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Item No. 14 on the agenda: UNIDROIT information resources and policy

(prepared by the Secretariat)

<i>Summary</i>	<i>Update on developments since the 96th session of the Council</i>
<i>Action to be taken</i>	<i>Take note of the activities and make suggestions to support the initiatives of the Secretariat</i>
<i>Related documents</i>	<i>Annual report 2017 (C.D.(97)2); C.D.(92) 12; C.D.(93) 11; C.D.(94) 11; C.D.(95) 12; C.D.(96) 12</i>

I. PAPER-BASED PUBLICATIONS

A. Uniform Law Review

1. 2017 saw the completion of the first five years of the relationship with Oxford University Press (OUP). It will be recalled that an agreement with OUP was concluded in 2012 under which the OUP took over the publication of the Uniform Law Review in 2013, its distribution and editing. It should also be recalled that, as a member of the OUP family of reviews, the OUP site opened a page/section specifically devoted to the Uniform Law Review.¹

2. The Uniform Law Review is available both on paper and online. Subscriptions can be to either or to both. Data on subscriptions indicate that subscriptions to print (i.e. paper) copies have decreased year by year, while at the same time subscriptions to online copies increased. The greatest increase has been to collection subscriptions, i.e. subscription through OUP collections of reviews.² Personal subscriptions have decreased but have been a steady six since 2015. In 2017, full price subscriptions³ by region were 115 in Europe, 59 in North America and 23 in the rest of

¹ See <http://ulr.oxfordjournals.org/> which is fully accessible to subscribers and contains all back numbers until 1973. Basic information as well as abstracts of the articles are available to non-subscribing visitors.

² The Review is also sold as part of a larger collection of titles. Institutions or groups of institutions (consortia) can purchase all of OUP's journals, all of OUP's journals in a single subject area (e.g. law), or a package of journals of their choice, for a price much lower than subscribing to each individual journal outright. "Collection subscriptions" are those additional subscriptions which an institution takes as part of a collection deal (i.e., the institution was not subscribing to them previously).

³ "Full price subscriptions" include both "traditional" and "migrated" subscriptions. "Traditional institutional subscriptions" are those where an institution purchases a single subscription to the Review, at list price, either online-only, print-only or combined. "Migrated subscriptions" are those where the institution was previously subscribing to the Review through a traditional subscription, but chose to take out a collection

the world. Total subscriptions amounted to 1,932 in 2017, including traditional, migrated and collection subscriptions. This was an increase of 58 from 2016. In addition, the Uniform Law Review is included in the special Developing Country subscriptions arrangement of OUP, which in 2016 had 873 subscriptions. These subscriptions are exclusively to the online edition and are either free or heavily discounted.

3. As regards online usage, the visits to the Uniform Law Review site which include at least one article downloaded, have increased steadily, from 1,555 in 2014, to 7,188 in 2015, 5,879 in 2016 and 12,589 in 2017. The geographical breakdown of usage by region, including access without any article being viewed, is 16,889 in Europe, 5,168 in North America, 4,150 in Asia, 1,577 in Australia, 530 in Africa and 393 in South America.⁴

4. The Review regularly publishes contributions to international conferences of interest to UNIDROIT. Thus, in 2017 contributions to three conference were published ("United Nations Convention on Contracts for the International Sale of Goods (CISG), UNIDROIT Principles of International Commercial Contracts: Contrast and Convergence" organised jointly by UNIDROIT and the CISG Advisory Council on 20 May 2016, one of the events to celebrate the 90th anniversary of the Institute (Issue 2017/1); "Towards a Global Framework for International Commercial Transactions: Implementing the Hague Principles on Choice of Law in International Commercial Contracts" organised by the University of Lucerne and the Hague Conference on Private International Law and held in Luzern on 8 and 9 September 2016 (Issue 2017/2); and the "Fourth International Colloquium on Secured Transactions" organised by UNCITRAL, held in Vienna on 15 to 17 March 2017 (Issue 2017/4). In 2018, the contributions to the "9th Transnational Commercial Law Teachers' Meeting - 'Transnational Commercial Law and Natural Resources'" held in Radboud University Nijmegen, on 2 and 3 November 2017, will be published (Issue 2018/2).

5. The first five years of the cooperation with Oxford University Press were assessed by the Editorial Board of the Review and were found to have been positive. Although the number of subscriptions remains low, subscriptions are increasing steadily, especially to the electronic edition. Users of the Uniform Law Review website are located in a large number of countries, many of which the Review would never have reached without the resources of the OUP. As the Review is a prime tool in the spreading of information on the Institute, the importance of a tool such as the Review in reaching these countries cannot be overly stressed. Furthermore, the standing of the Review has increased. The introduction of the peer review system has meant that academics who need to publish in periodicals of standing for their academic career, can now do so without hesitations. Furthermore, the number of articles submitted spontaneously has increased, many being submitted by authors in African and other developing countries. The appeal of the Uniform Law Review to authors from developing countries is an important result of the cooperation with OUP. It is true that it was necessary to reduce the number of reviews that were obtained for the Library by way of exchange with the Uniform Law Review, as only 150 free copies are at the disposal of the Institute, but the positive results outweigh this drawback.

B. UNIDROIT Principles of International Commercial Contracts 2016

6. The fourth edition of the Principles, the *Principles of International Commercial Contracts 2016*, was printed in both English and French in 2017. The Spanish version, prepared by Mr Alejandro Garro (Argentina/USA) in collaboration with Mr Javier Rodríguez Olmos (Colombia), and in consultation with Ms Nuria Bouza Vidal (Spain) and Mr José Moreno Rodríguez (Paraguay), both members of the UNIDROIT Governing Council, as well as with Messrs Jorge Oviedo Albán (Colombia), Pedro Mendoza Montano (Guatemala) and Eugenio Hernández Bretón (Venezuela), will be published

subscription. The subscription to the Uniform Law Review is migrated into the larger deal, but receives the same amount of subscription revenue as previously.

⁴ A complete list of usage country by country is to be found in Annex 1 to this document.

before the summer of 2018. As regards publication in languages that are not official languages of the Institute, Mr Radu Bogdan Bobei, member of the UNIDROIT Governing Council, has prepared the Romanian version and is in touch with the publisher (C.H. Beck Romania). This version will also be printed before the summer. Mr Alexander Komarov, member of the UNIDROIT Governing Council, has undertaken to prepare the Russian version, which, again, will be published before the summer by the publisher "Statut". In November 2017, an agreement for the translation of the Principles into Korean was signed between UNIDROIT and Mr June-sun Choi (emeritus Professor, Sungkyunkwan University). This version will be prepared in collaboration with Messrs Kwang-hyun Suk (Seoul National University) and Hai-kwan Heo (Soongsil University).

C. "UNIDROIT 90 Years / Les 90 ans d'UNIDROIT"

7. An initiative that was brought to completion in 2017 was the publication of a volume to mark the 90th anniversary of the foundation of the Institute under the title "UNIDROIT 90 Years / Les 90 ans d'UNIDROIT". A volume intended to be used for representation purposes, it contains a section on the Institute's history, short descriptions of a selection of instruments and activities and comments by experts involved in their preparation, as well as short biographies of those experts and of key persons in the history of the Institute. Illustrations include documents of importance to the history of UNIDROIT, such as the League of Nations document regarding its creation. The publication includes also a history of the Villa Aldobrandini which houses the Institute since its inception.

D. Booklets with UNIDROIT Instruments

8. As indicated in the Annual Report 2014 (C.D. (94) 2), the Secretariat has adopted the policy of printing booklets containing the text of UNIDROIT instruments that are not for sale but for use at conferences and other events. This practice continued in 2017, when the Secretariat reprinted the English and French booklets with the 1995 UNIDROIT Convention on Stolen or Illegally Exported Cultural Objects and the UNESCO-UNIDROIT Model Provisions on State Ownership of Undiscovered Cultural Objects, and the UNIDROIT Legislative Guide on Intermediated Securities, also in English and French. In 2018 the Spanish version of the Legislative Guide will be published and other booklets reprinted.

II. ELECTRONIC SOURCES OF INFORMATION ON UNIDROIT

A. UNIDROIT Website

9. It will be recalled that the new website of the organisation became operative on 10 January 2014. While adjustments will continue to be necessary to correct the inevitable minor defects that only use can reveal, its importance for the dissemination of information on the organisation and its work should be stressed.

Monitoring of the Website

10. The website is monitored with Google Analytics. In preparation of the present document the data examined related to use of the website from 29 March 2017 to 4 February 2018.

(a) Sources of entry to the UNIDROIT website

11. The source of entry to the UNIDROIT website most used was Google organic⁵ (65.64%), direct search came second (19.19%), and Bing organic third (2.55%). A considerable number of entries were by referral: from UNESCO (1.83%), UNCITRAL (0.31%), and the Aviation Working Group (0.21%). Facebook and the Wikipedias in the different languages were also important sources of entry: the English Wikipedia (0.35%) and the Russian Wikipedia (0.27%).

(b) Countries of origin of users

12. Turning to the countries of origin of the users of the UNIDROIT website, most users in the period examined were in the United States (8.87%), France (8.65%), the United Kingdom (5.68%), and Italy (5.62%). The first Asian country to be listed was India, in fifth position with 3.58% of the users, the first African country Morocco, in 35th position with 0.69% of the users. Continent by continent, of the first 100 countries from which users came, 37 were European (Russia and Ukraine included), 21 Asian, 16 from the Americas, 16 African, 7 from the Middle East, and 2 from Oceania. One was unaccounted for.

(c) Website pages consulted

13. As regards the pages of the website consulted, the first 100 entries were examined. The page most consulted was the English page on the UNIDROIT Principles 2016 (7.63% of the pages consulted), followed by the page on scholarships and internships (4%), the Cape Town Convention (3.64%), the page giving an overview of the organisation (3.18%), the UNIDROIT Principles 2010 (2.61%), the status of the Cape Town Convention (2.26%), the Aircraft Protocol (1.64%), the 1995 Cultural Property Convention (1.64%), and information about the membership of the organisation (1.26%). The ALI-UNIDROIT Principles of Transnational Civil Procedure came in 21st position (0.59%), but the work-in-progress on Transnational Civil Procedure (ELI-UNIDROIT Regional Rules) came only in 52nd position (0.28%). The MAC Protocol came in 54th position (0.28%) and the Legislative Guide on Intermediated Securities 56th (0.27%). Work on reinsurance contracts came 61st (0.25%), the Space PrepCom 62nd (0.25%) and Agricultural land investment contracts 66th (0.24%). The French pages start in eleventh position and start with the UNIDROIT Principles 2016 in French (1.15%). Most pages consulted were in English. All in all, as was the case the year before, the pages consulted were varied and included even old materials, such as the 1973 Wills Convention (19th position, 0.65% of users), and the 1964 Convention relating to a Uniform Law on the International Sale of Goods (ULIS) (30th position, 0.48%).

(d) Age Groups of users of the UNIDROIT website

14. Looking at the age groups to which the users of the UNIDROIT website belong, the data supplied in 2017 were confirmed, i.e. the largest group of users in the period examined were that of 25-34-year-old persons (33.50%), the second largest was the 18-24-year-old group (27.50%), the third largest the 35-44-year-old group (15.5%), the fourth the 45-54-year-old persons (12.5%), the fifth the 55-64-year-old persons (5.5%) and the sixth persons 65 or over (5.5%). Of the users 45.85% were women, whereas 54.15% were men.

⁵ Organic search is a method for entering one or a plurality of search items in a single data string into a search engine. Organic search results are listings on search engine results pages that appear because of their relevance to the search terms, as opposed to their being advertisements (*source: Wikipedia*).

B. Social Media

15. UNIDROIT launched its social media program on Facebook and LinkedIn during the Institute's 90th anniversary celebrations in April 2016. The purpose of the Institute's social media program is to promote UNIDROIT's work to a wider audience in an innovative, efficient and cost effective manner. Maintaining a presence on the LinkedIn platform allows the Institute to inform practitioners and legal professionals about its projects, whereas Facebook promotes UNIDROIT to a younger generation of lawyers, academics and students.

16. The three key performance indicators for the Institute's social media program are (i) number of followers, (ii) the "reach" of the social media program (the total number of people that see UNIDROIT social media content) and (iii) the number of referrals to the UNIDROIT website. Building on a successful first year of operation, the Institute's social media accounts exceeded expectations on all three key performance indicators during their second year of operation.

17. As at 13 February 2018, the Institute had 1,837 followers on LinkedIn and 1,939 followers on Facebook, who receive several weekly updates on UNIDROIT activities. These figures represent an annual growth of 200% for LinkedIn followers and 300% growth for Facebook followers. In relation to the Institute's "reach" on social media, over 188,000 people saw UNIDROIT content on Facebook in 2017, whereas over 335,000 people saw UNIDROIT content on LinkedIn. In 2017, Facebook referred 3,124 people to the UNIDROIT website (compared to 2,000 referrals in 2016), making it the largest single source of referrals for the website.

III. DEPOSITORY LIBRARIES

18. Before the age of websites, UNIDROIT asked member States to appoint specific libraries or other official institutions to act as Depository Libraries for UNIDROIT documentation. They were also asked what materials they would be interested in storing (only documents, or also publications, the Uniform Law Review, etc.). Not all States appointed Depository Libraries and not all of these wanted all materials. With the adoption of the policy to post all documentation on the website, the interest of Depository Libraries waned, but some States are still keen to maintain them. The list of member States on the website indicates also if Depository Libraries have been appointed. For ease of reference, a list is annexed to this report (Annex 2).

IV. ACTION TO BE TAKEN

19. *The Governing Council is invited to take note of the activities of the Secretariat and to actively support its initiatives in this field.*

ANNEX 1

VISITS TO THE UNIFORM LAW REVIEW WEBSITE COUNTRY BY COUNTRY

COUNTRY	VISITS
Great Britain	4,543
United States	3,893
Germany	1,647
Netherlands	1,462
Australia	1,367
France	1,312
India	1,111
Italy	1,086
Switzerland	826
Canada	725
China	687
Belgium	652
Spain	554
Russian Federation	553
Japan	438
Hong Kong	434
Austria	432
Indonesia	403
South Africa	398
Turkey	380
Brazil	366
Korea, Republic of	311
Denmark	302
Sweden	279
Senegal	269
Poland	256
Luxembourg	252
Portugal	246
Romania	244
Cameroon	240
Vietnam	230
Malaysia	219
Serbia	218
Singapore	211
Iran	193
Lithuania	184

COUNTRY	VISITS
Ukraine	181
Greece	179
Mauritius	179
Colombia	175
Mexico	167
Czech Republic	164
Hungary	156
Thailand	153
Tunisia	152
Finland	138
Chile	127
Georgia	126
Norway	118
Latvia	115
New Zealand	114
Philippines	113
Argentina	105
Sri Lanka	104
Estonia	104
Cote d'Ivoire	99
Croatia	98
United Arab Emirates	97
Bulgaria	93
Taiwan	83
Pakistan	80
Cyprus	77
Egypt	73
Slovenia	70
Ireland	70
Israel	68
Morocco	66
Slovakia	63
Benin	54
Nigeria	53
Peru	51
Lebanon	49

COUNTRY	VISITS
Algeria	47
Cambodia	45
Rwanda	44
Jordan	42
Kenya	42
Belarus	42
Ghana	40
Burkina Faso	39
Albania	38
Tanzania	36
The former Yugoslav Republic of Macedonia	35
Malta	33
Bosnia and Herzegovina	29
Qatar	29
Moldova, Republic of	29
Bangladesh	29
Saudi Arabia	28
Niger	28
Zimbabwe	28
Paraguay	27
Macao	26
Ethiopia	23
Trinidad and Tobago	22
Zambia	22
Kuwait	19
Nepal	19
Palestine	18
Madagascar	17
Togo	16
Armenia	16
Gabon	15
Uzbekistan	15
Afghanistan	14
Haiti	14
Mali	13
Djibouti	13
Bahrain	13
Guadeloupe	12
Reunion	12
Costa Rica	11
Oman	11
Azerbaijan	11

COUNTRY	VISITS
Kazakhstan	11
Fiji	11
Jamaica	11
Uruguay	10
Panama	9
Central African Republic	9
Venezuela	8
Bolivia	8
Syria	7
Montenegro	7
Kyrgyzstan	7
Monaco	7
Iceland	7
Ecuador	6
Maldives	6
Namibia	6
Martinique	5
Uganda	5
Myanmar	5
Swaziland	5
Iraq	4
Marshall Islands	4
Holy See	4
Congo	4
Botswana	4
Mongolia	4
Guatemala	4
Puerto Rico	4
Bahamas	3
Malawi	3
Yemen	3
Saint Kitts and Nevis	3
Papua New Guinea	3
Mozambique	3
Netherlands Antilles	3
Congo, Democratic Republic of	3
Gambia	2
Liberia	2
Lesotho	2
Dominican Republic	2
Vanuatu	2
Bermuda	2

COUNTRY	VISITS
French Guiana	2
Bhutan	2
Isle of Man	2
Suriname	2
Eritrea	2
Guyana	2
Mauritania	2
Cayman Islands	2
San Marino	1
Grenada	1
Korea, Democratic People's Republic of	1
Norfolk Island	1
Guinea	1
Guinea-Bissau	1
Dominica	1
Angola	1
Barbados	1
Brunei Darussalam	1
New Caledonia	1
Honduras	1
Andorra	1
El Salvador	1
Grand Total	32,147

ANNEX 2**DEPOSITORY LIBRARIES**

Argentina	Corte Suprema de Justicia de la Nación, Secretaría de Investigación de Derecho comparado, Buenos Aires
Australia	National Library of Australia
Austria	Universität Wien, Universitäts Bibliothek, Fachbereichsbibliothek Rechtswissenschaften
Belgium	Ministry of Justice
Bolivia	Biblioteca Central de la Cancillería de la República
Brazil	Serviço de Biblioteca e documentação – SBD, Universidad de São Paulo, Faculdade de Direito
Bulgaria	Bulgarian National Library 'St. Cyrill and St. Methodius'
Canada	Nahum Gelber Law Library, McGill University University of British Columbia Law Library
Chile	Diplomatic Academy of the Republic of Chile
Colombia	Biblioteca Luis Angel Arango
Czech Republic	Library of the International Law Department, Ministry of Industry and Trade, (Ministerstvo průmyslu a obchodu) Prague Charles University in Prague
Egypt	Documentation Center, General Directorate of International and Cultural Co-operation, Ministry of Justice, Cairo
Estonia	National Library of Estonia
Finland	Library of Parliament (Eduskunnan Kurjasto)
France	Bibliothèque Inter-universitaire Cujas
Germany	Staatsbibliothek zu Berlin, Abteilung Amtsdrukschriften und Internationaler Amtlicher Schriftentausch
Greece	Library of the Hellenic Institute of International and Foreign Law, Athens
Holy See	Biblioteca della Facoltà di Giurisprudenza, Libera Università Maria Ss. Assunta, Rome
Hungary	Library of the Hungarian Parliament, Budapest
India	Library of the Indian Society of International Law, New Delhi
Indonesia	Departemen Luar Negeri (Directorate for Economic, Social and Cultural Treaties Affairs, Directorate General of Legal and Treaties Affairs, Ministry of Foreign Affairs), Jakarta
Iran (the Islamic Republic of)	Institute of Comparative Law: Faculty of Law and Political Science of the University of Tehran
Ireland	National Library of Ireland, Dublin
Japan	Ministry of Justice Library (Branch of National Diet Library), Tokyo
Latvia	Department of European and International Law, Ministry of Justice of the Republic of Latvia
Luxembourg	Bibliothèque Nationale, Luxembourg Centre Universitaire de Luxembourg
Malta	Library Services, University of Malta
Mexico	Instituto de Investigaciones Jurídicas, Universidad Nacional Autónoma de México Academia Mexicana de Derecho Internacional Privado y Comparado, México City Biblioteca Loyola, Universidad Iberoamericana Tijuana
Netherlands	Library of the Ministry of Justice
Norway	Det juridiske fakultetsbibliotek, Universitetsbiblioteket i Oslo

Paraguay	Facultad de Derecho y Ciencias Sociales de la Universidad Nacional de Asunción
People's Republic of China	Trade Policy Library, Department of Treaty and Law, Ministry of Foreign Trade and Economic Cooperation (MOFCOM)
Poland	Biblioteka Sejmowa
Portugal	Serviço de Biblioteca e Documentação Diplomática do Ministério dos Negócios Estrangeiros – Instituto Diplomático Gabinete de Documentação e Direito Comparado, Procuradoria Geral da República
Republic of Korea	Library of the Institute for Foreign Affairs and National Security (IFANS), Seoul
Romania	Biblioteca Nationala, Serviciul Primiri, Bucuresti
Russian Federation	Library of the Russian Foreign Trade Academy, Moscow
Slovakia	Právnická fakulta Trnavskej Univerzity, Trnava
Slovenia	Library of the Faculty of Law, University of Maribor
South Africa	Library of the Department of Justice, Directorate: Internal Affairs, Pretoria University of Johannesburg
Spain	Universidad San Pablo CEU, Madrid
Sweden	Library of the Swedish Parliament (Sveriges Riksdag)
Switzerland	Library of the Swiss Institute of Comparative Law
Turkey	Library, Banca ve Ticaret Hukuku Arastirma Enstitüsü (The Research Institute of Banking and Commercial Law), Hukuk Fakültesi, Ankara
United Kingdom	Library of the Institute of Advanced Legal Studies, London
United States of America	Arthur W. Diamond Law Library Columbia University in the City of New York Underwood Law Library, Dedman School of Law, Southern Methodist University, Dallas
Uruguay	Biblioteca, Facultad de Derecho de la Universidad de la República, Montevideo