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联合国教育、
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Diversity of Cultural Expressions

4 CP

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CE/13/4.CP/12
Paris, 2 April 2013
Original: English

CONFERENCE OF PARTIES TO THE CONVENTION ON THE PROTECTION AND PROMOTION OF THE DIVERSITY OF CULTURAL EXPRESSIONS

Fourth ordinary session
Paris, UNESCO Headquarters, Room II
11–14 June 2013

Item 12 of the provisional agenda: Selection of an emblem for the Convention

The Conference of Parties at its third ordinary session approved the principle of creating an emblem (Resolution 3.CP 11). The Committee at its sixth ordinary session examined three emblem options proposed by the Secretariat. 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). The proposed four emblem options are shown in the Annex I. To recall previous discussions on the emblem, relevant working documents and decisions/resolutions 2009-2012 are listed in the Annex II.

Decision required: paragraph 7

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 in the Convention website and other promotional materials. At its third ordinary session (June 2011), the Conference of Parties 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 in 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), underlying that there should be only one emblem which will serve 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 the sixth ordinary session, the Committee also examined and adopted a draft Operational Guidelines on the use of the emblem of the Convention (Decision 6.IGC 12), presented in document CE/13/4.CP/9 for the approval of the Conference of Parties at this session.
6. At this session, the Conference of Parties is invited to select an emblem from among the four presented in Annex I. The proposed emblem that receives the majority consensus may become the emblem of the Convention.
7. The Conference of Parties may wish to adopt the following Resolution:

DRAFT RESOLUTION 4.CP 12

The Conference of Parties,





1. Having examined document CE/13/4.CP/12 and its Annexes;
2. Recalling its Resolution 3.CP 11 and Decisions 3.IGC 6, 5.IGC 9, as well as 6.IGC 12 of the Committee;
3. Selects the emblem option XX inserted below to serve as the emblem of the Convention;





INSERT THE SELECTED EMBLEM





4. Decides that the emblem of the Convention can be used independently as a stand-alone emblem or be used together with the UNESCO logo (linked emblem) as stipulated in the Operational Guidelines on the use of the emblem of the Convention;
5. Recalls that the statutory organs of the Convention, i.e. the Conference of Parties and the Intergovernmental 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 that any others wishing to use the emblem must submit a request form to the Secretariat of the Convention following the procedure set out in the Operational Guidelines on the use of the emblem of the Convention;
6. Requests the Secretariat to ensure the emblem's protection under Article 6 ter of the Paris Convention for the Protection of Industrial Property, specifically by requesting the World Intellectual Property Organization to communicate the emblem to the countries of the Union for the Protection of industrial Property;
7. Further request the Secretariat to process and submit to the Committee and/or the Conference of Parties those requests that it will receive for the use of the stand-alone emblem so that the Committee and the Conference of Parties could examine and possibly authorize the use of the emblem by third parties.





ANNEX I

Four emblem options

| Option | Linked emblem | | Stand-alone emblem | |
|----------|--|---|--|--|
| Option 1 | Black and White | Colour | Black and White | Colour |
| |  <p>United Nations Educational, Scientific and Cultural Organization</p> <p>Diversity of Cultural Expressions</p> |  <p>United Nations Educational, Scientific and Cultural Organization</p> <p>Diversity of Cultural Expressions</p> |  <p>Diversity of Cultural Expressions</p> |  <p>Diversity of Cultural Expressions</p> |

| Option 2 | Linked emblem | | Stand-alone emblem | |
|----------|--|---|--|--|
| | Black and White | Colour | Black and White | Colour |
| |  <p>United Nations Educational, Scientific and Cultural Organization</p> <p>Diversity of Cultural Expressions</p> |  <p>United Nations Educational, Scientific and Cultural Organization</p> <p>Diversity of Cultural Expressions</p> |  <p>Diversity of Cultural Expressions</p> |  <p>Diversity of Cultural Expressions</p> |

| Option 3 | Linked emblem | | Stand-alone emblem | |
|----------|--|---|--|--|
| | Black and White | Colour | Black and White | Colour |
| |  <p>United Nations Educational, Scientific and Cultural Organization</p> <p>Diversity of Cultural Expressions</p> |  <p>United Nations Educational, Scientific and Cultural Organization</p> <p>Diversity of Cultural Expressions</p> |  <p>Diversity of Cultural Expressions</p> |  <p>Diversity of Cultural Expressions</p> |

| Option 4 | Linked emblem | | Stand-alone emblem | |
|----------|--|---|--|--|
| | Black and White | Colour | Black and White | Colour |
| |  <p>United Nations Educational, Scientific and Cultural Organization</p> <p>Diversity of Cultural Expressions</p> |  <p>United Nations Educational, Scientific and Cultural Organization</p> <p>Diversity of Cultural Expressions</p> |  <p>Diversity of Cultural Expressions</p> |  <p>Diversity of Cultural Expressions</p> |

Annex II: Relevant working documents and decisions/resolutions (2009-2012)

| 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_visibility_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 |