

## 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 UNESCO<sup>1</sup>. 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.

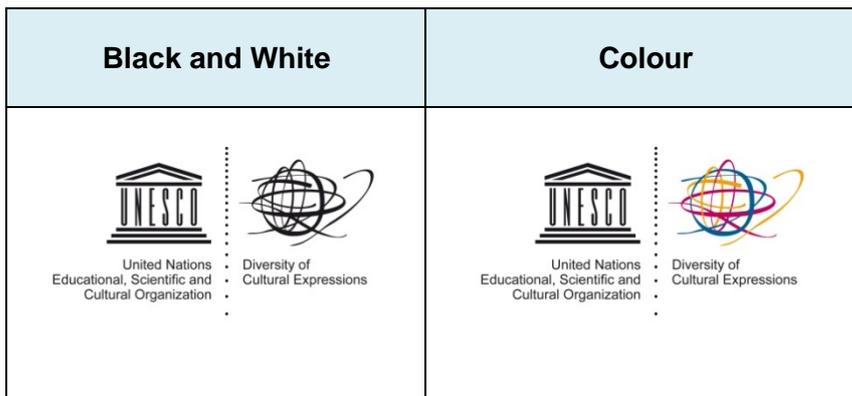
### II. Graphic design of stand-alone and linked emblems

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

Black and White	Colour
 <p data-bbox="368 1585 547 1626">Diversity of Cultural Expressions</p>	 <p data-bbox="783 1585 962 1626">Diversity of Cultural Expressions</p>

<sup>1</sup> 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 34<sup>th</sup> session of the General Conference (Resolution 34C/86) or at <http://unesdoc.unesco.org/images/0015/001560/156046e.pdf>.

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 Guidelines:
- the statutory organs of the Convention:
    - the Conference of Parties;
    - the Intergovernmental Committee for the Protection and the Promotion of the Diversity of Cultural Expressions (hereinafter “Committee”); and
  - 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 delegate the authority to grant the use of the stand-alone emblem to the Secretariat.
14. The decision authorizing the use of the stand-alone emblem shall be evaluated based on the following criteria:
- relevance to and compliance with the Convention’s principles and objectives;
  - potential impact to raise visibility and awareness of the Convention and the diversity of cultural expressions; and
  - adequate assurance is provided to demonstrate the successful organization of a proposed activity, including the professional experience and reputation of the

requesting body, and the 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 authorities will undertake a review to decide whether they support or do not support the request and forward to the Secretariat those requests they recommend, using an "Endorsement Form". The requests must be submitted to the Secretariat three months prior to the beginning of the proposed activities.
  - (c) Step 3: Those requests forwarded will be evaluated and granted by the Secretariat, according to the criteria stipulated in paragraph 14 of the present Guidelines.
  - (d) Step 4: All requests will receive a response from the Secretariat. For those requests granted, the Secretariat will provide to the requester the appropriate electronic file with the stand-alone emblem and a Brand Tool Kit. The concerned National Commissions or other designated national authorities and Permanent Delegations will be informed.
  - (e) Step 5: The Secretariat will prepare and submit a report to the Committee and the Conference of Parties at each of their sessions, on the use of the emblem.

## 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 of the emblem, 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, or any other abusive use.
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. Parties to the Convention should take all possible measures to prevent the use of the emblem in their respective countries by any group or for any purpose not explicitly recognized by the Statutory organs of the Convention.
34. The Secretariat and the Parties cooperate closely in order to prevent, in conjunction with competent national bodies and in line with the present Guidelines, any unauthorized use of the emblem of the Convention at the national level.