Guidelines for CEC Documents and Information Products

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About These Guidelines

Purpose and Scope

The purpose of these guidelines is to provide advice and clear requirements for authors of documents (such as background papers, reports, electronic information products, etc.) produced for the Commission for Environmental Cooperation (CEC) and ensure, at the "front end" of the publication preparation process, a higher quality for these products. This will also increase the speed and effectiveness of the CEC Secretariat's internal quality assurance review process.

The CEC's Quality Assurance Policy and Procedures (QAPP), to which documents for publication are submitted, ensures the objectivity, utility, accuracy and integrity of CEC's research and information products and services. In turn, these procedures are supported by a review process internal or external to the CEC (such as Secretariat, Working Group, Party, or peer/stakeholder reviews).

The present guidelines will apply to products commissioned or contracted by the CEC, as well as to those prepared by experts or staff at the Secretariat. Therefore, these guidelines are to be used by program staff and external consultants and authors who prepare or contribute to CEC documents, such as:

- technical reports,
- background papers,
- outreach documents,
- meeting agendas, and
- summary records of Council or Joint Public Advisory Committee or working group meetings.

The CEC operates and delivers information to the public in three official languages: English, Spanish and French. The CEC Secretariat has produced its own style guide for each official language and authors are expected to consult and follow the style set forth in the relevant guide (see "Related Documents," below).

These guidelines present the standards for CEC documents of all types, with the exception of those prepared by the CEC's Submissions on Enforcement Matters unit. General considerations on document preparation and presentation, as well as an alphabetical listing of common stylistic suggestions applicable to all CEC documents, will be found herein.

Related Documents

The following documents supplement these guidelines:

- The CEC's English Style Guide, available online at: <www.cec.org/Storage.asp?StorageID=11555>.
- The CEC Document Template, to be used for the document styles and organization of reports prepared for the CEC. It can be downloaded from the CEC website at <www.cec.org/Storage.asp?StorageID=11564&SiteLanguageID=1>.

- The *CEC Lexicon of Terms and Acronyms* (glossary), which is an alphabetical listing of terms, abbreviations and acronyms commonly used in CEC documents, along with equivalents in the other two languages, will be made available online soon.
- Quality Assurance Policy and Procedures, Commission for Environmental Cooperation, available online at: <www.cec.org/Storage.asp?StorageID=3197>.

For legal style applied to determinations and factual records prepared by the CEC's Submissions on Enforcement Matters Unit, the CEC uses the McGill University "Redbook": McGill Law Journal, *Canadian Guide to Uniform Legal Citation*, 7th ed. (Toronto: Thomson/Carswell, 2010).

Other recommended reference materials:

- *The Chicago Manual of Style* provides grammar and style guidelines for use in a great variety of publication applications. These guidelines refer to it frequently and owe much to it. In cases when these guidelines' advice counters that of *The Chicago Manual of Style*, follow the former. *The Chicago Manual of Style* is currently in its 16th edition (2010).
- The *Chicago Manual of Style Online* <http://www.chicagomanualofstyle.org/qanda/latest.html>, is a useful repository of questions and answers that can be consulted free of charge.

Advice on Preparing CEC Documents

Written products for the CEC can take many forms but common to them all is the necessity of tailoring them to their intended audience. This is as true of a database or a meeting agenda as it is to a project report or a presentation for an audience. Everything else flows from that: the nature of any needed background studies and research; the methodology employed; the document's manner of presentation and organizational structure, choice of graphic elements (figures, tables, photos, etc.), and length. To focus on the reader, ask yourself:

1. Who do I think will read this?
   Are you writing for specialists, government policy makers, the general public, or even a group whose first language is not English?
2. How will they use the information?
   Do you want to inform them about an issue, suggest a policy change, convey the results of research you or others have carried out, or present the conclusions from a project initiative?
3. How much of the document do I realistically expect my audience to read?
   This can be hard, as all writers would like to think that their ideas are of vital importance. But really, will your readers need to read the entire document to understand the subject? What needs to be emphasized? Are one or two sections more important than others? Do they really need all the details, presented in the text at length or in tables/figures, suitably explained, or do they need just an overview, presented in a pithy executive summary?

All documents need clear, succinct language. Try to follow these simple precepts:

(a) **Use simple, familiar words and phrases**. Write complete sentences.

(b) **Choose simple verbs over phrasal verbs with nouns**, which are unnecessarily wordy and sound stilted. For example, say "examine" rather than "carry out an examination of…," "improve" rather than "effect an improvement to…," or "consider" rather than "give consideration to…."

(c) **Cut unnecessary words** to shorten sentences and make your writing more concise and clear. On the other hand, don't be afraid of occasional complex sentences—readers have a tendency to breathe in sync with the rhythm of what they are reading and long strings of very short sentences can create discomfort, even a physical shortness of breath. Better to vary the sentence lengths and avoid sameness. Just properly structure and punctuate your longer sentences.

(d) **Avoid jargon** and unfamiliar acronyms or expressions, especially when writing for the public.

(e) **Make sure that complicated ideas and complex concepts are clearly explained.** Generally, the most important ideas should come first.

(f) **Avoid chains of nouns.** Nouns can modify other nouns in English, but three or more nouns in a row can obscure the meaning: the reader has to differentiate between the concepts and decide how the nouns are interrelated. This is important at the CEC for another reason. Chains of nouns in English can be very hard to render or even interpret by a translator (see examples below). Strive always for clarity in your writing: use adjectives to modify nouns and adverbs to modify adjectives. Some examples of what to avoid are:

- **specific user profiles**; does "specific" modify "users" or "profiles"?

- **support Web services**; does “support” modify “Web” or “services”?
- **private experts workshops:** would a translator render that as “ateliers privés *réunissant* des specialists,” or “ateliers privés *destinés* à des specialists,” or “ateliers privés *dirigés* par des specialists,” or “ateliers privés *donnés* par des specialists”?

Responsibilities of the Author—Very Important

Beyond the obvious need of fulfilling the contract requirements and writing with concise, appropriate language for the intended audience, be sure to exercise good scholarly methodology in preparing the text. This includes systematic referencing (in footnotes or end-of-sentence references) for any material, secondary sources, data, quotations, etc., that do not originate strictly with the author him/herself. Failure to do so and to indicate with quotation marks or indentation (for longer passages) constitutes **plagiarism**, which is tantamount to theft of intellectual property, and the CEC regards this with utmost seriousness. See the sections below on “Referencing within the Text” (p. 12) and “Presentation of Borrowed Material”(p. 11).

In addition, explain the methodology used for data manipulation and obtaining original results. This is not only so that the reader may follow the author in obtaining their conclusions, but also so that CEC editors may adequately judge the accuracy of the report and its data and calculations in their review of it.

Document Organization

Not all documents are reports and will be organized this way, of course, but full reports should adhere to a consistent organizational structure, arranged in sections as spelled out in the following subsections. Other documents should have an organizational structure that befits their purpose and length.

A report has three sections to its overall organization: front matter, body text, and back matter. The introductory or preliminary front matter serves as the author’s guide to the nature and contents of the report, the body text provides the substance, and the back matter the supplementary and reference material that may be needed for fuller understanding of the author’s methodology and conclusions.

Make sure to include an abstract, an executive summary and a concluding section that will give your reader a good understanding of your view of the subject in case they don’t have time to read everything.

The composition of formal reports can vary considerably according to each organization’s requirements. The following sections present a comprehensive list of the elements that may be included in CEC reports and the order in which they are generally presented.

1. **Front matter**
   - Covering QAPP review page (only during review stages)
   - Cover page
   - Inside title page
   - Table of contents
   - Lists of tables and figures

- List of abbreviations and acronyms
- Abstract (the CEC requires an abstract for any report that will be published)
- Executive summary (also a requirement for longer, published CEC documents)
- Preface or foreword
- Acknowledgments

2. **Body of the report**
   - Introduction (will include discussion of background, purpose, scope, methodology)
   - Body of text
   - Conclusions [and]
   - Recommendations
3. **Back matter**
   - Appendixes
   - Glossary
   - References or bibliography

For topics that are more limited in scope, a shorter version of the formal report may be appropriate. Such a report would be expected to include all or some of the following:

- Title page
- Abstract
- Summary
- Statement outlining the purpose of the report, its scope and the methods used
- Findings
- Conclusions
- Recommendations
- Appendixes
- List of endnotes
- Bibliography

Importance of Keywords

Keywords are critical in this day of Internet searches for publications. As you write, think of keywords in your subject matter, both general ("pollutants") and specific ("dioxins," "furans"), that a prospective reader might use in an Internet search to find a report like yours, and use them prominently. Particularly important locations for keywords are titles, abstract, executive summary, and table of contents. Recognized CEC keywords tend to be general in nature and closely connected to CEC project areas and work program themes, for example: carbon sequestration, chemicals, electronic waste, environmental law, green building, greenhouse gases, hazardous waste, persistent organic pollutants, species, toxic chemicals, etc. (A full list of

established keywords can be obtained from any project manager or CEC editor.) However, well-accepted technical terms specifically related to the subject of the report can be very useful, too, particularly for someone using structured, very specific searches, and an author should not shy away from using them prominently in the locations mentioned above.

Front Matter

After the cover (with title, author, and date), the front matter pagination count begins with the inside title page (if present), which repeats the information from the cover but may add such information as a report or contract number and CEC project project title. Conversely, this information may be placed with the standard CEC disclaimer on the verso, above the publication's technical details. If the report is short and has no inside title page, then the publication details are on the verso of the cover title page and the pagination count begins with the cover. *However*, page numbers (in lower-case roman numerals for the front matter) are not displayed on the cover and, in the case of long reports, not until after the first page of the Table of Contents.

Title

Choose a title for the report that is not too long (maximum, 75 characters and spaces) and perhaps even a bit catchy, to attract readers. Ask yourself what is original or of primary importance about the work and try to capture that. Subtitles, separated from the main title (see the Document Template), can be longer and more explicative but both should make prominent use of one or two topical keywords that a prospective reader might be likely to use in an Internet search to find your report. A good example of a successful title [title: subtitle] is:

Taking Stock: North American Pollutant Releases and Transfers.

Author

Background papers can bear the names of their writers as authors; papers written for the CEC that will be published under the CEC's name will generally cite the writers on the inside credits page as "prepared for the CEC by XXXX" (refer to the Document Template to see how this is handled).

Table of Contents

A table of contents (TOC) is your first opportunity to impress the reader by showing off your ability to provide a clear, logical, and concise organization to your material. The principal sections listed in the table of contents will tell the reader how you are structuring your material.

The table of contents should have a maximum of three levels and be not more than a page long. Set yourself up to generate it automatically by applying heading style levels to the section heads as you write or revise the document. Then you can let Word itself make the table of contents. This allows you to repaginate and regenerate the table of contents automatically when revisions are made.

Lists of Figures and Tables

In longer documents with lots of tables and figures, it is a favor to the reader to follow the table of contents with lists of figures and tables. Use the "Caption" style for figure and table titles, as illustrated in the CEC Document Template.

List of Abbreviations and Acronyms

Be sure to provide a list of all abbreviations and acronyms and corresponding full names (in original language and translation, where necessary) in the document. Don't bother listing abbreviations, acronyms or initialisms unless they are used more than once in the text.

See **Abbreviations** and **Acronyms and Initialisms** entries under **General Stylistic Considerations**.

Abstract

The CEC wants to have our publications indexed by Google Scholar and one of the requirements imposed by Google is that the paper *must* have an abstract of between 200 and 250 words, written by the author. Give a clear, non-technical, description of the subject, highlight your approach to it (and its significance or originality) and the analysis. Do **not** mention recommendations included in the report. If it contains numerous tables and figures to aid comprehension, this can be important to point out.

Executive Summary

All CEC reports should also include an executive summary or, in the case of shorter documents, a one paragraph summary. The executive summary provides a condensed summary of the report but with the difference that it gives the information necessary to "sell" the conclusions of the report to someone who will most likely not have time to read the full document. Begin by explaining what the study was to address or examine, to gain the reader's interest. Summarize your methodology, not only so the reader knows what you did but also to emphasize the importance and validity of your conclusions, which you will now present—but only the *major* findings of the study. There is often value in presenting them in bullet points so they are as easy as possible for the reader to digest. Never include something in the summary that can't be found in the body of the report.

It is preferable to avoid footnotes in an executive summary, but if they are absolutely required, then indicate them in a different manner than those of the body of the report, such that footnotes for the body text begin with "1."

When writing an executive summary, remember the "10-10 rule": not more than 10 percent of the length of the full report and in any case not over 10 pages long (and hopefully much shorter than that).

Preface

A preface is the place to explain why the work was undertaken, why it was needed. In CEC practice, the preface is usually written by someone other than the author of the report: sometimes the CEC program manager, often the CEC executive director, for particularly important publications. If there is not a separate acknowledgments section (the decision to have a separate

section is based on length—how many people there are to acknowledge), this is the place to thank those who have contributed to the report in some way.

Acknowledgments

If there are many people to thank for the preparation of your document, you should list them appropriately in an acknowledgments section following the preface. If there are only a few, they may be mentioned in the Preface (if there is one).

Body Text

The hardest way to write a report is to put pen to paper, or fingers on keys, and start with the first word of the introduction and conclude with the last word of the conclusion. Make it easy on yourself and start with the subject or technical sections; they should write themselves easily, as you have already mastered the technical information during your research for the study. The conclusions section will logically flow from your thinking and sifting of the technical information as you wrote those sections. Finish the body of the report by going back and writing the Introduction, including just enough to get the reader into the subject and the technical information to come. Then, if there is to be an executive summary, write that at the very end.

Introduction

The introduction to the text begins the arabic numeral pagination of the report. It differs from the executive summary, for instance, in that it should present a real introduction to the study, not a summary or an outline of contents. Is a brief summary of background information required, or an explanation of why a study on this topic is important? Then you have your topics for an introduction. Avoid making it too long. If this section is titled simply “Introduction,” it does not usually carry a section or chapter number. If you want it to begin the section/chapter numbering, then the word “Introduction” should be replaced by a more explanatory title or else appear as part of one.

Subsequent Text Sections/Chapters

There are many ways to go about organizing the “meat” of the report. But the key to being considerate of your readers’ attention spans is to decide what information is most important to include and to structure it in such a way that the document is logically presented and easily understood. Do this by putting yourself in the reader’s place: What is the most important thing you would want to know about this subject? What would help you find the information needed?

If you are having trouble organizing your material, make an outline of the sections dealing with the technical material. Arrange your subject topics into main points and secondary points, in a logical developmental order, usually putting the most important ones first. Jot these down and keep them aside for later when you will write this section.

Within the text of the body of the report, ideas should follow logically and smoothly from beginning to end. Any non-essential material should be put in a footnote or an appendix. Make liberal use of illustrative tables and figures to help readers see the data on which you are basing your analysis and conclusions.

Conclusions and Recommendations

A proper conclusions section is always welcome in a document, even in a short essay. If the document is very short, a conclusion can be as short as a sentence or two; in a long document, it can be several pages. Regardless, this section should remind the reader what the report set out to do and what it did, presenting the conclusions of the study or analysis and any recommendations offered, even if the executive summary also does this.

Recommendations should be presented in a clearly discernable and readable manner. Often it is preferable to give them as bullet points, arranged by general topic or area.

Presentation of Borrowed Material in the Text

Almost any report or written document will necessarily borrow material (facts, knowledge, ideas) from other sources. Your approach to handling this lies in how you do it and, mostly, in always referencing the source. There are two options: paraphrasing or quoting. In paraphrasing, you make use of the borrowed material or conclusion(s) but you rewrite them in your own words. This does not obviate the necessity of acknowledging the original author but you do not indicate the borrowing with quotation marks or indentation.

With quotations from an original source, all borrowed or quoted material that is reproduced in the same form or wording of the original must be scrupulously indicated by quotation marks (short passages) or indentation (long passages), and the source given in either an in-sentence reference or a footnote. This applies even if the passage is your own words, published in another source.

Quoted material is either indented or set within quotation marks, depending on the length of the passage:

(1) If the quotation is more than three lines long, it should be set apart from the body text, single spaced, and indented about 1 cm or ½ inch. Also, it should be immediately followed by a reference to the source, either as a footnote or as an end-of-sentence reference (see the next section). The following is an example of an extended quotation, with an introductory sentence from the body text and the source reference given in a footnote.

The CEC's *North American Environmental Outlook to 2030* concludes:

> *There exist important gaps in the existing knowledge base concerning environmental futures*
>
> Recognizing that attempting to predict the future is a fool's errand, there is still much to be learned from considering the possibilities. To the extent that important issues have not received attention, they are less likely to receive consideration in the actions we take, including the policies we develop. Among those issues that deserve greater attention are:
>
> - The growth in urban and built-up land area
> - Freshwater quality and groundwater availability and quality
> - The specific economic and health effects of environmental change
> - The impact of consumption in North America on the environment in other regions and vice versa
>
> These point to an interlinked set of actions for consideration - addressing those changes that are amenable to policy action in the near-term, preparing for those

> changes that are almost inevitable over the short-term but are amenable to policy action in the longer-term, and strengthening our knowledge concerning those changes about which we know the least.[1]

(2) Shorter quotations of borrowed material (three lines maximum) can be presented in the normal sentence structure of the body text and set off with quotation marks. The source can be presented as part of the sentence preceding the quotation or following it, in which case it can be included either as a lead-in, an end-of-sentence reference, or as a footnote (particularly if additional text needs to be added by the current author to explain or qualify the quoted material). The following paragraphs exemplify these three possibilities.

In their paper, Aber and Federer (1992) presented a model "based on data…relating maximum rates of net leaf-area-based photosynthesis to weight-based foliar N concentration."

[or]

"The photosynthesis routine in this model was based on data available at the time relating maximum rates of net leaf-area-based photosynthesis to weight-based foliar N concentration" (Aber and Federer 1992, 87).

[or]

"The photosynthesis routine in this model was based on data available at the time relating maximum rates of net leaf-area-based photosynthesis to weight-based foliar N concentration."[2]

The complete reference in each of these cases would of course appear in the bibliography at the end of the paper. We recommend the in-sentence reference system to minimize footnotes containing short citations. Save the use of footnotes for longer explicatory or elaborative passages.

In English documents, punctuation marks at the end of sentences follow the parenthetical note if it is part of the quoted material: "Especially high concentrations of PCBs were reported at the site (Zipursky et al. 1993, 45)."

[or]

"Zipursky et al. reported especially high concentrations of PCBs at the site (1993, 45)."

Referencing within the Text

There are three major reasons why it is vital to thoroughly reference primary and secondary sources you use in preparing a document.

- Readers may want or need to consult the sources you have used, either for their own further information or to check your conclusions.

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[1] CEC. 2009. *North American Environmental Outlook to 2030: Review of Existing Research.* Prepared to DSR Sustainability Research and Stratos Inc. Montreal, QC: Commission for Environmental Cooperation, p. 72.

[2] {Example of reference in footnote} See Aber and Federer (1992, 87). Their basic model was further developed in subsequent work that will be treated more fully in section 5.2 below.

- Remember that citing facts, sources, tables and figures derived from another source is a vitally important part of good scholarship; failure to do so constitutes plagiarism, as does use of unattributed copy/paste selections, even if you were the author of their source.You as author are responsible to the CEC for correctly citing your sources with completeness and accuracy. The CEC's consultant contract makes this clear and the penalties for not doing so (refer to the Contract, section II "Terms of Reference," subsection E "Plagiarism.")

References can be handled either through footnotes or through end-of-sentence references. However, the choice of one or the other can depend on the nature and length of the document and whether there will be a complete bibliography at the end of it. In long documents, use end-of-sentence references plus a bibliography. Very short documents with no bibliography can have footnotes that present the complete sources on their first occurrence.

Footnotes

Footnotes are a valuable way of giving information or facts supplemental to the text, such as referring to further information, more detail on how the facts presented in the text were derived or confirmed. Footnotes also may contain references to bibliographic sources, particularly if you need to elaborate or comment on the source cited or if the document does not include a separate bibliography.

It is a favor to the reader to keep footnotes few and short. A footnote should not extend over more than half a page, otherwise the material belongs in an appendix. Similarly, footnotes should not be overused. If you have a string of "ibid." references pertaining to a given paragraph, you should probably rethink your referencing strategy.

Authors writing for the CEC **must** be careful to utilize Word's automatic formatting for handling footnotes. The actual superscript footnote reference within the text should normally come at the end of the sentence to which the footnote is applicable. Footnote references follow all punctuation marks. If the sentence contains more than one such reference, each should be inserted at the end of the clause to which it refers.

End-of-Sentence References

End-of-sentence references are a succinct way of referencing sources that are listed in a general bibliography without distraction to the eye. For this reason—the ease of the reader in integrating sources more elegantly into the text, we strongly recommend their use, to minimize footnotes containing bibliographic citations. Save the use of footnotes for longer explanatory or elaborative passages. One caveat, though: the end-of-sentence style should only be used at the end of a particular sentence when all the sources support the fact or *all* the facts cited therein. Multiple facts from different sources, within a sentence, should each be immediately followed by the appropriate reference(s).

End-of-sentence references take the form of: (1) author's last name (maximum of two), or institutional author, followed by (2) the year, and (3) if applicable—specific page number(s) (no "p." or "pp." necessary). All three elements are written between a set of parentheses. Punctuation marks at the end of sentences follow the parenthetical note: "Especially high concentrations of PCBs were reported at the site (CEC 2006, 45)." For sources with multiple authors (more than two), only the last name of the first-listed author is mentioned, followed by "et al.": (Wilkinson et al. 2009). A first initial is used only if there is more than one author of that surname in the bibliography.

Successive references are separated by commas or, if page numbers have been included, by semicolons: (Environment Canada 1988; EPA 1987, 2: 150; Vaughan 1990, 28; CEC 2003, 35).

In the second reference, the information came from volume 2, page 150. And, shortest of all, if you mention the author in the course of the sentence, a simple mention of the year in parentheses will suffice for the reference. Of course, end-of-sentence references absolutely must be accompanied in the document by a complete bibliography to supply the complete citations. [See entry on **Bibliography or References Section** under the **Back Matter** section**.**]

Cross-References

Using Word's "Cross-reference" feature would seem to be a very useful technique for linking the references to section headings, footnotes, or captions and the element to which they refer. Unfortunately, however, this automatic feature does not always work reliably and can cause severe numbering problems when Word documents are converted to PDFs. Besides, it does not transfer at all when a Word document is imported into InDesign for layout. So, reluctantly, we ask CEC document authors not to use it.

Referencing by Hotlinked Text

Another shortcut to referencing that is often of dubious value…The problem with hotlinking words or short phrases to a source on the Internet is that if the links become broken, as they often do with the passage of time, it can be next to impossible to find the original source. Far preferable is to give a proper reference to the source in a footnote or a bibliographic entry and refer to that.

Figures and Tables—General Considerations and Requirements

Give short titles to figures and tables. Do *not* include extra explanatory information in a title; this belongs in a "Note" at the foot of the figure/table. Make a concerted effort to include keywords in your titles.

Put the title *before* the figure/table, not following it. Explanatory notes follow the figure/table. See Section 1.2.2 of the CEC Document Template for the appropriate styles and format for this (<www.cec.org/Storage.asp?StorageID=11564&SiteLanguageID=1>).

After any notes at the foot, include a "Source" line, giving the original source citation for any figure/table that has been borrowed from another author and/or work.

All figures and tables *must* be referred to in the text, and the reference to the figure or table should precede it and should point out or draw upon information or data found in it. *Do not* include figures or tables in the body text that are not sufficiently significant to the subject to merit discussion in the text. These belong in an appendix or should be omitted entirely.

Figures, Graphs, Charts, Maps and Other Images

Figures found in reports often contain data that support the information provided in the text. Figures such as graphs can originate from external sources or be created from raw data obtained by the author. In all cases, you should clearly state the original source information for the figure, providing the full reference (not just author and date) for each image. The referencing style should be consistent for all figures (and tables) in the text and follow the CEC Document Template style. In the case of charts and graphs created by the author, the numerical data used must also be provided in a separate file (usually in Excel) accompanying the submission of the report. This will be especially necessary for translators preparing other language versions of the report and if layout of the final report is done in InDesign.

Graphs and charts must be embedded in the Word file as graphics and not pasted in as pictures. To know the difference, click on a label within the figure and see if you can modify it (if it is a picture, you won't be able to do so). All figures should have clear labeling and legends. The author must clearly identify each component within the image —and provide any needed definitions for them—including but not limited to titles, labels, legends, symbols, acronyms and dates. The information provided must be clear and easy to understand, and must not be subject to interpretation.

To meet CEC publication standards, an image typically requires a minimum resolution of 300 dots per inch (DPI) at the size at which it will be produced (assume 100 percent). The author of the report is responsible for providing all images at an adequate resolution. The CEC's preferred format for images is JPEG. If possible, all images contained in the information document should also be supplied to the CEC in a separate file.

Besides the appropriate reference, maps (excluding GIS maps) must specify the software (and version) used to create them. Each map must display a title, a legend, a scale, cardinal directions, the projection, the primary source for the data and its date, and the name of the cartographer. The CEC has separate guidelines and standards for the creation of maps and geo-spatial databases (available upon request). The author is responsible for following these.

For all images and figures, copyright laws must be respected. Any permission to use an original image requested by the author must be provided in writing to the CEC.

Tables

Tables usually contain numerical and quantitative data that support the information provided in the text. As with figures, they may originate from external sources or be created from data you obtained as author. If the information included in the data table is not original to you, then you must reference it so that anyone consulting the reference can find the original data. The referencing style should be consistent and follow the CEC Document Template (section 1.2.2). If the only source is the Internet, a source title or description must accompany the URL.

In fact, if you borrow a data table from an external source, you must provide a dynamic version of that table. Simple insertion of a "snapshot" or picture of a table found in an article or a book is not acceptable. You are responsible for recopying the information of the original table in a new Excel table. This table must be submitted separately and not embedded in the document.

For the sake of consistency and comparability, all data must be converted (if needed) to the metric system, and (especially if the data originate from multiple sources) the same format for elements must be used through out the document, including such as rounding, decimal numbers, capitalizing and italicizing.

As with graphs, charts, maps and other figures, complete labeling and legends must accompany all tables. Clearly identify—and, as needed, provide definitions for—each component within the table, including, but not limited to, titles, labels, legend, symbols, acronyms and dates. The information provided in the table must be clear and easy to understand, and must not be subject to interpretation.

Within tables and graphs, notes are better indicated with special symbols (†, *) or letters, since superscript numerals could be confused with tabular data or page footnotes.

Numerical and qualitative data included in the table must be consistent.

Data

For documents that summarize a scientific study or the analysis of multiple data commissioned or contracted by the CEC, you must provide a copy of the original data, figures, methodology, results and analyses. These should be submitted in an appropriate format that is easy to understand and well organized (e.g., Excel tables, MS Word document or statistical software outputs). They must meet the above-stated requirements for figures, tables and maps.

Headers and footers

It has not been CEC practice to split up longer documents and post individual chapters online but there is always the possibility that this could happen later and the original citation thus be lost. If you feel that a particular section or table is likely to be excerpted and reproduced outside the context of the whole publication, put the title and perhaps author information for the report in the header for the whole document so that it will be present even if a page or section is reproduced separately. The name of the Commission for Environmental Cooperation, as publisher, should then go in the footer.

Back Matter

Appendixes and Annexes

Trick question: When is an annex not an appendix? Both present information that cannot be placed in the main text but that of an appendix is supplemental to the main text, may contain references to sources in the bibliography, and is written by the author of the report. An annex can be a standalone document and may be written by someone other than the author of the report. An appendix obviously cannot be reviewed separately from the main report whereas the annex can.

Appendixes or annexes should be mentioned in the body of the report so the reader will know to expect them and have an idea what he will find there. They will contain supplementary or technical information that will aid in understanding the material of the report but that is either too long or too tangential to the main discussion to be included in the body. Designate appendixes or annexes by letter (Appendix A, Appendix B, etc.) in their titles and paginate them separately from the body, beginning with the letter (A-1, A-2….B-1, B-2,…etc.) unless they are very short, in which case pagination may continue on from the body text.

Glossary

In publications intended for a general audience, a glossary of the unfamiliar or more technical terms employed in the text can be a very considerate, timesaving feature for the reader. The glossary listing should be set up in two columns, terms on the left, definitions on the right, and alphabetized by the terms. Terms that are proper nouns should begin with a capital letter, others (like chemical substances) should be all lower case.

Bibliography or References Section

As mentioned before, the CEC wants its publications to be indexed by Google Scholar, which requires that the document includes a **Bibliography** or **References** section, titled as such on a

line by itself, and that all bibliographic entries be **sequentially numbered**, 1. –, 2. –, 3. –, etc., or [1] –, [2] –, [3] –, etc. (although the CEC does not want these numbers used as source references in the text).

The bibliography must give *complete* citations for all sources referred to in the text, mentioned either in end-of-sentence references (author-date) or in footnotes. **Remember**: in scholarship, nothing is more obvious or more indicative of sloppy work than inadequate referencing and a poorly formatted bibliography. Below, we make some suggestions for formatting entries, drawn generally from *The Chicago Manual of Style* (consult it for much more complete coverage, or contact the appropriate CEC editor with specific questions). Please keep in mind that editing incomplete, poorly formatted or inconsistent bibliographies is *exceedingly* time-consuming and expensive. Preparing a good bibliography is easiest to do during the actual writing of the report, when you have the source material in front of you; it is much more time-consuming to go back and prepare or correct later. For treatment of hyperlinks in the bibliography, see (c) below.

As a very brief introduction to CEC bibliographic style, *the following points must be included in a bibliographic entry for a book or a journal article* (the entry will of course take the form of a short paragraph, separated from a following entry by a 6-point space between paragraphs, and not by an additional hard return).

(a) Books and Reports

- Author's name (one or several authors; Institution releasing the report if there is no author); first author name (or just the initials, in scientific publications) is inverted, subsequent authors, not.
- Year of publication
- Title (includes title and subtitle), set *italic*. Capitalization in sentence case.
- Secondary responsibility (editor, if source is a compilation volume)
- Edition (other than the first)
- Publication data (place of publication: publisher)
- Hyperlink, if available (accompanied by "Accessed on [date]")

These components are separated by periods and a space. As an example of this:

> Wilkinson, T., E. Wiken, J. Bezaury-Creel, T. Hourigan, T. Agardy, H. Hermann, L. Janishevski, C. Madden, L. Morgan, and M. Padilla. 2009. *Marine ecoregions of North America*. Montreal: Commission for Environmental Cooperation. <www.cec.org/Storage.asp?StorageID=3256>.

An end-of-sentence reference for this book would be:

> (Wilkinson et al. 2009)

(b) Journal Articles

- Author's name(s); all authors are presented, first author name inverted, subsequent authors, not
- Year of publication
- Title of the article, set roman (except for scientific names, which are italicized: *Genus species)* written in a "down" style (only the first word and proper adjectives and nouns capitalized), no quotation marks

- Name of the periodical, set *italic*, principal words capitalized and often abbreviated, no period or comma following the abbreviations or entry (*Can J Bot).*
- Volume and issue number (if any), presented as 12(2): then page numbers with no space between the colon and first page number, unless something else (like a month) intervenes. For example:

  12(2):78–85 [or] 12(2) [July]: 78–85
- Page number(s) (inclusive, with en dash indicating range: 112–34)

An example journal article bibliographic entry would be:

> Carranza-Edwards, A., A.Z. Marquez Garcia, and E.A. Morales de la Garza. 1987. Distribución y características físicas externas de nódulos polimetálicos en el sector central del Pacífico Mexicano. *Bol Mineral* 3(1):78–94.

An end-of-sentence reference for this article would be:

> (Carranza-Edwards et al. 1987)

If there are multiple books or articles by a given author (or authors), list them in ascending chronological order. Add letters to the year if more than one appears in a particular year (2009a, 2009b, etc.).

For references to other types of sources, such as conference proceedings, presentations, legislation, etc., that entail specific citing requirements, consult the CEC style guide for the specific language in which your document is being drafted or contact the editor for that language.

Hyperlinks are now nearly universal in reference citations but they must be carefully entered and checked to make sure they are not "broken." The "http://" may be omitted in the reference but any other file transfer protocol (like "ftp") must be included, and the "http://" itself must be kept if the address does not include a "www" term. To differentiate Internet addresses from other text, we suggest enclosing them in carets: < >. Lastly, be sure *all* hyperlinks in the document are supported by bibliographic references that give full, accurate titles of the referenced publication or document so that a reader can search for it if the hyperlink changes or becomes broken at a later time. This happens frequently: the Internet is a very ephemeral beast.

(c) Sources consulted only on the Internet. These have fast become the majority of secondary resources consulted by most authors. However, just because the document exists only in the ether, the same rules as above should be followed to the extent the bibliographic components can be ascertained. *At a minimum*, list the author or authoring institution, the exact title of the document or webpage (necessary if the source hyperlink breaks at a later date and a web search is necessary to find the information again), the complete hyperlink (see the paragraph just above for formatting this in the bibliography), the year (if ascertainable), and the date you consulted the page. Here are two examples, one where the authors and publisher are known and one where only the issuing organization is known:

Wilkinson, T., E. Wiken, J. Bezaury-Creel, T. Hourigan, T. Agardy, H. Hermann, L. Janishevski, C. Madden, L. Morgan, and M. Padilla. 2009. *Marine ecoregions of North America*. Montreal: Commission for Environmental Cooperation. <www.cec.org/Storage.asp?StorageID=3256>.

EIA 2015a. Annual Energy Outlook [annual]. US Energy Information Administration. Consulted online 15 May 2015 at: <www.eia.gov/forecasts/aeo/index.cfm>.

Document Presentation

Besides consistency in use of terminology and thorough referencing, and employing a clear, concise, easy-to-read style, documents for the CEC are expected to show that their authors have exercised care in neat presentation.

Page Layout/Formatting

To aid its consultants in achieving document presentation that best suits the purposes of the CEC, we have developed a Document Template for reports and background papers that is available at our website, <www.cec.org/Storage.asp?StorageID=11564&SiteLanguageID=1>, and we strongly recommend using it. Resist the temptation to add fancy formatting such as special fonts, drop caps, lines, boxes, or columns (other than in tables). We can make the document look good in layout once the text has been edited. In either case, we require authors to adhere to the following specifications.

Typing and Choice of Type

- All reports should be typed in Microsoft Word for PC or Mac, yielding .doc or .docx files.
- We strongly suggest that you write your text directly in the CEC Document Template, using its styles.
- All text should be left-aligned. Avoid using justified format for paragraphs and never in bulleted and numbered lists, tables or footnotes.
- Do not indent paragraphs. Never use a tab to begin paragraphs.
- Do not insert additional hard returns ("Enter") between paragraphs. Instead, set the paragraph command (“Format” menu) to add 6 points of space after a hard return (end of paragraph). If you are using the CEC Document Template, write your text in the “CEC Paragraph” style and this will already be set up for you. Don’t press “Enter” until all the text for a given paragraph has been typed. The same technique works well for series—like this one, for example (using the styles “CEC Bulleted List” and “CEC Bullet-Last”).
- Use only one space between sentences (the old habit of using two spaces owes to typewriter days; computerized word processing adjusts for the different spacing needed between words as opposed to between sentences and two spaces are not necessary).
- Make sure you apply Word’s language and spelling features to automatically check spelling and display errors as you type. (However, be careful with its AutoCorrect feature—not always reliable.)
- Do not use all capital letters for titles, emphasis, sections heads, etc. Only use all caps for certain acronyms.
- If for any reason you decide not to use our Document Template (<www.cec.org/Storage.asp?StorageID=11564&SiteLanguageID=1>) for its styles governing typefaces and point sizes in your document, then we ask you to use Arial in mixed upper/lower case for headings and Times New Roman typeface at 11 points for all body text. Use bold and italic where appropriate (see corresponding entry under **General Stylistic Considerations**). Never use the underline format (also a vestige of typewriter days); use italics instead. Serif typefaces (such as Times Roman and Palatino), which have small lines at the ends of the letter strokes, are easier to read because they direct the reader’s eye from letter to letter. Serif faces are therefore recommended for text, while

sans-serif typefaces (such as Arial and Helvetica), provide contrast in headings and subheadings. **Do not use** fancy or unusual fonts that may not be available on all computers.

- Use “Styles” (Word, “Format” menu) in the document for headings, table and figure titles; body text; bulleted and numbered lists, as well as other elements. Don't just keep readjusting the “Normal” or “Paragraph font” on the fly or else your document will be a mess when it goes to another machine and you won’t be able to generate a Table of Contents automatically within Word. When you paste text into your document, make sure that you convert it to the appropriate style so you don't end up with a hodge-podge of different fonts and point sizes in your text.
- Use “Format/Paragraph/Keep with Next” instead of inserting a page break to keep headings with following paragraphs.
- Don’t insert footnotes in an executive summary because the numbering will continue sequentially into the body text of your document. If footnotes *absolutely must* be used there, use a different system (letters, for instance) to indicate them.

The Page, Top to Bottom

- Headers and footers can be used to include elements other than page numbers, for example, the report title and chapter titles.
- Headings should not exceed three levels (starting with ‘heading 1’ for major sections). Headings may be numbered (1., 2., 2.1, 2.1.1, 2.2, 3, 3.1, 3.2…) or left unnumbered (more elegant, especially if the report is not really long). Always apply Word styles to headings so that the Table of Contents can be generated automatically. Again, use our Document Template and choose its heading styles and this will be done for you.
- Use simple round bullets for basic lists, unless numbers are called for to rank items by preference. If your list has more than one level, use a combination of numbers and letters (i.e., “1.” and “a.”) or round bullets and en dashes. Use Word’s bullet feature on the toolbar to insure uniformity of indentation. For punctuation, see the **Series and Lists** entry under **General Stylistic Considerations**. The most important thing is to be consistent throughout the text, but we suggest staying simple. (See the CEC Document Template’s section on series and lists.)
- When making a table or other section that uses vertical columns do not be tempted to align columns using the space bar. Instead, separate columns using a *single* tab. You can easily add new tab markers and adjust space between columns by using Word's horizontal ruler. If you need more sophisticated table features, use Word’s “Insert Table” command or even create your tables in Excel and then paste in your document.
- Use Word’s “smart quotes” feature to ensure opening and ending quotation marks are identified properly.
- Use all accents and other relevant special characters where necessary.
- Footnotes are set in 10-point Times New Roman; the footnote reference numerals in 10-point Times New Roman superscripted 3 points. Footnote text shall be left-aligned. **Be sure** to use Word’s automatic style for creating and formatting footnotes.
- Page numbers should be inserted in the footer (either right-aligned or centered). In the Front Matter of reports, page numbers (in lower-case roman numerals) technically are

reckoned to begin with the cover page but they are not displayed on the cover and not until after the first page of the Table of Contents. The Introduction to the text, proper, begins the arabic numeral pagination of the report.

General Stylistic Considerations

Even if all information products delivered to the CEC must conform to the harmonized writing style and criteria set forth in the style guide for the corresponding CEC official language (English, French or Spanish), there are some general considerations that apply to all documents, regardless of the language in which they are originally written. This section, arranged alphabetically, provides style guidelines that apply to all CEC documents.

Abbreviations

There are various types of abbreviations in CEC documents—scientific units, acronyms, initialisms—but what unifies them all is that they should be used sparingly in the body text and well prepared for the reader by being explained in a list of abbreviations and acronyms in the front matter of the report. Abbreviations are more appropriate in tables/figures, notes, and sources (this is especially true for scientific units).

Abbreviations for scientific units should follow SI (*Système International d'Unités)* conventions. If English measures must be used, they should be followed by their metric equivalent in parentheses.

For all abbreviations, add punctuation *only* to avoid confusion: "a.m." (ante meridian) instead of "am" or "i.e." (*id est)* instead of "ie", etc. (Also "US" instead of "U.S." and "UN", not "U.N.")

Acronyms

Be sure that acronyms or initialisms[3] used are well established; too many unnecessary ones on the page just make things confusing for the reader. When you do use them, follow a few simple rules:

1. On first use of the term, always write out the full name and include the acronym in parentheses: North American Free Trade Agreement (NAFTA).
2. Use accepted acronyms instead of making one up to fit the first letters of each word. If there is no generally accepted acronym for a translation, use the acronym from the original language.
3. If the letters used in the acronym match the first letter of each principal word, put the acronym in capital letters. However, capitalize only the first letter of an acronym that is a creative mixture of letters, featuring more than one letter per word: e.g., *Secretaría de Medio Ambiente y Recursos Naturales*—Semarnat, *Procuraduría Federal de Protección al Ambiente*—Profepa).
4. Do *not* use the definite article ("the") with acronyms, as they are pronounced as a word and thus have the status of being proper nouns (no definite article—NAFTA, NAAEC,

[3] Acronyms are abbreviations made by taking the first letter or letters of a name and putting them together to make a pronounceable word (e.g., NATO, NAFTA). An initialism is an abbreviation in which each letter is pronounced separately (e.g., UN, US, CBC). For the sake of simplicity here and in publications, we will adopt common usage and group both under "acronyms."

Semarnat, UNEP) but usually *do* use the article with initialisms (the CEC, the UN, the RCMP).

5. All acronyms are set in roman, not italic type.
6. All acronyms and abbreviations beyond the most commonly understood (like "US") should be listed in the corresponding list at the beginning of the document, assuming they are used more than once in the document.
7. Don't bother using an acronym if the organization, law, or whatever is mentioned only once or twice in the report.
8. Avoid using acronyms in titles and headings.
9. When an acronym made of all capital letters is pluralized, do not use an apostrophe (e.g., "NOMs" or "POPs").
10. Especially in long reports, it may be helpful to repeat the full name occasionally at the beginning of a section or subsection, particularly if the acronym's last use was many pages previously. A list of acronyms used in the document is particularly recommended in longer documents.

Refer to the corresponding language style guide for more detailed or specific usage considerations.

Bold text

Avoid using boldface type except for headings. Employ the heading styles found in the CEC Document Template.

Capitalization

Please capitalize only proper nouns and first words of sentences. Avoid the temptation to capitalize for emphasis. Personal, professional, or academic titles should be capitalized only when they refer directly to a specific person or persons and precede the name: "CEC Executive Director Irasema Coronado." When the title occurs independently or follows the name, it is lowercased: "the Council members from the three countries" or "Gina McCarthy, administrator of the US EPA." Individual words in a hyphenated compound are usually capitalized in titles.

Capitalize "Internet" or "Web," as these are proper nouns, but not "intranet" or "website."

Capitalize short forms of document and organizational names only when they stand for the full title and are intended to carry its full force.

Do not capitalize the following singular or plural nouns: government(s), department(s), division(s), and so on. These are not specific names, unless the name is given in full. Likewise, do not capitalize commonly used words such as *the program*, *the conference*, and so on.

Also, do not give capitalization to a term just because it has an impressive acronym, when the words themselves are not proper nouns, e.g.: SAGD (steam-assisted gravity drainage); PVC (polyvinyl chloride); GHG (greenhouse gases); CO_2 (carbon dioxide).

Contact Information

In order to avoid confusion over how a person can dial a telephone number, regardless of the country in which they reside, please follow the basic model of [country code] [city code] 111 2222. Separate groups of numbers with a space. For example:

+1 514 350 4300 52 55 5659 5021

Country Order

The three countries should normally be cited in alphabetical order: **Canada, Mexico and United States**.

Currency

Currency must be identified. For the United States use: US$7.5 million; for Canada: C$7.5 million; for Mexico: P$7.5 million. For subsequent values, use a dollar sign for all three currencies if it is clear from the text that values continue to be expressed in the previously identified currency.

Dates

CEC style follows Canadian practice and University of Chicago style in preferring a day-month-year format—27 June 1996—which has the advantage of not necessitating interior commas (as in customary US style: June 27, 1996) or a comma following the date if it is used as an adjective (e.g., 4 February 2011 prices). When just month and year are given, no comma is used between them: June 1996. When expressing only years, use the apostrophe correctly (i.e., "During the 1980s..." or "In the '80s"). Note that in the latter construction, use a normal apostrophe and not a backwards apostrophe, which only opens an expression or quoted phrase set within regular quotation marks. This is important since Word's Smart Quotes feature automatically sets the apostrophe backwards in this case—'80s.

Footnotes and End-of-Sentence References

Footnotes are best reserved for supplementary references that go beyond simple references to bibliographic sources. As an example, consider a hypothetical footnote linking mercury consumption to gold prices.[1]

[1]Information based on 4 February 2011 prices, one troy ounce of gold = US$1,355.00/31.106 grams = US$43.564 per gram x1000 grams = US$43,564/kilogram. Source: <www.gold.org/investment/statistics/prices/>.

Authors writing for the CEC **must** be careful to utilize Word's automatic formatting for handling footnotes. The actual superscript footnote reference within the text should normally come at the end of the sentence to which the footnote is applicable. Footnote references follow all punctuation marks. If the sentence contains more than one such reference, it should be inserted at the end of the clause to which it refers.

Simple references to documents that will be listed in the bibliography are best handled through end-of-sentence references. These take the form of: (1) author's last name (maximum of two), or institutional author, followed by (2) the year, and (3) if applicable, specific page number(s) (no "p." or "pp." necessary). All three elements are written between a set of parentheses. Punctuation marks at the end of sentences follow the parenthetical note: "Especially high concentrations of PCBs were reported at the site (CEC 2006, 45)." For sources with multiple authors (more than two), only the last name of the first-listed author is mentioned, followed by "et al.": (Wilkinson

et al. 2009). A first initial is used only if there is more than one author of that surname in the bibliography.

Successive references are separated by commas or, if page numbers have been included, by semicolons: (Environment Canada 1988; EPA 1987, 2: 150; Vaughan 1990, 28; CEC 2003, 35). In the second example, the information came from volume 2, page 150. And, shortest of all, if you mention the author in the course of the sentence, a simple mention of the year in parentheses will suffice for the reference. Of course, end-of-sentence references absolutely must be accompanied in the document by a complete bibliography to supply the complete citations.

Foreign Language Words and Proper Names

The general rule is that all words and titles in a foreign language should be italicized, unless the word is commonly used in English. Acronyms, however, will be treated as though they were English, and not italicized. Also, place and city names do not appear in italics (e.g., Ciudad Juárez). Latin expressions like *ad hoc* and *ad hominem* are italicized. Abbreviations like i.e., e.g., and ibid. are not.

Given that the priority of appearance in an English-language document goes to English, foreign names (of agencies and organizations) will appear **first** in English translation, followed in parentheses by the original language acronym and name. After this first appearance, which suffices to "set" the acronym, it alone will be used. All such names and acronyms will also be presented in a list of acronyms at the front of the document. Questions about what constitutes a proper acronym can be resolved by consulting the *CEC Lexicon of Terms and Acronyms* (currently under development) in any of the three working languages: English, French or Spanish.

Hyphenation and Use of Dashes

Since word hyphenation is one of the most controversial points of editorial style, consistency is key. US English style, employed by the CEC for its documents, tends to hyphenate less than Canadian English and more inclined to merge prefixes with the word stem.

For instance, the CEC would *not* hyphenate *cooperate, cooperative, coordinate, online, offline*, which would be hyphenated in Canadian style. However, we do hyphenate *e-mail, e-business, e-commerce, e-book*, as the "e" stands for a complete, nominally separate word.

The phrase "small and medium-size enterprises" does not need a suspending hyphen after "small," since you would write "small enterprises," not "small-size enterprises." However, "medium" + "enterprises" does not make good sense without "size." It is a true compound adjective that requires both words and thus it is hyphenated. Similarly, numerical descriptions, such as a "$4-million project" and a "six-month delay," require a hyphen. Terms such as "acid rain threat," "private sector participation" and "high technology conference do not need hyphens, since the meaning is immediately clear without them, but "cost-effective" does need one.

Some terms will be hyphenated in one context, but not in another. It depends on whether the term is used as a noun or an adjective. If in doubt about hyphenation of a word, consult Webster's Unabridged Dictionary or the section of the Chicago Manual of Style.

Examples

In the *short term*, we will see some changes in our monitoring tools. (adjective + noun)

Expect some *short-term changes* in our monitoring tools. (compound adjective + noun)

Dashes

An em dash (—) sets off a word or phrase that interrupts the flow of a sentence, such as an example, a clarification or an afterthought. The em dash is a very useful punctuation mark to achieve clarity and avoid having too many elements separated by commas in a sentence; however, it is also a very strong type of punctuation and should not be overused. It is CEC editorial policy in English *not* to surround em dashes off with spaces: Managers—unless otherwise notified—must attend the meeting.

Do not use one or two hyphens in place of a proper em dash in text (-- *versus* —). In Word, a very nice em dash is available on a PC keyboard—Ctrl-Alt-minus sign—as you can see here (on Mac keyboards it is Option-Shift-hyphen).

The en dash (– longer than a hyphen and half the length of an em dash) is used in place of the hyphen to connect a span of numbers— dates, time, or page numbers in references— or words or other terms into single units, as in *7 January–28 February* and *pages 17–31*. It conveys the sense of the word "through," and therefore is often used in expressions denoting a series, like both examples above. In CEC documents, do not insert spaces on either side of the en dash. It is produced by the keystroke—Ctrl-minus sign (PC), Option-hyphen (Mac). Examples: 1989–95, 18–25 April 1996, Slipshod 1995, 55–9.

Internet and E-mail Addresses

For Internet addresses (URL), use carets and omit the initial http://, so that the link starts with "www": <www.cec.org>, but include the "http://" when the URL has no "www" term: <http://enviro.gll.pdf>.

We do not use carets with e-mail addresses, which will appear simply as (for instance) dkirk@cec.org.

Italics

Italicize the following:

- titles of books, pamphlets, published reports and studies, journals, newspapers, and magazines;
- the complete names of policies, court cases, statutes and acts, as in the *Clean Air Act*; and
- French, Spanish, Latin or foreign words that have not been Anglicized.

As well, in print publications, you can use italics to emphasize a word, but do so sparingly. In Web publications, use **bold type** instead. In print publications, you can also use italics to show different levels of headings. In Web publications, this should be avoided.

Do not italicize the following:

- short forms of the names of acts, statutes and court cases, such as "the Act"
- proposed or hypothetical laws, such as "climate change bill";
- names of websites;
- legal terms; and
- French, Latin or foreign words that have been Anglicized, and foreign-language names of organizations, etc., in the Bibliography, except for titles, as per instructions for English, above.

See entries on **Acronyms** (these are not italicized) and **Foreign Language Words**, above.

Metric Units

Always express measurements using the metric system. A note should be included in the introduction to the publication explaining that all units are metric to avoid reader confusion (this is especially important for tons, which should be written “metric tons” or “tonnes”). Authors of documents are responsible for converting any data originating in English measures such as miles, pounds, or tons to metric units.

Names

People’s names must be spelled as in their original language, including accents or other special characters: María Cristina Fernández de Castro.

Names—companies and associations

Verify all company and association names used in your texts by checking their official web sites.

You can use abbreviations such as *Ltd.* and *Inc.* but avoid *Assoc.*, *Co.* and *Corp.*, especially in the main body of the text.

Spell out *Ltd.* and *Inc.* only when the full legal name of the firm must be shown. When a company is known by an acronym, if it is a foreign firm or one not likely to be commonly known by the CEC readership, use its full name on first reference, followed by the acronym in parentheses.

Use CEC style for acronyms (see above) for the corporate name, which may not agree with the style preferred by the company, including variations in capitalization and spacing. However, do use the ampersand (&) or other unusual typographical symbols if they are part of an organization or company's legal name.

Names—geographical

Quebec cities and Mexican cities and states retain their spelling and accents, with the exception of a few that have pan-North American significance. These are:

- Quebec, the province, does not take an accent.
- Québec, the city, does.
- Montreal does not.
- Mexico City does not.

Numbers

In text, write out numbers between zero and nine; 10 and above should be in figures. Past 999,999, write out numbers as in 1.5 million or 1.25 billion. If a passage includes a series of numbers both lower and higher than nine, then write them all as figures: “There were 3, 7, and 11 resolutions passed in the Council Sessions of those three years.” The same principles apply for ordinals as for cardinals: first, second, third. But if the series should happen to extend beyond

"ninth" (hard to imagine, but possible, I suppose), then use figures for all ordinals: 1st, 2nd,…9th,…10th,…21st, etc.

Percentages and physical quantities such as distances, lengths, areas, volumes, and masses can be expressed in numerals, regardless of the magnitude, if there are many within a paragraph or in a scientific report. In such case, use decimal notation to avoid time-consuming writing of fractions: 33 percent, 2.5 tons, 20.75 hectares, 0.33 meters. Never begin a sentence with a figure, though. [See also the subsection on "Percentages" just below.]

Occasionally, roman numerals rather than arabic numerals can be used, especially in titles of events: IVth North American Symposium; XIXth Regular Session of the CEC Council.

Parentheses and Brackets

( )—Parentheses enclose material from the same writer or voice as the surrounding text. When one set of parentheses needs to be placed within another, replace the inner parentheses with square brackets. Alternatively, the outer parentheses may be replaced by em dashes, with the second set of parentheses retained inside the set-off phrase.

[ ]—Square brackets, often simply called *brackets*, are more disconnective than parentheses and are used to enclose material too extraneous for parentheses. Use brackets for editorial comments or additional information on material written by someone else. To use ordinary parentheses for this purpose would give the impression that the inserted words were those of the person quoted. Square brackets should also enclose translations given immediately after short quotations, terms and titles of books or articles.

< >—Angle brackets enclose website addresses.

Percentages

Write out the word "percent" when it occurs in the text of a document that is not primarily scientific or where figures occur rarely. In more scientific documents with lots of numerical data in the text or in tables or other charts, use the symbol "%" instead.

Quotations and Quotation Marks

In accepted American literary style as used by the CEC, commas and periods go *inside* quotation marks, question marks, colons, semicolons, exclamation points, and dashes go outside. Remember when using footnotes that the reference numbers go outside all punctuation marks at the end of the sentence.

When a quotation includes another quotation, use standard quotation marks for the outer, main material and single quotes (‘ ’) for the inner. Or better, especially if the main material is longer than about three lines, indent the whole passage and set off only the inner quotation with quotation marks.

Series and Lists

The CEC, like the University of Chicago Press, has changed its view of punctuation in vertical lists to requiring terminal punctuation only where the elements of the list are complete sentences. 1) If they are complete sentences (and if <u>one</u> is, then they must <u>all</u> be), they are begun by a capital letter and followed by a period, just like a normal sentence. This is true whether they are

numbered or bulleted. **The lead-in should also be a complete sentence but it is usually followed by a colon.** 2) If the items are short phrases, not complete sentences, then they begin in lower case and have no terminal punctuation. Examples of these kinds of series are as follows:

1) Individual elements are all complete sentences (and the list is introduced by a complete sentence):

Canadian compliance guidelines include several important provisions:

1. Voluntary compliance plans and agreements are expressly incorporated in an overall compliance policy.
2. Written criteria for their use are specified in writing, focusing on the environmental impact of the non-compliance and on the attitude and history of the offender.
3. Regulators must document in writing their rationale for offering voluntary compliance measures, especially where there are grounds to use mandatory measures.
4. Failure to carry out the voluntary measures is monitored and taken seriously.

2) Series with short items (but again introduced by a complete sentence):

Regulators are required to consider several factors when selecting a response:

- the nature of the violation
- the offender's history of compliance
- the expected effectiveness of the measure in achieving compliance
- consistency with other situations

Note: In this kind of series, just as it happens in tables where the elements are single words or short phrases and the lead-in is a complete sentence, listed items have no terminal punctuation marks.

3) The third case employs semicolons after series items introduced by a lead-in that is an incomplete sentence. For example:

The initiatives identified include:

- developing "green" policies that apply to government departments and operations;
- conducting procurement activities;
- harmonizing legislation, regulations, and policies in the area of pollution prevention;
- promoting information and technology transfer, including a national clearinghouse; and
- developing legislation, regulations, policies, and incentives programs to implement pollution prevention.

[Note: Here again, despite its more complicated structure, the lead-in and the series items, *in toto,* comprise a complete sentence. Although all of these are broken out vertically, they could also be arranged in normal sentence format.]

Appendix 1: Definitions

The following definitions are largely drawn from the CEC Quality Assurance Policy and Procedures (QAPP).[4]

Author

Consultant responsible for the product, as defined in the contract.

Background papers

Publications prepared by CEC staff, consultants or collaborating centers as inputs to specific projects under the Council-approved annual Operational Plan. This category includes working and discussion papers. Such papers are prepared for target audiences, not for widespread distribution; key findings, however, may be presented in the form of executive summaries for more general audiences (QAPP, p. 11).

DPI

DPI means "dots per inch" or the number of individual dots that can be placed in a line within the span of 1 inch (2.54 cm). The DPI value tends to correlate with image resolution.

Electronic information products

These are information products that include databases maintained and presented online to external audiences; Web-based analytical tools; and published and Web-based data layers of the North American Environmental Atlas (QAPP, p. 11).

Information products

In addition to formally realized papers, proceedings, reports, etc. information product are inclusive of such information services as access to online databases (including maps and geo-spatial data) (QAPP, p. 28).

Reports

This category comprises reports that present the output or conclusions of CEC project work, as well as reports, determinations, and factual records developed by the Secretariat pursuant to NAAEC Articles 13, 14 and 15. Documents in this category are printed and distributed widely (QAPP, p. 11).

[4] Commission for Environmental Cooperation (CEC). 2007. *Quality assurance policy and procedures: Publications and information products.* Montreal: CEC. Online at: <www.cec.org/Storage.asp?StorageID=3197>.

Appendix 2: Checklists of Requirements for CEC Documents

Here are two checklists for examining the quality, thoroughness, and appropriateness of documents prepared for the CEC. The first checklist is intended for consultants/authors to use before sending a document to the CEC in fulfillment of a contract.

Checklist 1: Consultants' General Checklist for Reports

- Before beginning to write did you ask yourself: Who will read the report? What do they want to know? How should the report be structured?
- Have you planned and prepared the report with the reader in mind? Is the important information easy to follow?
- Did you use enough headings and order them in a clear hierarchy? Did you use keywords in the title and headings?
- Did you adequately describe the methodology used in your analysis?
- Would you be willing to have your competence in your field judged on the basis of how you wrote and presented this report?
- Is the report as concise as you can possibly make it?

- Did you follow the precepts of the *Guidelines for CEC Documents and Information Products* on the typefaces, sizes, styles or alignments recommended by the CEC, or did you apply the format specified in the CEC Document Template?

- Is front matter paginated in lower case roman numerals and the rest of the document (beginning with the Introduction) in arabic numbers?

- Does the principal title exceed 50 characters? If so, consider shortening it or transferring some of the elements to a subtitle.
- Does it engage the reader's attention?
- Does it make use of CEC keywords?

- Does it summarize the main points and include specific results?
- Is it clear and concise, not over 500 words?
- Have you adequately described the study?
- Are there any recommendations you can supply here?

- Are all headings and subheadings listed in the table of contents?
- Are the figures and tables listed in separate lists following the table of contents?

- Do all entries in the list appear at least twice in the document?
- Did you double-check that all abbreviations and acronyms mentioned in your text are indeed included in the list?

- Have you tried to attract the reader's interest with your executive summary?
- Is it self-sufficient? (Can it be read without having to refer to the body of the report?)
- Have you presented the major findings and given one or two key details or statistics that support each?

- Have you presented the conclusions of the study and at least the main recommendations?

- Are there enough headings and subheadings to help readers find their way through the report, and are the headings in a clear hierarchy?
- Does the body of the report move from general to specific?
- Is the report organized so that the reader knows: What was done (the problem worked on)? How it was done (the procedures)? What results were found? What conclusions and recommendations can be drawn, if requested?
- Have you presented your findings or results clearly and concisely, with the most important results first?
- Is information or data taken from another source carefully referenced?
- Have you put less-important matter in an appendix (and have you mentioned the existence of it in the text)?
- If your report is supposed to include your conclusions and recommendations, are they emphasized and stated clearly (e.g., in a bulleted or numbered list)?

- Is all borrowed or quoted material scrupulously indicated by enclosing quotation marks (short passages) or by indentation (long passages) and the source given in a footnote or by in-sentence reference)? This applies even if the passage is the author's own words, published in another source.

- Was Word's "Footnote" command used to enter and properly format footnotes and footnote references?
- Double-check URLs in footnotes to make sure all links are working.
- If the footnote gives an incomplete source citation, be sure a complete reference is given in the bibliography.

- Are the figures located wherever readers would find them easily helpful or persuasive?
- Do all the figures and tables have numbers and (short) captions?
- Are the figures and tables referred to in the text previous to their placement?
- Are the figures and tables correctly labeled?
- Are all units in the figures and tables clearly indicated?
- Are the figures and tables explained or interpreted adequately?
- Do the figures look attractive and easy to read?
- Are the sources for tables and figures all complete?
- Are the sources of the figures and tables or their data fully attributed?

- Are the entries sequentially numbered?
- Have you included all sources that you've drawn upon in writing this report?
- Have you consistently followed CEC bibliographic format for each entry?
- Have you double-checked for accuracy all document source URLs that you've included in the bibliography?

The second list is intended as an aid to project managers and assistants in reviewing documents received from consultants within the 30 days after receipt of a report, to make sure the document meets CEC standards for acceptance and the final payment on the consultant contract can be authorized. *Do this review before authorizing that final payment.* Items marked with asterisks (*) are especially important in judging the technical approach and quality of the report and should receive primary attention. They are also items that can be hard for consultants to remedy later if much time has elapsed between the writing and reviewing phases.

Checklist 2: CEC Project Managers/Assistants—General "Look-through" before signing off on contract completion

Before any other review and **before paying the balance due on any contract** to the consultant, run the document through iThenticate© (or other plagiarism-detection software used by the CEC) to verify that it does not contain borrowed, uncited (quotes of paraphrased) material. (Some amount of seemingly borrowed material in common phraseology, perhaps up to 10%. But exercise judgment about the nature of what is borrowed.) Serious plagiarism violations should be discussed immediately with the executive director and the CEC Publications team.

- Does the principal title exceed 75 characters? If so, consider shortening it or transferring some of the elements to a subtitle.
- Does it engage the reader's attention?
- Does it make use of CEC keywords?

- Are they updated and complete?
- Verify that all major sections in the report appear in the TOC (up to three levels) and compare their wording with that shown in the TOC. Same for figures and tables.

- Does the document include an abstract, in compliance with CEC guidelines?
- Do the executive summary and concluding section give a good understanding of the subject?
- Is the organizational structure and content of the document logical and appropriate to the subject?
- Does this document satisfy the relevant project requirements and objectives?

- Verify all document sections are paginated correctly.
- Check general formatting and organization of the **text**.
- Click on headings and at various places in the text. Are Word's styles for headings, body text, footnotes, and tables applied and used correctly and in a consistent manner?

- *Be sure that figure axis labels and table column headings are correctly labeled and units are specified. Titles should be placed *above* the table or figure and sources and notes appear below. Source lines must give complete references to original sources for tables or figures that are reproduced from other publications.
- *If tables or figures are reproduced from other sources, verify that they have been inserted as editable originals, not as "pictures," or that the consultant has sent originals that can be edited with the document.

- Verify that all tables and figures have been referred to in the main text previous to their placement.

Is a **list of abbreviations and acronyms** included? Is it complete? Make sure it doesn't include acronyms or abbreviations that do not appear in the text.

- Spot-check some calculations. Do numbers in table columns add up correctly? Are averages or percentages correct or properly rounded?
- Check URLs in footnotes to make sure the links work and lead to the desired sources.
- With links to CEC documents, make sure the URL uses the Storage ID number (and not the link with the file name).
- Double-check any cross-references.
- If bibliographic references are given in footnotes, be sure they are complete and have consistent bibliographic form. [Note: in a long report, footnotes will be more concise if the bibliographic entries are in a short author-date form, referring to complete source citations in a bibliography at the end of the report.]

- Does the document include technical terms that should be explained in a glossary?

- Is there a reference to each of them in the main text?

- Check that references in the bibliography are complete (all required elements included) and have consistent bibliographic form, in accordance with CEC guidelines. Make sure the entries are numbered (for Google) and those with the same author are listed in ascending sequence.