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منظمة الأمم المتحدة  
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联合国教育、  
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## Diversity of Cultural Expressions

5 IGC

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

**Fifth Ordinary Session**  
**Paris, UNESCO Headquarters**  
**5 - 9 December 2011**

**Item 9 of the provisional agenda:** Creation of an emblem for the Convention and preparation of operational guidelines for its use

In Resolution 3.CP 11, 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. This document recalls the decisions taken on this matter, outlines the status regarding the use of emblems for other Culture Sector Conventions and puts forward considerations upon which the Committee may wish to base its discussions.

Decision required: paragraph 12



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 sent a questionnaire to Parties and to the NGO-UNESCO Liaison Committee on 6 July 2009: 32 Parties and 5 civil society organizations replied. Their responses are presented in the information document CE/09/3.IGC/211/INF.5, which was published and distributed at the third ordinary session of the Committee and is available on the Convention website ([www.unesco.org/culture/en/diversity/convention](http://www.unesco.org/culture/en/diversity/convention)).
2. At its third ordinary session (December 2009), the Committee decided, in principle, to create an emblem in order to provide visual support for its activities and those of the Parties in promoting the principles and objectives of the Convention. The Committee further invited the Secretariat to conduct a feasibility study and cost analysis for the creation of an emblem for the Convention to be submitted at its fourth session (Decision 3.IGC 6).
3. The Secretariat's feasibility study and cost analysis considered two options (document CE/10/4.IGC/205/5). The first was to commission an artist to design the emblem. The second option was to organize an international competition of artists either as (1) an open international competition organized by the Convention's Secretariat; or (2) an international competition through an existing structure that was already in partnership with UNESCO. The study also contained cost estimates for each of the options (document CE/10/4.IGC/205/5, Annex I). In conclusion, the study found that commissioning an artist would generate reasonable costs, whereas an international competition, organized by the Secretariat or through an existing body, would require a much larger investment, raising the cost tenfold or threefold respectively.
4. During the debates held at its fourth ordinary session (December 2010), the Committee acknowledged the undeniable usefulness of having an emblem for the Convention as a means of raising the Convention's profile, heightening awareness of the diversity of cultural expressions and raising funds. However, the members of the Committee were unanimous in preferring the most cost-effective option. Several Committee members suggested that the visual signature already used to represent the Convention on the UNESCO website and communication tools should be taken as the basis for future work (Annex of the document CE/11/5.IGC/213/3, Draft detailed summary record of the fourth ordinary session of the Committee, paragraphs 31 and 33). At the close of the discussion, the Committee decided to add this item to the agenda of its fifth session (Decision 4.IGC 5).
5. 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).
6. The Secretariat submitted preliminary draft operational guidelines governing the use of the emblem at the Committee's third session (document CE/09/3.IGC/211/6). Considering that it was premature to study the preliminary draft at the time, the Committee invited the Secretariat to resubmit this document at its fourth session (Decision 3.IGC 6). At this session the Committee decided that it was not ready to embark on a discussion on the operational guidelines for use of the emblem (Annex of the document CE/11/5.IGC/213/3, Draft detailed summary record of the fourth ordinary session of the Committee, paragraphs 28, 32, 33, 34).
7. Practices regarding the use of emblems in other Culture Sector Conventions vary. The main difference is whether or not the UNESCO logo is used in conjunction with the convention emblem. For example, the emblem of the 2003 Convention has to be used in conjunction with the UNESCO logo, whereas the emblem of the 1972 Convention may be used without the

logo of the Organization. It is worth noting that, for the 1972 Convention, a working group was set up in 2008 to examine and revise the guidelines governing the use of the emblem in order to propose new procedures. This revision process is still under way.

8. For information, the use of the UNESCO logo is governed by the directives concerning the use of the name, acronym, logo and Internet domain names of UNESCO adopted in 2007 at the 34th session of the General Conference (34 C/Resolution 86). The purpose of these directives is to prevent any unauthorized use of the logo that could affect UNESCO's image and to also raise the Organization's profile. The General Conference, Executive Board, Secretariat and National Commissions for UNESCO have the right to use the Organization's logo without prior authorization. While authorizing use of the logo is the prerogative of the General Conference and Executive Board, the Director-General and the National Commissions for UNESCO may authorize its use by other bodies by delegation.

9. The Committee must therefore decide whether the Convention emblem will be used with or without the UNESCO logo. If the emblem is used in conjunction with the UNESCO logo, it will have the advantage of raising the profile of both the Convention and the Organization and will identify the Convention as one of UNESCO's standard-setting instruments. In this case, the use of the emblem of the Convention in conjunction with the UNESCO logo will be managed in accordance with the operational guidelines that will be adopted in this regard (for the part concerning the Convention emblem) and in accordance with the Directives concerning the use of the name, acronym, emblem and Internet domains names of UNESCO (for the part concerning the UNESCO logo). If the emblem is used without the UNESCO logo, its use will only be determined by the operational guidelines.

10. Whichever option is decided by the Committee, its consequences on the resources of the Secretariat may be taken into consideration including the management of the authorization procedure.

11. At this session, the Committee is invited to consider options for the use of the emblem and provide all the relevant information so that the Secretariat can prepare preliminary draft operational guidelines for use of the emblem to be submitted at its sixth session.

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

#### **DRAFT DECISION 5.IGC 9**

*The Committee,*

1. *Having examined document CE/1/5.IGC/213/9;*
2. *Recalling Resolution 3.CP 11 of the Conference of the Parties and its Decision 4.IGC 5;*
3. *Requests the Secretariat to submit to it at its sixth session proposals for an emblem taking into consideration the Convention's existing visual identity;*
4. *Further requests the Secretariat to prepare preliminary draft operational guidelines governing the use of the emblem, taking into consideration its discussions at this session, and submit them to it for consideration at its sixth session.*