



United Nations
Educational, Scientific and
Cultural Organization



Diversity of
Cultural Expressions

7 IGC

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

Seventh Ordinary Session
Paris, UNESCO Headquarters
10 - 13 December 2013

Item 11 of the provisional agenda: Report on the operationalization of the emblem of the Convention

By Resolution 4.CP 9, the Conference of Parties approved at its fourth ordinary session the Operational Guidelines on the use of the emblem of the Convention. In Resolution 4.CP 12, it also selected an emblem of the Convention and requested the Secretariat to ensure the emblem's protection under the Paris Convention for the Protection of Industrial Property. This document reports on the progress made to operationalize the use of the emblem.

Decision required: paragraph 12

1. The objectives of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter ‘the Convention’) include raising awareness of the values of the diversity of cultural expressions at the local, national and international levels (Article 1(e)). By virtue of Article 23 of the Convention, the Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter ‘the Committee’) is called upon to promote the objectives of the Convention (Article 23.6(a)). At its second ordinary session (December 2008), the Committee decided to place an item in the agenda of its second extraordinary session concerning the examination of measures to increase the visibility and promotion of the Convention (Decision 2.IGC 9).
2. The Committee began its first discussions on the creation of an emblem at its second extraordinary session (March 2009) (Decision 2.EXT.IGC 7). At its third ordinary session (December 2009), the Committee decided, in principle, to create an emblem and 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 the debate 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). Considering the feasibility study and cost analysis, the Committee was unanimous in preferring the most cost-effective option to create an emblem and also suggested that the future emblem should be inspired by the visual identity of ‘circles’ used on the Convention website and other promotional materials. At its third ordinary session (June 2011), the Conference of Parties also approved the principle of creating an emblem in a cost-efficient manner (Resolution 3.CP 11). Pursuant to its work on this matter, the Committee at its fifth ordinary session (December 2011) decided that the future emblem could be used either independently or jointly with the UNESCO logo and requested the Secretariat to submit proposals for an emblem (Decision 5.IGC 9).
4. The Committee examined, at its sixth ordinary session (December 2012), three proposals submitted by the Secretariat. The majority of the Committee members expressed their preference for option 1 presented in Annex I of document CE/12/6.IGC/12, while some members supported the visual identity proposed in the communication and fundraising strategy of the IFCD (see Annex II of document CE/12/6.IGC/6), underlining that there should be only one emblem for both the Convention and for the IFCD. After long discussion, the Committee decided to request the Secretariat to propose a fourth emblem option taking into consideration its debates during the session and further requested to transmit all four emblem options to the Conference of Parties at its fourth ordinary session (Decision 6.IGC 12).
5. At its sixth ordinary session, the Committee also examined and adopted draft Operational Guidelines on the use of the emblem of the Convention (Decision 6.IGC 12). Subsequently, the Conference of Parties at its fourth session (June 2013) approved the said Guidelines (Resolution 4.CP 9), which stipulate that the emblem of the Convention can be used as a stand-alone emblem and also together with the UNESCO logo (linked emblem) (Article I.3 of the Operational Guidelines on the use of the emblem).
6. The Conference of Parties at its fourth ordinary session engaged in a lively discussion on the four emblem options presented in Annex I of document CE/13/4.CP/12. It came to a consensus and selected the fourth emblem option. It recalled that the statutory organs of the Convention, i.e. the Conference of Parties and the Committee, as well as the UNESCO Secretariat of the Convention, have the sole right to use the emblem of the Convention without prior authorization, and it requested the Secretariat to ensure the emblem’s protection under Article 6^{ter} of the Paris Convention for the Protection of Industrial Property (Resolution 4.CP 12).

7. In order to operationalize the use of the emblem, the Secretariat sent a letter in August 2013 to the World Intellectual Property Organization (WIPO), requesting that it communicate to States party to the Paris Convention and also to Members of the World Trade Organization (WTO) not party to the said Convention, the emblem of the 2005 Convention in order to ensure its protection under Article 6ter of the Paris Convention.
8. The Secretariat also sent a letter in September 2013 to all Parties to the Convention requesting them to submit contact information of a national authority responsible for managing the use of the emblem at the national level. This information will be made available on the website of the Convention.
9. In accordance with Article V.16 of the Operational Guidelines on the use of the emblem, the Secretariat elaborated a “Request Form for the Use of the Emblem” (Annex II), and an “Endorsement Form” (Annex III) to be used by national authorities responsible for managing the use of the emblem. It has also elaborated a “Reporting Form” (Annex IV).
10. The Secretariat has further developed web pages on the Convention website devoted to the emblem. The web pages will be launched as soon as the Secretariat receives a positive reply from WIPO. The Secretariat is developing a Brand Toolkit with specific guidelines on the use of the emblem.
11. Parties to the Convention have collectively decided to take a flexible approach to the use of the emblem by allowing for a stand-alone use of the emblem. The protection of the emblem from any abusive use requires cooperation and coordination of all concerned stakeholders. The Secretariat will endeavour to operationalize the use of the emblem in an efficient and timely manner in order to enhance the visibility of the Convention and IFCD fundraising efforts.
12. The Committee may wish to adopt the following decision:

DRAFT DECISION 7.IGC 11

The Committee,

1. *Having examined document CE/13/7.IGC/11 and its Annexes;*
2. *Recalling Resolution 4.CP 12 of the Conference of Parties;*
3. *Request the Secretariat to inform all Parties to the Convention of the outcome of its consultation with WIPO;*
4. *Also request the Secretariat to report to it at its eighth ordinary session both qualitative and quantitative information on requests for the use of the stand-alone and linked emblem that it will have granted during 2014 and the possible impact of the emblem’s use on the visibility of the Convention.*

ANNEX I

Relevant working documents and decisions/resolutions (2009-2013)

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/new/fileadmin/MULTIMEDIA/HQ/CLT/pdf/Conv2005_4IGC_5_Etude_faisabilite_et_couts_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
6 th ordinary session of the Committee, December 2012	Working document on the selection of an emblem of the Convention and preliminary draft Operation Guidelines on its use (CE/12/6.IGC/12)	http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CLT/pdf/Conv2005_6IGC_12_Selection_of_an_emblem_for_the_Convention_en.pdf
	Decision 6.IGC 12	http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CLT/pdf/Conv2005_6IGC_decisions_en.pdf
4 th ordinary session of the Conference of Parties, June 2013	Working document on the “Approval of the operational guidelines for the implementation of the Convention” (CE/13/4.CP/9)	http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CLT/pdf/Conv2005_4CP_9_OG_EN.pdf
	Working document on the “selection of an emblem of the Convention” (CE/13/4.CP/12)	http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CLT/pdf/Conv2005_4CP_12_Emblem_EN.pdf
	Resolution 4.CP 9 and 4.CP 12	http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CLT/pdf/Conv2005_4CP_Resolutions_ENG.pdf

ANNEX II

Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005 Convention)

Request Form for the Use of the Emblem

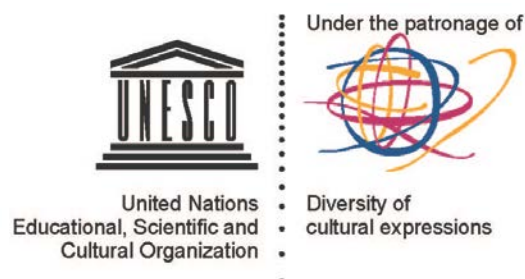
This document is available at the following web address: XXX

Organizers of one-off and short-term activities such as performances, exhibitions, cultural industry festivals, seminars, conferences, and audio-visual productions are welcome to request the authorization to use the stand-alone emblem of the *Convention on the Protection and Promotion of the Diversity of Cultural Expressions* (2005 Convention emblem). Activity organizers can also request to place the activity under the patronage of UNESCO, and hence for the authorization to use the Convention emblem linked with the UNESCO logo.

The **stand-alone emblem** (the 2005 Convention emblem) is illustrated below:



The **linked emblem** (the 2005 Convention emblem linked with the UNESCO logo) for activity placed under the patronage of UNESCO is illustrated below:



The proposed activities should be relevant to the Convention's principles and objectives, and help to raise the visibility and awareness of the Convention and the diversity of cultural expressions. Further, the organizing body should be able to demonstrate that it has adequate professional experience and sufficient capacity to organize the proposed activity.

The authorisation and use of the stand-alone emblem and the linked emblem are governed by the *Operational Guidelines on the Use of the Emblem of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions* approved by the Fourth Ordinary Session of the Conference of Parties in June 2013, and the *Directives Concerning the Use of the Name, Acronym, Logo and Internet Domain Names of UNESCO* that were approved by the General Conference of UNESCO in 2007. These documents can be consulted at: http://www.unesco.org/bpi/pdf/directives_logo_c34_86_en.pdf

In order to apply for the use of the stand-alone emblem or for UNESCO's patronage in order to use the linked emblem, please complete the **request form for the use of the emblem** below, and **send it to the concerned National Commissions for UNESCO or other national authorities duly designated by respective Parties, in whose territory the planned activities are to be held**. Please visit the web pages to find the contact addresses for each country: XXX

On receiving the completed request form for the use of the emblem, the National Commission or the other duly designated national authority, will assess the request, and if they support the request, will complete an Endorsement Form. The National Commission or the other duly designated national authority will send the two forms together to:

- The UNESCO Secretariat in the case of a request for the stand-alone emblem; or
- The Director-General of UNESCO in the case of a request for UNESCO's patronage and the linked emblem.

For requests that are approved, the organizing body will receive a letter from:

- The UNESCO Secretariat in the case of a request for the stand-alone emblem;
- The Director-General of UNESCO, via the National Commission or the duly designated national authority, in the case of a request for UNESCO's patronage and the linked emblem.

The organizing body will receive the appropriate electronic file containing the high resolution version of the stand alone or linked emblem, which will enable it to be reproduced on the information material related to the activity, as well as a Brand Tool Kit. Please note that the stand alone and linked emblems must not be modified or changed in any manner.

The organizing body will also receive a **Reporting Form**, which must be completed and sent to UNESCO no later than one month after the end of the activity (six months for publications and audio-visual productions).

The authorization for the use of the stand-alone emblem or the grant of UNESCO's patronage and the authorization for the use of the linked emblem terminate with the end of the activity. If the activity is repeated, a new request will need to be made.

**Convention on the Protection and Promotion of the Diversity of
Cultural Expressions (2005 Convention)**

Request Form for the Use of the Emblem

1. Type of request:

The 2005 Convention stand-alone emblem

or

UNESCO's patronage and the use of the UNESCO/2005 Convention linked emblem

2. Name of the proposed activity:

3. Start Date and End Date of the proposed activity:

4. Venue of the proposed activity:

5. Name and contact details of your organization:

Name:

Address:

Telephone number:

E-mail address:

Other relevant information:

6. Legal identity of your organization and registration number:

7. Your name and contact details:

Name:

Address:

Telephone number:

E-mail address:

Other relevant information:

8. Full description of the proposed activity:

**9. Are all of the financial and technical means guaranteeing the successful implementation of the proposed activity well in place at the time of this request?
Please describe in detail:**

10. List the publicity and/or promotional materials that the requested emblem will be used on (e.g. Invitation letter, printed program, banner, website, etc...):

11. Provide information on the scope of the proposed activity (e.g. Is it international, regional, sub-regional, national or local in scope?) and the number of people that will be reached:

12. The number of participants and the key audience of your proposed activity (e.g. Are they researchers/scientists/academics; teachers/educators; students/youth; politicians/decision makers/civil servants; development agencies such as NGO's or IGOs; general public etc...?):

13. Media visibility of your proposed activity (e.g. Will there be media coverage; which media and at what level...?):

14. How is your proposed activity relevant to the purposes and objectives of the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions, and does the proposed activity comply with the principles of the Convention?

15. Please specify in which language version(s) the requested emblem would be used for the proposed activity (use of languages other than the six official languages of UNESCO must be approved by UNESCO prior to their use):

Arabic

Chinese

English

French

Spanish

Russian

Other – Please specify here:

16. Please provide in attachment any layouts and examples of all printed or audiovisual promotional materials relating to the proposed activity (cinematographic works, books, banners, posters, invitations, etc...) which would be expected to bear the requested emblem.

Signature and Date:

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Please send the completed Request Form for Use of the Emblem, along with attachments, to the concerned National Commissions for UNESCO or other national authorities duly designated by respective Parties, in whose territory the planned activities are to be held. Please visit the web pages to find the contact addresses for each country: XXX

For further information on the 2005 Convention, please visit the web pages: XXX

ANNEX III

Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005 Convention)

Endorsement Form

This document is available at the following web address: XXX

To be completed by the National Commissions for UNESCO of the Party or Parties to the Convention, or other national authorities duly designated by respective Parties, in whose territory the planned activities are to be held.

Organizers of one-off and short-term activities such as performances, exhibitions, cultural industry festivals, seminars, conferences, and audio-visual productions are welcome to request the authorization to use the stand-alone emblem of the *Convention on the Protection and Promotion of the Diversity of Cultural Expressions* (2005 Convention emblem). Activity organizers can also request to place the activity under the patronage of UNESCO, and hence for the authorization to use the Convention emblem linked with the UNESCO logo.

The **stand-alone emblem** (the 2005 Convention emblem) is illustrated below:



The **linked emblem** (the 2005 Convention emblem linked with the UNESCO logo) for activity placed under the patronage of UNESCO is illustrated below:



The proposed activities should be relevant to the Convention's principles and objectives, and help to raise the visibility and awareness of the Convention and the diversity of cultural expressions. Further, the organizing body should be able to demonstrate that it has adequate professional experience and sufficient capacity to organize the proposed activity.

The authorisation and use of the stand-alone emblem and the linked emblem are governed by the *Operational Guidelines on the Use of the Emblem of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions* approved by the Fourth Ordinary Session of the Conference of Parties in June 2013, and the *Directives Concerning the Use of the Name, Acronym, Logo and Internet Domain Names of UNESCO* that were approved by the General Conference of UNESCO in 2007. These documents can be consulted at: http://www.unesco.org/bpi/pdf/directives_logo_c34_86_en.pdf

The National Commissions for UNESCO of the Party or Parties to the Convention, or other national authorities duly designated by respective Parties, in whose territory the planned activities are to be held will evaluate requests and complete this Endorsement Form. They will send this completed Endorsement Form, together with the completed Request Form for Use of the Emblem and any attachments, to:

- The UNESCO Secretariat in the case of a request for the **stand-alone emblem**;

by email: XXX

by fax: +33 (0) 1 45 68 55 95 or

by post using the address below:

Secretariat to the Convention on the Protection and Promotion of the Diversity of Cultural
Expressions
UNESCO
CLT/CEH/DCE
7, place de Fontenoy
75352 Paris 07 SP
France

or

- The Director-General of UNESCO in the case of a request to place the activity under the patronage of UNESCO and hence for the authorization to use the **linked emblem**

by email: XXX

by fax: +33 (0) 1 45 68 55 95 or

by post using the address below:

Office of the Director-General

UNESCO

7, place de Fontenoy

75352 Paris 07 SP

France

The authorization for the use of the stand-alone emblem or the grant of UNESCO's patronage and the authorization for the use of the linked emblem terminate with the end of the activity. If the activity is repeated, a new request will need to be made.

**Convention on the Protection and Promotion of the Diversity of
Cultural Expressions (2005 Convention)**

Endorsement Form

To place a proposed activity under the patronage of UNESCO and hence for the authorization to use the linked emblem (the 2005 Convention emblem linked with the UNESCO logo) or for the use of the stand-alone emblem (the 2005 Convention emblem)

- 1. Please provide your name, title and contact details, and specify if you are a National Commission for UNESCO or a national authority duly designated by a respective Party to the Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005), in whose territory the planned activities are to be held:**

Name: Title: Address: Telephone number: E-mail address: Other relevant information: <input type="checkbox"/> National Commission for UNESCO or <input type="checkbox"/> Designated national authority

- 2. Please provide the name of the organization or entity requesting the use of the emblem, and indicate whether they have duly completed the Request Form for Use of the Emblem:**

Name of the requesting organization or entity: Duly completed Request Form: <input type="checkbox"/> Yes <input type="checkbox"/> No

3.Type of request:

The 2005 Convention stand-alone emblem

or

UNESCO's patronage and the use of the UNESCO/2005 Convention linked emblem

4.Name of the proposed activity:

5.Start Date and the End Date of the proposed activity:

6.Venue of the proposed activity:

7.Has the organizer of the proposed activity submitted any attachments (e.g. layouts and examples of printed or audiovisual promotional materials relating to the proposed activity - cinematographic works, books, banners, posters, invitations, etc... which would be expected to bear the emblem)?

Yes

No

8. Do you consider that the proposed activity is relevant to and in compliance with the principles and objectives of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005)?

Yes
 No

Please explain:

9. Do you consider that the proposed activity will raise visibility and awareness of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005) and of the diversity of cultural expressions?

Yes
 No

Please explain:

10. Do you consider that the organizer of the proposed activity has planned fully, and provided adequate assurance to demonstrate that the activity will be successful, including having the financial and technical means for the proposed activity already in place?

Yes
 No

Please explain:

11. Do you consider that the organizer of the proposed activity has a professional reputation and experience to ensure the success of the proposed activity?

Yes
 No

Please explain:

12. Please provide any other relevant information that contributed to the decision on whether or not to endorse the request for use of the emblem for the proposed activity:

13. Do you endorse the request for the use of the emblem?

Yes

No

14. Please provide in attachment

- The completed Request Form for the Use of the Emblem
- Any layouts and examples of all printed or audiovisual promotional materials relating to the proposed activity (cinematographic works, books, banners, posters, invitations, etc...) which would be expected to bear the emblem and which the organizer of the proposed activity submitted with the request form for the use of the emblem.

Signature and Date:

In the case of a **request for a stand-alone emblem**, please send the completed endorsement form, together with the original request form and other attachments to the following address:

by email: XXX
by fax: +33 (0) 1 45 68 55 95 or
by post using the address below:
Secretariat to the Convention on the Protection and Promotion of the
Diversity of Cultural Expressions
UNESCO
CLT/CEH/DCE
7, place de Fontenoy
75352 Paris 07 SP
France

In the case of a request **to place activity under the patronage of UNESCO** and the use of the linked emblem, please prepare and add a brief letter addressed to the Director-General of UNESCO and send the letter, the completed endorsement form, together with the original Request Form and other attachments by post to the following address:

Office of the Director-General
UNESCO
7, place de Fontenoy
75352 Paris 07 SP
France

ANNEX IV

Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005 Convention)

Reporting Form

This document is available at the following web address: XXX

To be completed by organizers of activities for which the 2005 Convention stand-alone emblem, or UNESCO's patronage and the use of the UNESCO/2005 Convention linked emblem, have been used.

1. Name, venue, date and organizer of the activity:

2. Which emblem was used?

The 2005 Convention stand-alone emblem

or

UNESCO's patronage and the use of the UNESCO/2005 Convention linked emblem

3. What is the particular relevance of the activity to purposes and objectives the 2005 Convention and its compliance with the principles of the Convention?

4. Who were the audiences of the activity? (Please tick the five most relevant)

- UNESCO network (e.g. commissions, chairs, associated schools, clubs, national committees)
- Development agent (e.g. Intergovernmental Organizations, UN system)
- Policy maker (e.g. ministries, parliamentarians, local authorities)
- Civil Society (e.g. private persons, NGOs, companies)

- Scientists / researchers / academics
- Educators / teachers / trainers
- Youth / students
- Mass media
- Specialized media
- Other (please specify) _____

5. Was there any media coverage for your activity? (Please specify the number of features)

<i>Type</i>	<i>Local</i>	<i>National</i>	<i>Regional</i>	<i>International</i>
<i>Print</i>				
<i>Radio</i>				
<i>Television</i>				
<i>Internet</i>				

6. How many people have been reached approximately through the communication about the activity?

7. What was the effect of your activity for the Convention's visibility? (Please tick the two most relevant)

- The name and linked logo of UNESCO and the 2005 Convention were made visible to new audiences
- The purposes and objectives of the 2005 Convention were made known to new audiences
- The achievements of the 2005 Convention were promoted to new audiences
- UNESCO's publications (www.unesco.org/publishing) were promoted to new audiences

Please send this questionnaire to the Secretariat of the 2005 Convention, together with, if relevant, Information materials (especially those featuring the emblem), press clippings, radio recordings, television and video footage, statistics, to the address below

by email: XXX

by fax: +33 (0) 1 45 68 55 95 or

by post using the address below:

Secretariat to the Convention on the Protection and Promotion
of the Diversity of Cultural Expressions
UNESCO
CLT/CEH/DCE
7, place de Fontenoy
75352 Paris 07 SP
France