

VIII THE WORLD HERITAGE EMBLEM

VIII.A Preamble

- 258.** At its second session (Washington, 1978), the Committee adopted the World Heritage Emblem which had been designed by Mr. Michel Olyff. This Emblem symbolizes the interdependence of cultural and natural properties: the central square is a form created by man and the circle represents nature, the two being intimately linked. The Emblem is round, like the world, but at the same time it is a symbol of protection. It symbolizes the *Convention*, signifies the adherence of States Parties to the *Convention*, and serves to identify properties inscribed in the World Heritage List. It is associated with public knowledge about the *Convention* and is the imprimatur of the *Convention's* credibility and prestige. Above all, it is a representation of the universal values for which the *Convention* stands.
- 259.** The Committee decided that the Emblem proposed by the artist could be used, in any colour or size, depending on the use, the technical possibilities and considerations of an artistic nature. The Emblem should always carry the text "WORLD HERITAGE. PATRIMOINE MONDIAL". The space occupied by "PATRIMONIO MUNDIAL" can be used for its translation into the national language of the country where the Emblem is to be used.



- 260.** In order to ensure the Emblem benefits from as much visibility as possible while preventing improper uses, the Committee at its twenty-second session (Kyoto, 1998) adopted "Guidelines and Principles for the Use of the World Heritage Emblem" as set out in the following paragraphs. In addition, a "Table of Uses" (Annex 14) provides complementary guidance.
- 261.** Although there is no mention of the Emblem in the *Convention*, its use has been promoted by the Committee to identify properties protected by the *Convention* and inscribed on the World Heritage List since its adoption in 1978.
- 262.** The World Heritage Committee is responsible for determining the use of the World Heritage Emblem and for making policy prescriptions regarding how it may be used. Since the adoption by the UNESCO General Conference in October 2007 of the *Directives concerning the Use of the Name, Acronym, Logo and Internet Domain Names of UNESCO*¹³, it is strongly encouraged to use the World Heritage Emblem as part of a linked logo block accompanied by UNESCO's logo, whenever feasible. The use of the World Heritage Emblem alone remains however possible, in line with the present *Guidelines* and with the Table of Uses (Annex 14). Decision 39 COM 11
- 263.** As requested by the Committee at its 26th session (Budapest, 2002), the World Heritage Emblem, with and without its surrounding text, has been notified and accepted on 21 May 2003 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. Therefore UNESCO has recourse to Paris *Convention* Member States' domestic systems to prevent the use of the World Heritage Emblem where such use falsely suggests a connection with UNESCO, the *World Heritage Convention*, or any other abusive use. Decision 26 COM 15
Decision 39 COM 11
- 264.** The Emblem also has fund-raising potential that can be used to enhance the marketing value of products with which it is associated. A balance is needed between the Emblem's use to further the aims of the *Convention* and optimize knowledge of the *Convention* worldwide and the need to prevent its abuse for inaccurate, inappropriate, and unauthorized commercial or other purposes. Decision 39 COM 11
- 265.** The Guidelines and Principles for the Use of the Emblem and modalities for quality control should not become an obstacle to co-operation for promotional activities. Authorities responsible for reviewing and deciding on uses of the Emblem may base their decisions on the parameters developed below and those contained in the Table of Uses (Annex 14). Decision 39 COM 11

VIII.B Applicability

- 266.** The Guidelines and Principles proposed herein cover all proposed uses of the Emblem by: Decision 39 COM 11
- a) The World Heritage Centre;

¹³ 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 (34 C/Resolution 86) or at <http://unesdoc.unesco.org/images/0015/001560/156046e.pdf>

- b) The UNESCO Division of Public Information and other UNESCO offices;
- c) Agencies or National Commissions, responsible for implementing the *Convention* in each State Party;
- d) World Heritage properties;
- e) Other contracting parties, especially those operating for predominantly commercial purposes.

VIII.C Responsibilities of States Parties

267. States 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 Committee. States Parties are encouraged to make full use of national legislation including Trade Mark Laws.

VIII.D Increasing proper uses of the World Heritage Emblem

268. Properties inscribed on the World Heritage List should be marked with the emblem jointly with the UNESCO logo, which should, however, be placed in such a way that they do not visually impair the property in question.

Production of plaques to commemorate the inscription of properties on the World Heritage List

269. Once a property is inscribed on the World Heritage List, the State Party should place a plaque, whenever possible, to commemorate this inscription. These plaques are designed to inform the public of the country concerned and foreign visitors that the property visited has a particular value which has been recognized by the international community. In other words, the property is exceptional, of interest not only to one nation, but also to the whole world. However, these plaques have an additional function which is to inform the general public about the *World Heritage Convention* or at least about the World Heritage concept and the World Heritage List.

270. The Committee has adopted the following Guidelines for the production of these plaques:

- a) the plaque should be so placed that it can easily be seen by visitors, without disfiguring the property;
- b) the World Heritage Emblem should appear on the plaque;
- c) the text should mention the property's Outstanding Universal Value; in this regard it might be useful to give a short description of the property's outstanding characteristics. States Parties may, if they wish, use the descriptions appearing in the various World Heritage publications or in the World Heritage exhibit, and which may be obtained from the Secretariat;

- d) the text should make reference to the *World Heritage Convention* and particularly to the World Heritage List and to the international recognition conferred by inscription on this List (however, it is not necessary to mention at which session of the Committee the property was inscribed); it may be appropriate to produce the text in several languages for properties which receive many foreign visitors.

271. The Committee proposes the following text as an example:

"(Name of property) has been inscribed upon the World Heritage List of the *Convention concerning the Protection of the World Cultural and Natural Heritage*. Inscription on this List confirms the Outstanding Universal Value of a cultural or natural property which deserves protection for the benefit of all humanity."

272. This text could be then followed by a brief description of the property concerned.

273. Furthermore, the national authorities should encourage World Heritage properties to make a broad use of the Emblem such as on their letterheads, brochures and staff uniforms.

274. Third parties which have received the right to produce communication products related to the *World Heritage Convention* and World Heritage properties must give the Emblem proper visibility. They should avoid creating a different Emblem or logo for that particular product.

VIII.E Principles on the use of the World Heritage Emblem

275. The responsible authorities are henceforth requested to use the following principles in making decisions on the use of the Emblem:

Decision 39 COM 11

- a) The Emblem should be utilized for all projects substantially associated with the work of the *Convention*, including, to the maximum extent technically and legally possible, those already approved and adopted, in order to promote the *Convention*.
- b) A decision to approve use of the Emblem should be linked strongly to the quality and content of the product with which it is to be associated, not on the volume of products to be marketed or the financial return expected. The main criterion for approval should be the educational, scientific, cultural, or artistic value of the proposed product related to World Heritage principles and values. Approval should not routinely be granted to place the Emblem on products that have no, or extremely little, educational value, such as cups, T-shirts, pins, and other tourist souvenirs. Exceptions to this policy will be considered for special events, such as meetings of the Committee and ceremonies at which plaques are unveiled.
- c) Any decision with respect to authorizing the use of the Emblem must be completely unambiguous and in keeping with the explicit and implicit goals and values of the *World Heritage Convention*.

- d) Except when authorized in accordance with these principles it is not legitimate for commercial entities to use the Emblem directly on their own material to show their support for World Heritage. The Committee recognizes, however, that any individual, organization, or company is free to publish or produce whatever they consider to be appropriate regarding World Heritage properties, but official authorization to do so under the World Heritage Emblem remains the exclusive prerogative of the Committee, to be exercised as prescribed in these Guidelines and Principles and in the Table of Uses.
- e) Use of the Emblem by other contracting parties should normally only be authorized when the proposed use deals directly with World Heritage properties. Such uses may be granted after approval by the national authorities of the countries concerned.
- f) In cases where no specific World Heritage properties are involved or are not the principal focus of the proposed use, such as general seminars and/or workshops on scientific issues or conservation techniques, use may be granted only upon express approval in accordance with these Guidelines and Principles and with the Table of Uses. Requests for such uses should specifically document the manner in which the proposed use is expected to enhance the work of the *Convention*.
- g) Permission to use the Emblem should not be granted to travel agencies, airlines, or to any other type of business operating for predominantly commercial purposes, except under exceptional circumstances and when manifest benefit to the World Heritage generally or particular World Heritage properties can be demonstrated. Requests for such use should require approval in accordance with these Guidelines and Principles and with the Table of Uses. Such requests should be approved by the national authorities concerned, and be defined within the framework of specific partnership agreements with UNESCO/World Heritage Centre.

“Comprehensive Partnership Strategy” including “Separate strategies for engagement with individual categories of partners” 192 EX/5.INF and PACT Strategy (Document WHC-13/37.COM/5D)

Decision 37 COM 5D

The Secretariat is not to accept any advertising, travel, or other promotional considerations from travel agencies or other, similar companies in exchange or in lieu of financial remuneration for use of the Emblem.

- h) When commercial benefits are anticipated, the Secretariat should ensure that the World Heritage Fund receives a fair share of the revenues and conclude a contract or other agreement that documents the nature of the understandings that govern the project and the arrangements for provision of income to the Fund. In all cases of commercial use, any staff time and related costs for personnel assigned by the Secretariat or other reviewers, as appropriate, to any initiative, beyond the nominal, must be fully covered by the party requesting authorization to use the Emblem.

National authorities are also called upon to ensure that their properties or the World Heritage Fund receive a fair share of the revenues and to document the nature of the understandings that govern the project and the distribution of any proceeds.

- i) If sponsors are sought for manufacturing products whose distribution the Secretariat considers necessary, the choice of partner or partners should be consistent, at a minimum, with the criteria set forth in the “Comprehensive Partnership Strategy” including “Separate strategies for engagement with individual categories or partners” 192 EX/5.INF and PACT Strategy (Document WHC-13/37.COM/5D) and with such further fund-raising guidance as the Committee may prescribe. The necessity for such products should be clarified and justified in written presentations that will require approval in such manner as the Committee may prescribe.
- j) The sale of goods or services bearing the name, acronym, logo and/or Internet domain name of UNESCO combined with the World Heritage Emblem chiefly for profit shall be regarded as “commercial use” for the purpose of the *Operational Guidelines*. Such use must be expressly authorized by the Director-General, under a specific contractual arrangement (definition adapted from 2007 UNESCO Logo Directives. Art III.2.1.3).

VIII.F Authorization procedure for the use of the World Heritage Emblem

Simple agreement of the national authorities

276. National authorities may grant the use of the Emblem to a national entity, provided that the project, whether national or international, involves only World Heritage properties located on the same national territory. National authorities’ decision should be guided by the Guidelines and Principles and by the Table of Uses.

Decision 39 COM 11

277. States Parties are invited to provide the Secretariat with the names and addresses of the authorities in charge of managing the use of the Emblem.

Circular letter dated 14 April 1999.
<http://whc.unesco.org/circs/circ99-4e.pdf>

Agreement requiring quality control of content

278. Any other request for authorization to use the Emblem should adopt the following procedure:

Decision 39 COM 11

- a) A request indicating the objective of the use of the Emblem, its duration and territorial validity, should be addressed to the Director of the World Heritage Centre.
- b) The Director of the World Heritage Centre has the authority to grant the use of the Emblem in accordance with the Guidelines and Principles. For cases not covered, or not sufficiently covered, by the Guidelines and Principles and by the Table of Uses, the Director refers the matter to the Chairperson who, in the most difficult cases, might wish to refer the matter to the Committee for final decision. A yearly report on the authorized uses of the Emblem will be submitted to the World Heritage Committee.

- c) Authorization to use the Emblem in major products to be widely distributed over an undetermined period of time is conditional upon obtaining the manufacturer's commitment to consult with countries concerned and secure their endorsement of texts and images illustrating properties situated in their territory, at no cost to the Secretariat, together with the proof that this has been done. The text to be approved should be provided in either one of the official languages of the Committee or in the language of the country concerned. A draft model to be used by States Parties to authorize the use of the Emblem to third parties appears below.

Content Approval Form:

[**Name of responsible national body**], officially identified as the body responsible for approving the content of the texts and photos relating to the World Heritage properties located in the territory of [**name of country**], hereby confirms to [**name of producer**] that the text and the images that it has submitted for the [**name of properties**] World Heritage property(ies) are [**approved**] [**approved subject to the following changes requested**] [**are not approved**]

(delete whatever entry does not apply, and provide, as needed, a corrected copy of the text or a signed list of corrections).

Notes:

It is recommended that the initials of the responsible national official be affixed to each page of text.

The National Authorities are given one month from their acknowledged receipt in which to authorize the content, following which the producers may consider that the content has been tacitly approved, unless the responsible National Authorities request in writing a longer period.

Texts should be supplied to the National Authorities in one of the two official languages of the Committee, or in the official language (or in one of the official languages) of the country in which the properties are located, at the convenience of both parties.

- d) After having examined the request and considered it as acceptable, the Secretariat may establish an agreement with the partner.
- e) If the Director of the World Heritage Centre judges that a proposed use of the Emblem is not acceptable, the Secretariat informs the requesting party of the decision in writing.

VIII.G Right of States Parties to exert quality control

279. Authorization to use the Emblem is inextricably linked to the requirement that the national authorities may exert quality control over the products with which it is associated.

- a) The States Parties to the *Convention* are the only parties authorized to approve the content (images and text) of any distributed product appearing under the World Heritage Emblem with regard to the properties located in their territories.

- b) States Parties that protect the Emblem legally must review these uses.
- c) Other States Parties may elect to review proposed uses or refer such proposals to the Secretariat. States Parties are responsible for identifying an appropriate national authority and for informing the Secretariat whether they wish to review proposed uses or to identify uses that are inappropriate. The Secretariat maintains a list of responsible national authorities.

IX INFORMATION SOURCES

IX.A Information archived by the Secretariat

- 280.** The Secretariat maintains a database of all documents of the World Heritage Committee and the General Assembly of States Parties to the *World Heritage Convention*. This database is available at the following Web address: <http://whc.unesco.org/en/statutorydoc>
- 281.** The Secretariat ensures that copies of Tentative Lists, World Heritage nominations, including copies of maps and relevant information received from States Parties are archived in hard copy and in electronic format where possible. The Secretariat also arranges for the archiving of relevant information relating to inscribed properties, including evaluations and other documents developed by the Advisory Bodies, any correspondence and reports received from States Parties (including Reactive Monitoring and Periodic Reports) and correspondence and material from the Secretariat and World Heritage Committee.
- 282.** Archived material will be kept in a form appropriate to long-term storage. Provisions will be made for the storage of paper copies and electronic copies, as relevant. Provision will be made for copies to be provided to States Parties as requested.
- 283.** Nominations of those properties inscribed on the World Heritage List by the Committee will be made available for consultation. States Parties are urged to place a copy of the nomination on their own Web addresses and inform the Secretariat of this action. States Parties preparing nominations may wish to use such information as guides for identifying and elaborating nomination of properties within their own territories.
- 284.** Advisory Body evaluations for each nomination and the decision of the Committee concerning each nomination are available at the following Web address: <http://whc.unesco.org/en/advisorybodies>