details now locked).

Activity 1: Product development: creation of a final draft product

Activity responsible: Product Responsible (project manager)

When: From January (confirmed date) on.

Actions:

- Once activity complete: Product Responsible selects 'Finalisation' in the relevant product page in MPS to prompt sign-off by HoG;
- **Message to HoG: Please sign-off Activity 1 in the MPS in relation to EEA Product (Number)**
- Sign-off of draft in MPS (HoG) to begin Review activity

Kick/off

- Short meeting at the end of product development to plan production
- Activity responsible: COM1

Activity 2: Review: including Eionet and wider consultation

Activity responsible: Product Responsible (project manager)

When: after Activity 1 for approx. 6 weeks

Actions:

- Once activity complete: Product Responsible selects 'Finalisation' in the relevant product page in MPS to prompt sign-off by HoP

- Draft text signed-off (when relevant consultation comments have been implemented) in MPS by HoP

Note: even if your product has no consultation, Activity 2 must be signed off in the system as it is here that your Head of Programme must sign off the draft.

Activity 3: Quality: Edit texts/check data

Activity responsible: COM1 (edit or quality check edit)

When: End of Activity 2 for approx. 4 weeks

Actions:

- Once edit complete (and quality checked): Activity Responsible selects 'Finalisation' **in the relevant product page in the MPS** to prompt sign-off by HoG COM1

Activity 4: Edit approval (Acceptance and dealing with edits by project manager)

Activity responsible: Product Responsible

When: after Activity 3 for approx. 2 weeks

Actions

- Once activity complete: Product Responsible selects 'Finalisation' in the relevant product page in the MPS to prompt sign-off of draft by **ED**
- ED signs draft off in system

Project manager must get report emailed and paper copy to ED/Sigfús

Activity 5: Production: Layout and web publishing

Activity responsible:

COM1 for reports and assessments for PDF and print

COM3 for HTML products (briefings and web products)

When: after Activity 4 for approx. 3 weeks

Actions: Once activity complete: Activity Responsible selects 'Finalisation' to request sign-off by HoG COM1 or HoG COM3

Activity 6: Layout Approval

Activity responsible:

COM1 for reports and assessments for PDF and print

COM3 for HTML products (briefings and web products)

When: **after Activity 4 for approx. 2 weeks**

Actions: Push 'Finalisation' to prompt sign-off: Activity responsible

- Final layout version signed off in MPS by product responsible.
- (Final layout seen by HoG/HoP including cover photos.)
- Approximately 2 weeks.

Activity 7: Publication: Publication, dissemination and launch

Activity responsible: COM3

When: After Activity 6 for maximum of 5 weeks (print, distribution via publications Office etc.)

Actions: Activity Responsible selects sign off to finish production and publication.

Workflow 2: EEA Briefings (max 4 pages)

This is a workflow for HTML-based briefings. The activities, but not the timeline, also apply to other HTML products. A full workflow with all steps for HTML products is available from the COM1 Intranet page.

Activity 0: Approve in MPS and commence workflow

Activity 0: Approve: in AWP and commence workflow

Activity responsible: HoG

When: Before January.

Actions:

- HoG adds product request (and details) via Product Request Form in the MPS;
- SMT approves relevant products;
- COM1 confirms approved products in the MPS (product details now locked).

Activity 1: Product development: creation of a final draft product

Activity responsible: Product Responsible (project manager)

When: From January (confirmed date) on.

Actions:

- Once activity complete: Product Responsible selects 'Finalisation' in the relevant product page in the MPS to prompt sign-off by HoG;
- **Message to HoG: Please sign-off Activity 1 in the MPS in relation to EEA Product (Number)**
- Sign-off of draft in the MPS (HoG) to begin Review activity

Kick/off

- Short meeting at the end of product development to plan production
- Activity responsible: COM1

Activity 2: Review: including Eionet and wider consultation

Activity responsible: Product Responsible (project manager)

- Acceptance of Eionet-related changes (at least 1 week)
- Approval/sign-off by HoG/HoP (at least 1 week)

When: after Activity 1 for approx. 2 weeks

Actions:

- Once activity complete: Product Responsible selects 'Finalisation' in the relevant product page in MPS to prompt sign-off by HoP

- Draft text signed-off (when relevant consultation comments have been implemented) in MPS by HoP

Note: even if your product has no consultation, Activity 2 must be signed off in the system as it is here that your Head of Programme must sign off the draft.

Activity 3: Quality: Edit texts/check data

Activity responsible: COM1 (edit or quality check edit)

When: End of Activity 2 for approx. 1 week

Actions:

- Once edit complete (and quality checked): Activity Responsible selects 'Finalisation' in the relevant product page in the MPS to prompt sign-off by HoG COM1

Activity 4: Edit approval (Acceptance of and dealing with edits by project manager)

Activity responsible: Product Responsible

When: after Activity 3 for approx. 1 weeks

Actions

- Once activity complete: Product Responsible selects 'Finalisation' in the relevant product page in the MPS to prompt sign-off of draft by ED
- ED signs draft off in system

Project manager must get report emailed and paper copy to ED/Sigfús

Activity 5: Production: Layout and web publishing

Activity responsible: COM3 for HTML products (briefings and web products)

When: after Activity 4 for approx. 1 week

Actions: Once activity complete: Activity Responsible selects 'Finalisation' to request sign-off by HoG COM3

Activity 6: Layout Approval

Activity responsible: COM3 for HTML products (briefings and web products)

When: after Activity 5 for approx. 1 week

Actions: Push 'Finalisation' to prompt sign-off: Activity responsible

- Final layout version signed off in MPS by product responsible.
- (Final layout seen by HoG/HoP including cover photos.)

Activity 7: Publication: Publication, dissemination and launch

- Approx. 1 week
- Activity responsible: COM3
- Sign-off to finish production: COM3 (including copying the link into MPS)

Web publishing tasks:

- Create URL(s), and subfolders if any (COM3)
- Upload approved and edited content (COM3)
- Embed relevant visuals (DaViz charts and maps, etc.) (COM3)
- Run web quality check (COM3)
- Carry out web layout work for automated pdf generation (COM3)
- Publish the URL (make it visible) (COM3)

Annex 3 Eionet reports

Eionet reports refer to products (assessments and briefings) that are developed in partnership with EEA member countries and generally follow full EEA publishing workflows and standards.

An EEA project manager/manager inputs this report to the EEA MPS. This person remains responsible for the process and decides on the level of EEA support to be provided in terms of:

- editing;
- layout;
- web publishing;
- print.

Eionet format products always:

- receive a number in the EEA publications plan;
- follow the EEA writing manual, publishing guide and corporate design;
- receive an Eionet review if they contain country data/comparisons.

An EEA project manager/manager will identify an ETC paper for consideration as an ETC format report and will make a request for this to be a planned product in the MPS. ETC format reports will be restricted to 10 per year in total across all ETCs and the Senior Management Team (SMT) will have the final say on which reports are published as ETC format reports. When an ETC report is 'confirmed', the EEA manager who identified the report will become responsible for the process within the EEA.

ETC format reports will be listed in our MPS/publications plan, but not with as much detail as is provided for EEA reports (i.e. no workflow, etc., will be provided).

ETC format products:

- will be listed in the EEA management plan and updates to the Management Board;
- will receive an EEA product identity number, but there will be no workflow details apart from the launch date;
- will be considered for communications and outreach opportunities;
- will receive, if necessary, an Eionet review;
- should follow the EEA writing manual and corporate guidelines;
- will be linked to from the EEA website.

The EEA will not provide support for ETC format products in terms of:

- editing;
- layout;
- web publishing (however, links to these products will be provided on the EEA website);
- printing.