



United Nations Educational, Scientific and Cultural Organization
Organisation des Nations Unies pour l'éducation, la science et la culture

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14 APR 1999

To:

- Permanent Delegations and Observer Missions of all States Parties to the Convention
- National Commissions for UNESCO of all States Parties to the Convention
- All UNESCO Regional Offices and UNESCO Representatives

Madam/Sir,

During its twenty-second session, the World Heritage Committee adopted new *Guidelines and Principles for the Use of the World Heritage Emblem* to cover all proposed uses of the Emblem and give directives to all parties potentially concerned with its use. They were developed at the request of the World Heritage Committee in response to a growing need for more specific directives related to the use of the World Heritage Emblem and the quality control of manufactured products carrying the Emblem.

The guidelines referring to these matters in the *Operational Guidelines for the Implementation of the World Heritage Convention* have therefore been amended accordingly. The revised *Operational Guidelines* are being transmitted to you through circular letter CL/WHC.2/99. For your easy reference, I enclose the *Guidelines and Principles for the Use of the World Heritage Emblem*, attached to the *Operational Guidelines* as annex 3.

In the new Guidelines and Principles, the World Heritage Committee recognises that any individual, organisation, or company is free to publish or produce whatever they consider to be appropriate regarding World Heritage sites, but official authorisation to do so under the World Heritage Emblem remains the exclusive prerogative of the Committee to be exercised as prescribed in the Guidelines and Principles.

In order to implement the procedures set forth in the Guidelines and Principles, you may wish to identify an appropriate National Authority responsible for the validation of project proposals emanating from your country involving the use of the World Heritage Emblem. You may also wish to identify uses that may be inappropriate or indicate the

sites that can be regarded as sensitive, or having specific representation requirements when depicted on educational, informative or promotional products. Furthermore, you may elect to review proposed texts and images concerning project proposals involving sites in your country, or delegate this task to the World Heritage Centre.

Attached to this Circular Letter as an Annex is a form that you may wish to use to provide the requested information. I would appreciate receiving your reply by 19 May 1999. Until the Centre receives your instructions, National Commissions for UNESCO will continue to be considered as the Centre's main focal point for these matters. Thank you for your kind co-operation and collaboration in this very important exercise.

With many thanks for your support in the implementation of the World Heritage Convention in your country, please accept the assurances of my highest consideration.

A handwritten signature in black ink, appearing to read 'Mounir Bouchenaki', with a horizontal line underneath.

Mounir Bouchenaki
Director,
UNESCO World Heritage Centre

Annex

Ref: WHC/4/ CL.99/JS

Designation of National Authority for the validation of project proposals emanating from your country involving the use of the World Heritage Emblem:

National Authority:	
Unit / Sector:	
Chief or Director of Unit / Sector:	
Postal address:	
Tel:	Fax:
e-mail:	

Designation of National Authority for quality control of projects involving sites situated in your country:

Delegation of this task to the World Heritage Centre, tick here:

National Authority:	
Unit / Sector:	
Chief or Director of Unit / Sector:	
Postal address:	
Tel:	Fax:
e-mail:	

Sites having specific representation requirements:

<p>Site(s):.....</p> <p>inappropriate use(s) in depicting this (these) site(s):.....</p> <p>appropriate use in depicting this (these) site(s):</p> <p>National Authority to contact regarding this (these) site(s):</p> <p>Unit / Sector:.....</p> <p>Chief or Director of Unit / Sector:.....</p> <p>Postal address:.....</p> <p>Tel:..... Fax:.....</p> <p>e-mail:.....</p>
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**GUIDELINES AND PRINCIPLES
FOR THE USE OF THE WORLD HERITAGE EMBLEM**

GUIDELINES AND PRINCIPLES FOR THE USE OF THE WORLD HERITAGE EMBLEM

PREAMBLE

The World Heritage Emblem (hereafter “Emblem”) created by the artist Mr. Olyff under contract with UNESCO, was adopted by the second session of the World Heritage Committee as the official Emblem of the World Heritage Convention, symbolizing the interdependence of cultural and natural properties. 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.

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.

The Emblem symbolizes the Convention, signifies the adherence of States Parties to the Convention, and serves to identify sites 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.

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.

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 (see below) need parameters on which to base their decisions.

APPLICABILITY OF THESE GUIDELINES AND PRINCIPLES

The Guidelines and Principles proposed herein cover all proposed uses of the Emblem by:

- The World Heritage Centre;
- The UNESCO Publishing Office and other UNESCO offices;
- Agencies or National Commissions, responsible for implementing the Convention in each State Party;
- World Heritage sites;
- Other contracting parties, especially those operating for predominantly commercial purposes.

RESPONSIBILITIES OF STATES PARTIES

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.

INCREASING PROPER USES OF THE EMBLEM

Properties included in 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 inclusion of properties in the World Heritage List

Once a property is included 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 site visited has a particular value which has been recognized by the international community. In other words, the site 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.

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

- the plaque should be so placed that it can easily be seen by visitors, without disfiguring the site;
- the World Heritage Emblem should appear on the plaque;
- the text should mention the site's exceptional universal value; in this regard it might be useful to give a short description of the site'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;
- 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 site was inscribed); it may be appropriate to produce the text in several languages for sites which receive many foreign visitors.

The Committee proposes the following text as an example:

"(Name of site) 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 exceptional universal value of a cultural or natural site which deserves protection for the benefit of all humanity."

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

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

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

PRINCIPLES

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

(1) 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.

(2) 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.

(3) 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.

(4) 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 sites, 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.

(5) Use of the Emblem by other contracting parties should normally only be authorized when the proposed use deals directly with World Heritage sites. Such uses may be granted after approval by the national authorities of the countries concerned.

(6) In cases where no specific World Heritage sites 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. Requests for such uses should specifically document the manner in which the proposed use is expected to enhance the work of the Convention.

(7) 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 Sites can be demonstrated. Requests for such use shall require approval in accordance with these Guidelines and Principles and the concurrence of the national authorities of countries specifically concerned.

The Centre 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.

(8) When commercial benefits are anticipated, the Centre 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 Centre 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 sites 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.

(9) If sponsors are sought for manufacturing products whose distribution the Centre considers necessary, the choice of partner or partners should be consistent, at a minimum, with the criteria set forth in Annex V of the "Internal Guidelines for Private Sector Fund-Raising in Favour of UNESCO," 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.

AUTHORIZATION PROCEDURE FOR THE USE OF THE WORLD HERITAGE EMBLEM

A. SIMPLE AGREEMENT OF THE NATIONAL AUTHORITIES

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 sites located on the same national territory. National authorities decision should be guided by the Guidelines and Principles.

B. AGREEMENT REQUIRING QUALITY CONTROL OF CONTENT

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

- (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, the Director refers the matter to the Chairperson who, in the most difficult cases, might wish to refer the matter to the Bureau 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 sites situated in their territory, at no cost to the Centre, 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 form to be used by third parties to obtain States Parties' authorization for the use of the Emblem appears as an appendix to this document.
- (d) After having examined the request and considered it as acceptable, the Centre may establish an agreement with the partner.
- (e) If the Director judges that a proposed use of the Emblem is not acceptable, the Centre informs the requesting party of the decision in writing.

RIGHT OF STATES PARTIES TO EXERT QUALITY CONTROL

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.

- (1) 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 sites located in their territories.
- (2) States Parties that protect the Emblem legally must review these uses.
- (3) Other States Parties may elect to review proposed uses or refer such proposals to the World Heritage Centre. States Parties are responsible for identifying an appropriate national authority and for informing the Centre whether they wish to review proposed uses or to identify uses that are inappropriate. The Centre will maintain a list of responsible national authorities.

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 sites 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 sites]** World Heritage site(s) 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 sites are located, at the convenience of both parties.