



United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
la science et la culture

Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura

Организация
Объединенных Наций по
вопросам образования,
науки и культуры

منظمة الأمم المتحدة
للتربية والعلم والثقافة

联合国教育、
科学及文化组织

Distribution: limited

CE/12/6.IGC/12
Paris, 9 November 2012
Original: English

**INTERGOVERNMENTAL COMMITTEE
FOR THE PROTECTION AND PROMOTION OF THE DIVERSITY
OF CULTURAL EXPRESSIONS**

Sixth Ordinary Session
Paris, UNESCO Headquarters
10 - 14 December 2012

Item 12 of the provisional agenda: Selection of an emblem for the Convention and preliminary draft Operational Guidelines for its use

In Decision 5.IGC 9, the Committee requested the Secretariat to submit at its sixth ordinary session proposals for an emblem as well as preliminary draft Operational Guidelines governing the use of the emblem. The proposed three emblem options are shown in the Annex I. The Annex II presents preliminary draft Operational Guidelines. To recall previous discussions on the emblem, relevant working documents and decisions/resolutions 2009-2011 are listed in the Annex III.

Decision required: paragraph 10

1. At its second extraordinary session (March 2009), the Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter ‘the Committee’) began its first discussions on the creation of an emblem and requested the Secretariat to consult the Parties to the Convention and civil society (Decision 2.EXT.IGC 7). Pursuant to this decision and to the mandate given to the Committee by the Conference of Parties (Resolution 2.CP 7), the Secretariat consulted the Parties and civil society. The results of this consultation were presented in information document CE/09/3.IGC/211/INF.5.
2. At its third ordinary session (December 2009), while stating that it was premature to discuss Operational Guidelines on the use of the emblem, the Committee decided, in principle, to create an emblem and further invited the Secretariat to conduct a feasibility study and cost analysis for the creation of an emblem for the Convention (Decision 3.IGC 6).
3. During debates held at its fourth ordinary session (December 2010), the Committee concluded that the Convention emblem could be used as a means to raise awareness of the Convention and the diversity of cultural expressions, as well as in campaigns to raise resources for the International Fund for Cultural Diversity (IFCD). The Committee was unanimous in preferring the most cost-effective option presented in the feasibility study and cost analysis report prepared by the Secretariat (document CE/10/4.IGC/205/5). The Committee suggested that the visual identity already used to represent the Convention on the UNESCO website and communication tools should be retained as the basis for future work on the creation of emblem. (See Annex of document CE/11/5.IGC/213/3 and detailed summary record of the fourth ordinary session of the Committee, paragraphs 31 and 33).
4. At its third session (June 2011), the Conference of Parties approved the principle of creating an emblem in a cost-efficient manner and requested the Committee to develop draft Operational Guidelines for its use (Resolution 3.CP 11).
5. At its fifth ordinary session in December 2011, the Committee had a debate on the future use of the Convention emblem and decided that it could be used either with or without the UNESCO logo, underlining the principle of flexibility. The Committee requested the Secretariat to submit proposals for an emblem taking into consideration its earlier decision to base the design on the Convention’s existing visual identity. It also requested the Secretariat to prepare preliminary draft Operational Guidelines governing the use of the emblem and submit to it to the sixth ordinary session of the Committee (Decision 5.IGC 9).
6. In conformity with the Decision 5.IGC 9, the Secretariat commissioned the designer who originally created the circle brand to create three emblem options for the Committee to consider. They are presented in Annex I.
7. Furthermore, the Secretariat elaborated preliminary draft Operational Guidelines on the use of the emblem, taking into account the debates of the Committee (Annex II). The draft Operational Guidelines provide direction on the use of the emblem as a stand-alone entity as well as with the UNESCO logo. In addition, they provide suggestions for the types of activities for which the use the emblem may be requested, based on the Committee’s previous debates.
8. In order to recall discussions that had taken place on the issue of the emblem by the Committee and the Conference of Parties, Annex III provides the list of all relevant documents and decisions/resolutions.
9. At this session, the Committee is invited to select an emblem of the Convention among the proposals presented in Annex I for consideration by the fourth session of the Conference of Parties and to examine the preliminary draft Operational Guidelines for use of the emblem presented in Annex II.

10. The Committee may wish to adopt the following decision:



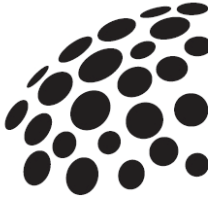
DRAFT DECISION 6.IGC 12

The Committee,




1. *Having examined document CE/12/6.IGC/12 and its Annexes;*
2. *Recalling Resolution 3.CP 11 of the Conference of the Parties and its Decisions 3.IGC 6, 4.IGC 5, and 5.IGC 9;*
3. *Recommends emblem X as presented in Annex I of document CE/12/6.IGC/12 for consideration by the Conference of Parties at its fourth ordinary session;*
4. *Adopts the draft Operational Guidelines for use of the emblem, as annexed to this decision;*
5. *Submits the draft Operational Guidelines, different emblem options and its recommendation for approval to the Conference of Parties at its fourth ordinary session.*

ANNEX I
Emblem Options

Emblem of the 2005 Convention

Option 1	Option 2	Option 3
 <p data-bbox="209 864 512 936">Diversity of Cultural Expressions</p>	 <p data-bbox="639 864 943 936">Diversity of Cultural Expressions</p>	 <p data-bbox="1086 864 1390 936">Diversity of Cultural Expressions</p>

Emblem of the 2005 Convention linked with the logo of UNESCO

Option 1	Option 2	Option 3
 <p data-bbox="161 1469 352 1525">United Nations Educational, Scientific and Cultural Organization</p> <p data-bbox="400 1469 544 1503">Diversity of Cultural Expressions</p>	 <p data-bbox="600 1469 791 1525">United Nations Educational, Scientific and Cultural Organization</p> <p data-bbox="839 1469 983 1503">Diversity of Cultural Expressions</p>	 <p data-bbox="1035 1469 1227 1525">United Nations Educational, Scientific and Cultural Organization</p> <p data-bbox="1275 1469 1418 1503">Diversity of Cultural Expressions</p>

ANNEX II

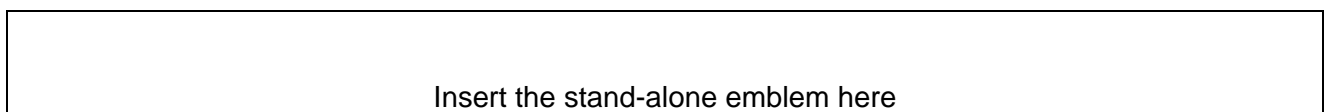
Preliminary draft Operational Guidelines on the use of the emblem of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions

I. General Considerations

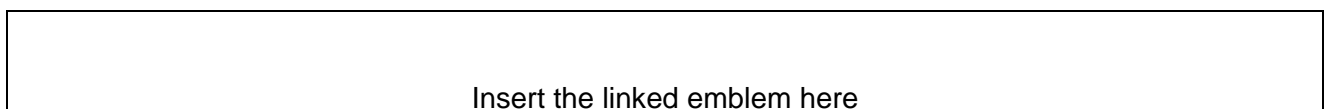
1. In order to increase the visibility and encourage the promotion of the Convention at the national, regional and international levels, the Parties to the Convention deem necessary to create an emblem encapsulating its objectives and principles.
2. The emblem of the Convention is a graphic representation, visually exploring the relationships, concepts and ideas of the Convention and their interactions with one another.
3. The emblem of the Convention can be used independently as a stand-alone emblem (hereinafter “stand-alone emblem”) or be used together with the UNESCO logo (hereinafter “linked emblem”).
4. The use of the stand-alone emblem is governed by the provisions stipulated in the present Guidelines.
5. The use of the linked emblem is governed both by the present Guidelines and by the *Directives concerning the use of the name, acronym, logo and Internet domain names of UNESCO*, as adopted by the General Conference of UNESCO¹. The use of the linked emblem must therefore be authorized both under the present Guidelines and under the *Directives concerning the use of the name, acronym, logo and Internet domain names of UNESCO* (for the part of the UNESCO logo) in accordance with the procedures provided in their respective Guidelines.

II. Graphic design of stand-alone and linked emblems

6. The stand-alone emblem, which is used as the official seal of the Convention, is shown below:



7. The linked emblem is shown below:



III. Rights of use of the emblem

8. The following have the right to use the stand-alone emblem without prior authorization, subject to the rules set out by the present Directives:

¹ The most recent version of the *Directives concerning the Use of the Name, Acronym, Logo and Internet Domain Names of UNESCO* is found in the annex to Resolution 86 of the 34th session of the General Conference (Resolution 34C/86) or at <http://unesdoc.unesco.org/images/0015/001560/156046e.pdf>.

- (a) the statutory organs of the Convention:
 - i) the Conference of Parties;
 - ii) the Intergovernmental Committee for the Protection and the Promotion of the Diversity of Cultural Expressions (hereinafter “Committee”); and
 - (b) the UNESCO Secretariat of the 2005 Convention (hereinafter “Secretariat”).
9. All others desiring the right to use the emblem must request and receive authorization pursuant to the procedures set forth below.

IV. Graphical standards

- 10. Both the stand-alone and linked emblems can be used in the six official languages of UNESCO. They shall be reproduced according to the specific graphical charter and a Brand Tool Kit elaborated by the Secretariat and published on the Convention’s website and shall not be altered.
- 11. Use of languages other than those six official languages of UNESCO in the stand-alone and linked emblems must be approved by UNESCO, prior to their use.

V. Authorization procedure for use of the stand-alone emblem

- 12. Authorizing the use of the stand-alone emblem is the prerogative of the Conference of Parties and/or the Committee, and the authorization may be granted by either one.
- 13. The Conference of Parties and the Committee authorize the use of the stand-alone emblem by means of resolutions and decisions that will stipulate the terms of the authorization granted, in accordance with the present Guidelines.
- 14. The decision authorizing the use of the stand-alone emblem shall be evaluated based on the following criteria:
 - (a) Relevance to and compliance with the Convention’s principles and objectives;
 - (b) Potential impact to raise visibility and awareness of the Convention and the diversity of cultural expressions; and
 - (c) Adequate assurance is provided to demonstrate the successful organization of a proposed activity, including the professional experience and reputation of the requesting body, financial and technical feasibility of the proposed activity.
- 15. Requests for the use of the stand-alone emblem can be submitted at any time for activities such as one-off activities that are international, regional, national and/or local in scope; that present a large diversity of cultural expressions and that involve artists, cultural producers, policy makers and/or civil society. These activities may include performances, exhibitions, audio-visual productions or publications (printed or electronic), or public events such as conferences or meetings and festivals and trade fairs for example in the film, book or music sectors.

16. The following steps are required to request the use of the stand-alone emblem:
- (a) Step 1: For national, regional as well as international activities, a requester must fill in a “Request Form” on the use of the stand-alone emblem and submit it to National Commissions for UNESCO of the Party or Parties, or other national authorities duly designated by respective Parties, in whose territory the planned activities are to be held.
 - (b) Step 2: The National Commissions or designated national authority will undertake a review to decide whether they support the request and forward to the Secretariat those requests they recommend, using an “Endorsement Form”.
 - (c) Step 3: Those requests forwarded to the Secretariat by 31 August, midnight CET, of each year will be submitted to the Committee at its session taking place in December of the same year for its consideration and decision. Additionally, every other year, requests forwarded to the Secretariat by 1 March, midnight CET, can be considered by the Conference of Parties at its session taking place in June of the same year for its consideration and approval.
 - (d) Step 4: Upon deliberation by the Conference of Parties or the Committee, a resolution or a decision to grant or not the use of the stand-alone emblem will be communicated to the requester by an official letter from the Secretariat.
 - (e) Step 5: Those requesters who received positive replies by the Conference of Parties or the Committee will receive from the Secretariat the appropriate electronic file with the stand-alone emblem and a Brand Tool Kit.

VI. Authorization of the linked emblem

17. The Director-General is empowered to authorize the use of the linked emblem in connection with patronage and contractual arrangements as well as specific promotional activities.
18. **Patronage** may be given as UNESCO’s moral endorsement of an activity for which the Organization is not directly involved, is not providing financial support, or cannot be held legally responsible. Patronage is limited in time and can be granted to one-off activities that are international, regional and national in scope and that present a large diversity of cultural expressions and that involve artists, cultural producers, policy makers and/or civil society. These activities may include performances, exhibitions, cultural industry festivals and trade fairs for example in the film, book or music sectors. Patronage may also be granted for one-off audio-visual productions or publications (printed or electronic), or public events such as conferences or meetings.
19. Request for the use of the linked emblem for the purpose of patronage must be submitted to the Director-General of UNESCO along with an endorsement of National Commissions for UNESCO of the Party or Parties, or other national authorities duly designated by respective Parties, in whose territory the planned activities are to be held.
20. **Projects receiving support from the International Fund for Cultural Diversity** (hereinafter “IFCD-funded projects”) are those that are approved by the Committee for IFCD funding.
21. After the approval of the Committee of the IFCD-funded projects, it is only through signing of the “Intergovernmental Body Allocation Contract” with UNESCO that the linked emblem can be used in the framework of the implementation of the IFCD-funded projects according to conditions of use stipulated in the contract.

22. **Partnership agreements** are negotiated between UNESCO and partners such as public sector institutions, private sector or civil society to carry out defined activities that advance the objectives and principles of the Convention and its implementation on the international, regional, national and/or local levels.
23. Use of the linked emblem within partnership agreements shall be authorized by the UNESCO Secretariat.
24. **Fundraising activities** encompass activities undertaken by Convention stakeholders (public, private and civil society) whose sole objective is to raise donations for the IFCD.
25. Use of the linked emblem for fundraising activities shall be authorized by the UNESCO Secretariat.
26. **Commercial use** is the sale of goods or services bearing the name, acronym, logo or internet domain names of UNESCO chiefly for profit.
27. Requests for commercial use of the linked emblem including those received by National Commissions or other national authorities duly designated shall be sent to the Director-General of UNESCO for written approval.

VII. Donation to the IFCD through the commercial use of the emblem

28. When profit is generated through commercial use, the contribution of a percentage of the profit to the IFCD is obligatory.
29. Contributions to the IFCD shall be governed in accordance with the Financial Regulations of the Special Account for the IFCD.

VIII. Protection

30. To the extent that the name, acronym and logo of UNESCO have been notified and accepted by the Paris Union Member States under Article 6ter of the Paris Convention for the Protection of Industrial Property, adopted in 1883 and revised at Stockholm in 1967, and to the extent that the emblem of the Convention [has been submitted] to the International Bureau of the World Intellectual Property Organization (WIPO) and [has been notified and accepted] by the Paris Union Member States under Article 6ter of the Paris Convention for the Protection of Industrial Property, adopted in 1883 and revised at Stockholm in 1967, UNESCO has recourse to the Paris Convention Member States' domestic systems to prevent the emblem of the Convention and the name, acronym or logo of UNESCO from being used where such use falsely suggests a connection with the Convention or UNESCO.
31. The Parties are invited to submit to UNESCO the names and addresses of the authorities in charge of managing the use of the emblem.
32. In specific cases, the statutory organs of the Convention may request the Director-General of UNESCO to monitor the proper use of the emblem of the Convention and to initiate proceedings, where appropriate, in case of abusive use.
33. The Director-General of UNESCO is responsible for instituting proceedings in the event of unauthorized use of the emblem of the Convention at the international level. At the national level this shall be the responsibility of the relevant national authorities.
34. The Secretariat and the Parties cooperate closely in order to prevent, in conjunction with competent national bodies and in line with these Operational Guidelines, any unauthorized use of the emblem of the Convention at the national level.

Annex III

Relevant working documents and decisions/resolutions 2009-2011

Session	Document (reference)	Download
2 nd extraordinary session of the Committee, March 2009	Working document on “Measures to increase the visibility and promotion of the Convention” (CE/09/2.EXT.IGC/208/7)	http://www.unesco.org/culture/culturaldiversity/2ext.igc7_en
	Decision 2.EXT.IGC.7	http://www.unesco.org/culture/en/diversity/convention/2extigc/Decisions_en_2_ext%20igc.pdf
3 rd ordinary session of the Committee, December 2009	Working document presenting a first preliminary “draft operational guidelines on the measures to increase the visibility and promotion of the Convention” (CE/09/3.IGC/211/6)	http://www.unesco.org/culture/fr/diversity/convention/3igc/3IGC_6_do_visibilite_promotion_en.pdf
	Decision 3.IGC 6	http://www.unesco.org/culture/fr/diversity/convention/3igc/final_decisions_3igc_en.pdf
4 th ordinary session of the Committee, December 2010	Working document presenting “Feasibility study and cost analysis for the creation of an emblem for the Convention” (CE/10/4.IGC/205/5)	http://www.unesco.org/fileadmin/MULTIMEDIA/HQ/CLT/diversity/pdf/convention_2005/IFCD/4IGC_5_Etude_faisabilite%20et_co%20BBts_embleme_en.pdf
	Decision 4.IGC 5	http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CLT/pdf/Conv2005_4IGC_decisions_en_10_12_10.pdf
3 rd ordinary session of the Conference of Parties, June 2011	Resolution 3.CP 11	http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CLT/pdf/Conv2005_3CP_resolutions_en.pdf
5 th ordinary session of the Committee, December 2011	Working document on “Creation of an emblem for the Convention and preparation of operational guidelines for its use” (CE/11/5.IGC/213/9)	http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CLT/pdf/Conv2005_5IGC_9_embleme_en.pdf
	Decision 5.IGC 9	http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CLT/pdf/Conv2005_5IGC-decisions-en.pdf