



**Asia-Pacific  
Economic Cooperation**

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# **APEC WEBSITE GUIDELINES**

Last Update: January 2018

Contact: APEC Secretariat

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## 1. Introduction

Websites help an organization disseminate news and information, distribute data, promote outreach and improve the organization’s branding.

Successful websites are well planned and organized, have up-to-date content, and effectively meet the information needs of their target audience.

## 2. Purpose of this document

Included in this document are the guidelines to follow when developing an APEC Satellite Website.

Adherence to these guidelines will ensure that a Satellite Website is properly planned and developed. A well-planned and quality Satellite Website, in turn, reinforces the positive image of APEC.

In addition to the guidelines described in this document, the APEC Member should implement other checks and measures to improve and audit the Satellite Website where appropriate.

This document aims to help an APEC Member:

- Understand the roles of the APEC Website and Satellite Websites
- Understand how to plan a Satellite Website and get it approved and launched
- Know what website services the APEC Secretariat provides to help the APEC Member develop and/or host its Satellite Website, and their terms of use.
- Learn the principles of good website design and effective web communication
- Ensure that the Satellite Website is compliant with APEC Guidelines

## 3. Definitions of terms used in this document

In the context of this document, these terms are defined as follows:

- “APEC Members” refers to APEC member economies and/or APEC fora.
- “APEC Website” refers to the main APEC website (<http://www.apec.org>) which is *managed by the APEC Secretariat*.
- “APEC Satellite Website or Satellite Website” refers to an APEC website that is *developed, owned and managed by an APEC Member*.
- “APEC Guidelines” refers to the APEC nomenclature, APEC Logo Guidelines, APEC Sponsorship Guidelines, APEC Publications Guidelines, APEC Intellectual Property Policy and APEC Website Guidelines.
- “Contractor” refers to a company and/or individual engaged by the APEC Member to develop its Satellite Website.
- “Project Overseer” refers to the person from the APEC group who is in charge of the Satellite Website project.

- “Website Administrator” refers to the person who is in charge of managing the Satellite Website and updating its content.

## **4. APEC Website**

The APEC Website is the primary source of information on APEC and its fora activities.

The APEC Website communicates the benefits and outcomes of APEC processes in a manner that is easily understood by readers unfamiliar with APEC.

The APEC Website extends APEC’s branding online and promotes APEC as a dynamic, relevant and effective forum with a clear mandate of advancing free trade and prosperity.

The APEC Website provides APEC news releases, features, speech transcripts, events information, photos and videos.

Each APEC forum has a webpage in the APEC Website. The forum webpage provides information on the latest forum developments, achievements, current activities, contact persons, related news and events. For example, Economic Committee’s forum webpage is at <http://www.apec.org/Groups/Economic-Committee.aspx>

The APEC Events Calendar provides a complete listing of APEC activities, meetings, seminars and workshops.

## **5. APEC Host Economy Website**

The APEC host economy should have an official Host Economy Website to distribute news, media, and information from the APEC meetings.

These are the general guidelines for the Host Economy Website:

1. The official language of the Host Economy website should have an English version. The host economy may localize the website and develop other versions for the local language (e.g. Russian, Chinese, Korean languages etc.) when appropriate.
2. The Host Economy website must adhere to the APEC nomenclature. APEC nomenclature can be found in the [APEC Publications Guidelines](#).
3. The Host Economy Website must have an APEC Logo which hyperlinks back to the APEC Website (<http://www.apec.org>). The APEC Logo must be on the left side of the webpage.

4. The Host Economy Website must have a Host Logo which hyperlinks back to the Host Economy Website. The Host Logo must be on the right side of the webpage.
5. The Host Economy website must adhere to the [APEC Logo Guidelines](#) and [APEC Tagline Guide](#)
6. Before the official website is launched, the host economy should email APEC Secretariat Communications and Public Affairs (CPAU) Director the web address/url of the website so that APEC CPAU can review and provide comments and suggestions.
7. Once the official website is launched, the host economy should inform APEC Secretariat Communications and Public Affairs (CPAU) Director. A hyperlink will link the official Host Economy website to the APEC Website at <http://www.apec.org>.

These are the functional guidelines for the Host Economy Website:

1. The website is recommended to have these sections for easy access:
  - News (For distributing news relating to developments from APEC Meetings)
  - Photos (For distributing photo resources of APEC Meetings)
  - Videos (For distributing videos of APEC Meetings)
  - Meetings (Which meetings are taking place and the date and venue )
  - Contacts (Contact information for delegates and media)
  - Media Advisory (Useful information for getting around the economy and the meeting venue)
  - Accreditation
    - o Official
    - o Media
  - Social Media
2. The website is recommended to make use of technology to facilitate the distribution of media resources.
3. A sample layout is shown. The Host Economy Website should maximize usability to enhance the users' experience when surfing the website. The host economy may design alternative creative website layouts as long as the APEC Logo and Host Logo are clearly visible at the top of the website.

<b>APEC Logo</b>		<b>Host Logo</b>			
News	Photos	Videos	Meetings	Contacts	Media Advisory
Latest News		Media Advisory		Upcoming Meetings	
Latest Photos		Latest Videos			

## 6. APEC Satellite Website

A Satellite Website may be developed to host in-depth information on the fora's project (e.g. a new initiative, database, meeting or workshop).

The completed Satellite Website will be hyperlinked from the associated fora webpage in the APEC Website.

Examples of Satellite Websites are:

- Websites of APEC Expert Groups
- Websites of projects and initiatives endorsed by APEC fora
- Websites of APEC events, such as Meetings and Workshops

### 6.1 Drafting a Satellite Website proposal for review and approval

The Project Overseer should follow these steps to draft the Satellite Website proposal and get it reviewed and approved:

1. The APEC Member should draft a proposal for a Satellite Website and seek the approval of the forum /Chair. The Program Director for the APEC forum at the APEC Secretariat should be informed of the proposal. The proposal should at least include these key points:
  - What is the purpose of the Satellite Website?
  - What content/data will be hosted and who will provide and manage the content/data?
  - Who is the target audience of the Satellite Website?
  - What is the web address of the Satellite Website?
  - Who is the Website Administrator of the Satellite Website? The Website Administrator will safe-keep the website account password, manage the Satellite Website, troubleshoot reported problems, and update the website content as long as the Satellite Website is 'live'.
  - Who should review the website content regularly after the Satellite Website is launched?
  - How often should the content be reviewed to keep the website up-to-date?
  - Who will design and develop the Satellite Website in accordance with the APEC Member's requirements?
  - Who will fund the development of the website?
  - Who is the Project Overseer of the Satellite Website project?
  - When will the Satellite Website be launched?
  - Is the Satellite Website a permanent or temporary website? If temporary, when should it be taken offline?
2. The Project Overseer or associated Program Director should email the Satellite Website proposal to the APEC Secretariat's Online Communications Manager Online Communications Manager for review.
3. APEC Secretariat's Online Communications Manager will provide advice on the Satellite Website proposal and the Project Overseer may update the proposal as required.
4. The Project Overseer will complete and email the "APEC Satellite Website Review" request form (see Annex B) to the Online Communications Manager.
5. The Online Communications Manager will process the completed form and email the Project Overseer and Website Administrator (as stated in the form) the requested web resources (E.g. web address etc).

## 6.2 Develop and launch the Satellite Website

The Project Overseer should follow these steps to develop and launch the Satellite Website after approval has been obtained:

1. The Project Overseer can engage a Contractor to design and develop the Satellite Website.

If the Satellite Website is not using the APEC Satellite Website Platform the Project Overseer is required to email the final draft of the Satellite Website design to the Online Communications Manager for review.

*It is strongly recommended that the Satellite Website use the APEC Satellite Website Platform Services. Otherwise, the custom design should be sent to the Online Communications Manager for review as early as possible. This is to avoid excessive re-work in case the custom website design does not comply with APEC Guidelines.*

Once the website design has been reviewed to be compliant with the APEC Guidelines, the Project Overseer can work with the Contractor to develop the Satellite Website.

2. The APEC Member shall populate the website with accurate, up-to-date content that complies with APEC nomenclature.
3. If there is a sponsorship agreement for the Satellite Website, a copy of the sponsorship agreement should be emailed to the APEC Secretariat's Publications and Corporate Affairs Manager.
4. If a media release is required to announce the launch, the Project Overseer must inform the Communications and Public Affairs Unit Director at least 1 month before the launch of the Satellite Website.
5. The APEC Member should test the Satellite Website thoroughly, ensure that the website is working properly and is of high quality before launch.
6. Once the Satellite Website is ready for launch, the Project Overseer is required to email the Online Communications Manager at least 14 working days in advance to review the content.
7. After reviewing the Satellite Website, the Online Communications Manager will inform the Project Overseer of any changes (if necessary) that are required to comply with APEC Guidelines.
8. The Project Overseer must ensure that the Satellite Website meets the APEC Guidelines.
9. If the Satellite Website is approved, an APEC Logo reference number will be assigned and the Satellite Website is authorized to display the APEC Logo. The



Project Overseer will be notified of the approval and the APEC Logo reference number by email.

*It should be noted that a website that does not conform to the APEC Guidelines will not be authorized to display the APEC Logo. The website will not be hyperlinked from the APEC Website.*

10. The Project Overseer will proceed to launch the Satellite Website. Once the website is launched, the Project Overseer should inform the forum Chair, Program Director, Communications and Public Affairs Unit Director and Online Communications Manager.
11. The Online Communications Manager will then create a hyperlink to the Satellite Website from its associated forum webpage in the APEC Website.

### **6.3 APEC Subdomain Web Address**

The APEC Member can apply for an APEC subdomain web address (i.e. <http://websitename.apec.org> ) for its Satellite Website.

The APEC subdomain web address does not start with 'www'. For example, the recommended URL is <http://websitename.apec.org>, *not* <http://www.websitename.apec.org>. This is to keep the URL short and easy to remember.

To apply, the APEC Member should choose two preferred subdomain names (first choice and second choice). The chosen subdomain names should reflect the Satellite Website's purpose, title or its associated APEC forum.

The first subdomain name choice will be created unless it has been reserved or taken by another Satellite Website. If the first choice is unavailable, the second choice will be created (unless it is unavailable for the same reason).

If the Satellite Website is hosted with a third-party (i.e. non-APEC) web hosting provider, the APEC Member must specify the hosting server's Internet Protocol address (i.e. IP address) when applying.

There is no setup or annual renewal fees for the APEC subdomain web address.

It is highly recommended, though not compulsory, that a Satellite Website use an APEC subdomain web address.

For example, the APEC Business Mobility Group has a Satellite Website for the APEC Business Travel Card. The web address is <http://travel.apec.org>.

## **7. APEC Satellite Website Guidelines**

### **7.1 Goal and Audience**

The APEC Member should identify the goal of the Satellite Website and its target audience.

Different target audiences may have different levels of understanding of a subject or project, and may need different information/data from the website.

By specifying the intended audience for its Satellite Website, the APEC Member can tailor the content to deliver the message more effectively, and organize the website to help the target audience locate the required information.

The APEC Member should choose a quantitative or qualitative method of measuring the success of the Satellite Website.

## 7.2 Writing Content

Content must adhere to the APEC nomenclature and follow these guidelines:

- Keep the content accurate and up-to-date.
- Write the content clearly using minimal APEC or technical jargon. Assume that the reader has no knowledge of APEC processes.
- Review the content regularly and update cited figures.
- Write web-friendly paragraphs. Readers tend to scan web content instead of read it word-by-word. Use white spaces for easy reading.
- Use the active voice and use bullet points and headings to break up lengthy paragraphs.
- Keep sentences short. Express an idea clearly and succinctly.
- Remember that the content must be Current, Clear, Concise and Compelling.

## 7.3 Hyperlinks

Content of a Satellite Website should not duplicate information already available from the APEC Website and/or other Satellite Websites. Hyperlinks should be created to lead readers to related information at other websites.

### 7.3.1 APEC Publications Database

APEC publications are published on the APEC Publications Database (<http://publications.apec.org>). Copyright of all APEC publications belongs to the APEC Secretariat, unless otherwise indicated in the reports. When referring to a particular APEC publication, the Satellite Website should hyperlink to the executive summary webpage of the publication at the APEC Publications Database website.

E.g. [Education Guideline 3: Textbook for Higher Education - Standardization: Fundamentals, Impact, and Business Strategy](#)

### 7.3.2 APEC Meeting Documents Database

The APEC Meeting Documents Database (<http://aimp.apec.org/MDDB/default.aspx>) is the key repository of all APEC meeting documents. When referring to a particular APEC meeting paper, the Satellite Website should hyperlink to the document at the APEC Meeting Documents Database website.

E.g. [Cross-Border Privacy Rules \(CBPRs\) and Binding Corporate Rules \(BCR\): An Overview and Comparison](#)

### 7.3.3 APEC Projects Database

The APEC Projects Database (<http://aimp.apec.org/PDB/default.aspx>) is the key repository of all APEC projects. When referring to a particular APEC project, the Satellite Website should hyperlink to the project webpage at the APEC Projects Database website.

E.g. [Practical Management Strategies for Avian Influenza](#)

#### 7.3.4 APEC Forum Webpage

Each APEC forum updates its latest achievements, current activities, news and contact information at its forum webpage at the APEC Website. If a Satellite Website refers to an APEC forum, a hyperlink should be made to the APEC forum webpage.

If an APEC Member wishes to post relevant information on the Forum Webpage, the APEC Member should inform the forum's Program Director at the APEC Secretariat. The Program Director will review the update and notify the Communications and Public Affairs Unit if the forum webpage update is appropriate.

E.g. [Economic Committee](#)

#### 7.3.5 APEC Events Calendar

The APEC Events Calendar (<http://www.apec.org/Events-Calendar.aspx>) lists all APEC meetings, workshops, seminars and activities. The APEC Member should list its forum events on the APEC Calendar, and create hyperlinks from the Satellite Website to the APEC Events Calendar.

An event must be approved/endorsed by its APEC forum before it can be listed on the Events Calendar. The event can either be APEC-funded or self-funded by an APEC economy.

If an APEC Member wishes to post an event on the APEC Events Calendar, the APEC Member should inform/email the forum's Program Director at the APEC Secretariat. The Program Director will review the forum event suggestion and notify the Online Communications Manager if the event is appropriate for the APEC Events Calendar.

#### 7.3.6 APEC Tenders and RFPs

The APEC Tenders and RFPs (Request for Proposal) webpage (<http://www.apec.org/Projects/Tenders-and-RFPs.aspx>) lists all APEC project tender documents. The APEC Member should post its RFP document on this webpage, and create hyperlinks from the Satellite Website to the APEC Tenders and RFPs webpage when referring to its RFP.

The APEC Member should submit Tenders/RFPs update requests to the APEC Secretariat's Program Director for review first. The Program Director will notify the

Online Communications Manager about the Tenders/RFPs update if the requested update is appropriate.

## **7.4 Accessibility and Navigation**

Satellite Websites must be accessible to readers in all APEC economies. The APEC Member must ensure that the Satellite Website loads fast and displays properly on common web browsers (e.g. Microsoft Internet Explorer, Safari, Firefox, Chrome).

Content and data should be organized into logical sections and categories that can be accessed intuitively from the homepage. The website should be structured so that information can be located easily and quickly.

For better accessibility and navigation, the Satellite Website should:

- Have a primary navigation that links to the major website sections.
- Have a secondary navigation that links to main pages of each section.
- Have a sitemap that describes the entire Satellite Website content structure.
- Have navigation breadcrumbs to indicate the page the user is currently at.
- Have an email form to contact the Website Administrator. Alternatively, show the Website Administrator's contact details in the website.
- Have a site-search function.
- Ensure that webpages can be bookmarked and are hyperlinked back to the homepage.
- Ensure that webpages are printer-friendly.
- Ensure that webpages are mobile/tablet-friendly.

## **7.5 Logo, Typography, Colors and Style**

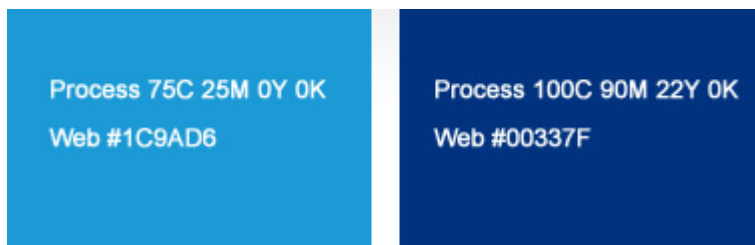
The APEC Logo must be displayed at the top left corner of the Satellite Website and must comply with the APEC Logo Guidelines. To ensure legibility and clarity, the Logo must measure at least 60 pixels (15mm) in height or at least 65 pixels in width. For more information, please refer to the APEC Logo Guidelines. The Logo must be hyperlinked to the APEC Website (<http://www.apec.org>)



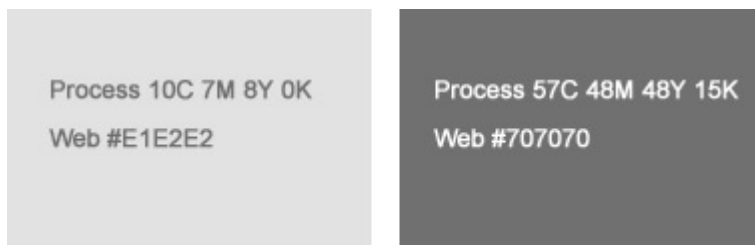
Acceptable Logo sizes

For consistent typography, the Satellite Website should use the Georgia typeface for main headers (H1) and titles, and the Arial typeface for navigation, paragraph and other text in the website.

The Satellite Website can use this color scheme as reference:



- Use blue shades for banner graphics, navigation and text highlights.



- Use these neutral grey shades for background color of broad areas.

The design style should follow these guidelines:

- Use a visually appealing web-safe color scheme that enhances readability.
- Apply the same style consistently throughout the Satellite Website.
- Avoid graphics and use small-sized graphics where necessary.
- Use a page layout width of 980 pixels.
- Avoid framed pages.
- Avoid the use of pop up windows.

- Avoid inappropriate use of sound and interactive elements. For example, playing unsolicited sound when a webpage is loaded.
- List the latest information and/or content of high importance/relevance on the homepage.

## 7.6 Images

The Satellite Website may use images and photos to complement the content.

Selected images and photos should:

- Aid in the understanding of the content (e.g. Location map, charts).
- Bring interest and visual appeal to the content (e.g. Use stock photos that are suggestive of education, trade etc)
- Not have negative connotations (not politically, religious or gender sensitive)
- Complement the website's design

Excessive use of images and photos will increase the loading time of a webpage. It is good practice to optimize the image for the web, reducing the image size as much as possible.

Examples of acceptable and unacceptable images for a Satellite Website:



Acceptable Usage	Unacceptable Usage
Human Resources	
	
Trade and Business (Fisheries example)	
	
Energy and Security	
	
Telecommunication and Transportation	
	

Suggestive of rude / bad behavior

Fishing rods look like assault rifles

Looks like an explosion, suggesting violence or terrorism

Photo does not convey context well

## 7.7 Website Copyright

The APEC Member owns the copyright of the content published in the Satellite Website and should ensure that the content does not infringe the copyrights of other organizations. A copyright statement should be included in the Satellite Website to protect the intellectual property of the APEC Member.

Here is an example of a copyright statement:

Copyright [2017] APEC [Energy Working Group]. All Rights Reserved

*Replace the text in brackets accordingly.*

## 7.8 Including a Disclaimer

A disclaimer should be included in the Satellite Website if the Satellite Website contains third-party content that the APEC Member does not manage, or if the Satellite Website hyperlinks to third-party websites.

A sample disclaimer is as follows:

*“Disclaimer: The website contains hyperlinks to third-party websites that may not comply with the APEC nomenclature and Guidelines. APEC shall not be held responsible for the accuracy of the information/data of the third-party websites, which are hyperlinked for your convenience.*

## 8. APEC Satellite Website Platform

The APEC Secretariat provides a suite of free Satellite Website Services to assist the APEC Member with content publishing, website development and/or hosting.

The APEC Member can apply for the appropriate Satellite Website Platform using the “APEC Satellite Webpage Review” request form.

To use any of the Satellite Webpage Services, the APEC Member must comply with the Satellite Website Services Terms of Use (See Annex A).

The APEC Communications and Public Affairs Unit released Version 1 of the Satellite Website Platform in September 2017,

The Satellite Website Platform is professionally designed and easy to use. The Satellite Website Platform is a part of the APEC Website Content Management System (WCMS).

Because the APEC Member does not need to develop and host the website, the Satellite Website Platform helps the APEC Member to save cost and time. Instead, the APEC Member can channel its efforts and resources to prepare quality content for the target audience.

The Satellite Website Platform have a look-and-feel that is complementary to the APEC Website. A professional, consistent and unified design for all APEC Satellite Webpage reinforces APEC's online branding. In turn, this strengthens trust and credibility with the targeted audience, and gives a positive impression of unity and coordination between the APEC Members.

The APEC Satellite Website Platform is free for use by APEC Members for approved Satellite Websites.

It is recommended, though not compulsory, for a Satellite Website to use the APEC Satellite Website Platform.

The domain of the Satellite Website Platform is the following format: <http://www.apec.org/websitename>. For example: <http://www.apec.org/travel>. The APEC Secretariat will create an APEC subdomain <http://travel.apec.org> and redirect it to <http://www.apec.org/travel>.

The APEC Satellite Website Platform include a few modules below:

1. Logo/Title

The logo/title module is located on the top of the satellite website layout to showcase the satellite website logo or the satellite website title.

2. Main Navigation

The main navigation is on the top of the satellite website layout. The content of the main navigation is customizable.

3. Carousel Banner

The website owner will able to customize the image and the text of the carousels banner. To achieve the best user experience and faster loading speed, we suggest not to load more than 6 banners.

4. About

The About us module allows user to showcase some text content on the satellite landing page. The title 'About Us' is customizable.

5. News

The news module allows user to showcase the latest news on the satellite landing page. A thumb image is required for each news.

6. Quick Links

The quick links module allows user to add links such as download.

7. Other Pages (With Customisable Title)

The Other Pages module is located on the top right corner of the satellite landing page. The website owner can use this module to list other related pages of the satellite website, such as events, downloads etc.


For the satellite website landing page layout, please refer to the example below.

The APEC Communications and Public Affairs will provide the login details to the satellite website owner once the application is approved.

The satellite website owner has to update the content and maintain the website. A staff without technical or web skills can easily update and maintain the Satellite Website with its user-friendly content editor.

1 **LOGO**

2 **NEWS RESOURCES GALLERY ABOUT US CONTACT US**


3 

4 **Workplan Design & Layout Planning**  
Today's High Mix and Low Volume production system requires engineer to be capable of developing Flexible Production System to support efficient material flow and assembly production system.  
[Explore more >](#)

5 **ABOUT**  
APEC was established in 1987 to provide industry with the best in-class productivity measurement, operational management methods and quality systems training. It has taken the lead since 1987 to provide technical know-how to thousands of professionals all over the Asia-Pacific region.


6 **TOPICS** [See all topics >](#)  
Easing Access to Capital for Women Entrepreneurs: Lovinda McCarthy of Golden Seeds  
Leading The Perfect Meeting: A How To  
How To Blow Past Your Crowdfunding Goal Using Female Empowerment  
Where are the Women Entrepreneurs in Hi-tech Start-ups?  
Less than 10% of female entrepreneurs seek out business investment  
Street Business School in Uganda: Entrepreneurship is the Path out of Poverty

7 **QUICK LINKS**  
[Financing Opportunities](#)  
[Make Your Connection](#)  
[Service Providers](#)  
[Events](#)

8 **NEWS RELEASES**  
  
Startups Are the Best Place for Women in Business  
Why Smart Women Get Stuck and What To Do About It  
Cyan Tanel, Corrie Mckee and Jennifer MacDiarmid lead way for women entrepreneurs in Australia  
Even in Entrepreneurship, Women Face Gender Constraints

1 **SATELLITE WEBSITE TITLE**

2 **NEWS RESOURCES GALLERY ABOUT US CONTACT US**


3 

4 **Workplan Design & Layout Planning**  
Today's High Mix and Low Volume production system requires engineer to be capable of developing Flexible Production System to support efficient material flow and assembly production system.  
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Leading The Perfect Meeting: A How To  
How To Blow Past Your Crowdfunding Goal Using Female Empowerment  
Where are the Women Entrepreneurs in Hi-tech Start-ups?  
Less than 10% of female entrepreneurs seek out business investment  
Street Business School in Uganda: Entrepreneurship is the Path out of Poverty

7 **QUICK LINKS**  
[Financing Opportunities](#)  
[Make Your Connection](#)  
[Service Providers](#)  
[Events](#)

8 **NEWS RELEASES**  
  
Startups Are the Best Place for Women in Business  
Why Smart Women Get Stuck and What To Do About It  
Cyan Tanel, Corrie Mckee and Jennifer MacDiarmid lead way for women entrepreneurs in Australia  
Even in Entrepreneurship, Women Face Gender Constraints



## 9. Annex A - APEC Satellite Website Services Terms of Use

By using any of the APEC Satellite Website Services - APEC Subdomain Web Address, APEC Satellite Website Platform, the APEC Member agrees to accept the terms stated in this policy, and will fully comply with the terms as long as the website service is in use.

These terms may be revised from time to time. The latest version of the APEC Website Guidelines can be downloaded at the APEC Policies and Procedures webpage (<http://www.apec.org/About-Us/About-APEC/Policies-and-Procedures.aspx>).

### 9.1 General Terms of Use

The APEC Member must comply with these terms if the APEC Member uses one or more of the APEC Satellite Website Services:

- 9.1.1 The Satellite Website must be approved as described in Section 6.1.
- 9.1.2 The Satellite Website Logo/Title must be clearly displayed at the top left side of the website.
- 9.1.3 To apply for the service(s), the APEC Member must email the completed “APEC Satellite Website Review” request form to the APEC Secretariat’s Online Communications Manager at least 30 working days before the launch date of the Satellite Website.
- 9.1.4 The APEC Member must provide two choices of APEC subdomain web addresses in the request form.
- 9.1.5 The APEC Member must designate a person as the Website Administrator for the Satellite Website. This person will be the point of contact for all matters regarding the Satellite Website, including content updates.
- 9.1.6 The Satellite Website Administrator and associated APEC Member must keep the content up-to-date and ensure that the content complies with the APEC nomenclature and APEC Guidelines at all times.
- 9.1.7 The APEC Secretariat does not provide resources (i.e. staff resources, financial resources or other resources) to help the APEC Member develop, troubleshoot, transfer and update its Satellite Website.
- 9.1.8 The APEC Member is responsible for the design, development, project management and maintenance of the Satellite Website.

- 9.1.9 The APEC Member will remain the owner and administrator of the Satellite Website. The APEC Member is responsible for safekeeping the Satellite Website Services account information and passwords.
- 9.1.10 If the APEC member is not using the APEC Satellite Website Platform, then the APEC Member is responsible for the regular backup of the website files, content and data uploaded to the Satellite Web Blog or Satellite Website Hosting service.
- 9.1.11 The APEC Member may engage a Contractor to develop or administer its Satellite Website. The APEC Member has to ensure that the Contractor abides by the APEC Guidelines.
- 9.1.12 The APEC Secretariat may review the Satellite Website from time to time to ensure that the APEC Guidelines are adhered to. The APEC Secretariat will contact the Website Administrator of the Satellite Website if there are reported/observed website issues. (e.g. outdated content, broken hyperlinks, website bugs etc.) The Website Administrator must rectify the website issues as soon as possible.
- 9.1.13 *The APEC Secretariat reserves the right to suspend or close the Satellite Website (hosted using the Satellite Website Platform) without further notice if the Website Administrator is not contactable, or if no action is made by the APEC Member to comply with the APEC Guidelines despite repeated reminders. Hyperlinks to the non-compliant Satellite Website may be removed from the APEC Website as well.*
- 9.1.14 In the case of Satellite Website Platform, the APEC Secretariat is the facilitator between the APEC Member and the hosting service provider. If there is a hosting server problem, the APEC Secretariat will liaise directly with the hosting service provider to resolve the problem.
- 9.1.15 The APEC member shall renew the APEC Satellite Services by sending a confirmation email to Online Communications Manager every year. Otherwise, The APEC Secretariat reserves the right to suspend or close the Satellite Website without further notice.
- 9.1.16 The APEC Member is to inform the APEC Secretariat of any change in Website Administrator and/or any website revamp after the Satellite Website is launched.



## **10. Annex B - APEC Satellite Website Review Request Form**

The APEC Satellite Website Review request form can be downloaded at <http://www.apec.org/About-Us/About-APEC/Policies-and-Procedures.aspx> (Under *Website* section).

## **11. Annex C – Flowchart: Planning and Launching an APEC Satellite Website**

