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**UNITED NATIONS EDUCATIONAL, SCIENTIFIC
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**CONVENTION CONCERNING THE PROTECTION OF
THE WORLD CULTURAL AND NATURAL HERITAGE
WORLD HERITAGE COMMITTEE**

Thirty-fifth session

**Paris, UNESCO Headquarters
19-29 June 2011**

Item 13 of the Provisional Agenda: Revision of the *Operational Guidelines*

Item 13A: Progress report of the Informal Working Group on the World Heritage Emblem

SUMMARY

Decision **32 COM 13** (Quebec City, 2008) refers to the establishment of an informal working group to examine and propose revisions to Chapter VIII of the *Operational Guidelines for the Implementation of the World Heritage Convention* to include new procedures and tools allowing for consistent and appropriate use of the World Heritage Emblem.

Document **33 COM INF.13** (Seville, 2009) informed the World Heritage Committee on the progress made by the Working Group and presented a draft revision to the text of the *Operational Guidelines* regarding the World Heritage Emblem.

This document contains a summary of the progress made since 2009: background information, a brief summary report of the third meeting of the Informal Working Group, and recommendations regarding the way forward.

Decision required: see Part III

The full documents of the three meetings of the Informal Working Group on the World Heritage Emblem are available at the following Web address:

<http://whc.unesco.org/en/events/717/?eventpassword=123456>

I. BACKGROUND

1. At its twenty-first session in December 1997, the Committee requested that the Consultative Body established in 1996 "to take action on the proposal adopted by the Committee, to undertake a review of the way in which the World Heritage Centre has assisted the Committee in implementing the *World Heritage Convention*" examine the following four issues:
 1. Technical issues
 2. Communications and Promotion
 3. Management Review and Financial Audit
 4. Use of the World Heritage Emblem and Fund-Raising Guidelines
2. In 1998, during the twenty second session (Kyoto), the Committee adopted a new section of the *Operational Guidelines*, embodied as Chapter VIII of the existing text in which the Committee reflected guiding principles and authorization procedures for the World Heritage Emblem. In essence, the guidelines encouraged States Parties to use the Emblem and ensure its management within their country by developing policies and exerting adequate quality control at the national level. The Director of the World Heritage Centre was authorized to grant the use of the Emblem in cases involving quality control of content in more than one country and thus performed an important coordination task among concerned parties.
3. Since the adoption of the revised Emblem Guidelines in 1998, revisions were limited to the protection of the Emblem, as an official seal of the *World Heritage Convention*, following a request to increase protection of the Emblem itself.
4. The *Directives for the use of the name, acronym, logo and internet domain names of UNESCO* (adopted in 2007 by the General Conference of UNESCO at its thirty-fourth session) and the text contained in Chapter VIII of the *Operational Guidelines* concerning the use of the World Heritage Emblem can be maintained as two separate sets of guiding principles: one that recognizes the central role of UNESCO and its Members States in coordinating and ensuring appropriate protection of its name and logo, offering increased visibility through a well managed image, and the other providing specific guidelines to States Parties to the *World Heritage Convention* for the application of the World Heritage Emblem.
5. However, as two separate documents could create confusion especially as pertains to the authorization procedures (National Commissions for UNESCO vs World Heritage Emblem focal points, cf. Circular Letter of 14 April 1999, <http://whc.unesco.org/circs/circ99-4e.pdf>), visual applications and the guidance provided to users, it was felt that greater consistency in guidance provided about the usage of the World Heritage Emblem would facilitate the work of all involved and maximize the potential of the World Heritage brand image.

II. WORKING GROUP

6. In view of the above, an informal working group was established by the Committee (Quebec City, 2008) to work on any revisions that needed to be made to the text of Chapter VIII of the *Operational Guidelines*. This Working Group met in February and May 2009. A revised text of Chapter VIII of the *Operational Guidelines* was submitted to the 33rd session of the World Heritage Committee ([WHC-09/33.COM/INF.13](http://whc.unesco.org/en/inf/13)). Full reports and supporting documents are available on the World Heritage website: <http://whc.unesco.org/en/events/717/?eventpassword=123456>
7. Section 4 of Decision 33 COM 13, *Revision of the Operational Guidelines*, referred to the need to continue the work initiated through the Working Group on the use of the Emblem as it relates to the harmonization of the UNESCO *Directives* and the concerned section of the *Operational Guidelines*.
8. In January 2010, the World Heritage Centre invited the members of the Emblem Working Group to provide comments and propose modifications to the draft revisions presented to the Committee at its 33rd session. Written comments were provided by IUCN, notably concerning the applicability of the linked logo as opposed to the World Heritage emblem alone, as well as about the graphic options available for the use of the emblem at different levels. No new text was submitted to the 34th session of the Committee.
9. In July and October 2010 the World Heritage Centre launched another request to the members of the Working Group to provide written comments to the revised text of Chapter VIII. In addition to the written comments received from IUCN, comments were received in November 2010 from Canada, France, Israel and Saint Lucia.
10. The third meeting of the Informal Working Group on the World Heritage Emblem took place on 17 November 2010 at UNESCO Headquarters, Paris, under the chairmanship of Dr Mohamed El Zahaby, Acting Permanent Delegate of the Permanent Delegation of Egypt to UNESCO. The objective of the meeting was to continue the revision of the *Operational Guidelines*, Chapter VIII, on the use of the World Heritage Emblem in order to present a report to the Committee at its 35th session in 2011.
11. At this meeting the Working Group concluded that a discussion on general issues was needed prior to revising the text of the *Operational Guidelines*. The issues specifically mentioned included the following: (1) The importance of maintaining the authority of the World Heritage Committee to manage the use of the World Heritage Emblem in case of a linked logo; (2) the need/obligation to align the two logos or not; (3) the consideration of the needs of the World Heritage sites and States Parties as a priority with regard to the use of the UNESCO logo and/or the World Heritage Emblem, and the formats for use; (4) delegation of authority (to the Director General and/or Director of the World Heritage Centre); (5) precise guidelines on the commercial use of both the UNESCO logo and the World Heritage Emblem, and that financial resources from partnerships be received as contributions to the World Heritage Fund; (6) the fluctuating membership in the

- Group, and lack of references to the major concerns expressed in previous meetings of the group, resulting in a lack of institutional memory.
12. Following the meeting of the Working Group in November 2010, and in keeping with its decisions, a Circular Letter was sent out on 25 January, including the report of the Working Group meeting and requesting the members to send to the World Heritage Centre comments and suggestions for a possible revision of the Chapter VIII of the *Operational Guidelines* based on the proposal contained in WHC-09/33.COM.INF.13. Answers were received from the following members: IUCN in the name of the Advisory Bodies, the Estonian National Commission, the Mexican Permanent Delegation, Parks Canada and the Swiss Permanent Delegation.
 13. Most of the reactions considered that it would be premature to propose a revised text of the *Operational Guidelines* for discussion but recognized that guidance would be needed on types of use, targets, modalities and procedures.
 14. Consequently, in consultation with ICOMOS, IUCN and the UNESCO Department for Public Information, the World Heritage Centre worked on preparing a draft of such guidance for decision-making and procedures in the form of a matrix table. The Draft matrix was prepared on the basis of the principles contained in Chapter VIII of the *Operational Guidelines* and in the UNESCO 2007 *Directives on the use of the name, acronym and logo and Internet domain names of UNESCO*. The Draft matrix was submitted to the Informal Working Group in May 2011 for comments and decision on recommending the guidance contained in the Draft matrix for experimental field testing throughout the next two years.
 15. Nine reactions were received by 31 May 2011 (Australia, Brazil, Canada, Egypt, Estonia, France, Mexico, Nigeria and Switzerland), four of which agreed with the approach, four wished to have further work done on the draft matrix before circulating it for experimentation, and one did not indicate any preference regarding the circulation of the matrix. The World Heritage Centre thus recommends to continue consultations with the Working Group before offering a matrix for experimentation and field testing by States Parties and site authorities.

III. DRAFT DECISION

1. Draft Decision: **35 COM 13A**

The World Heritage Committee,

1. Having examined Document WHC-11/35.COM/13A,
2. Takes note of the progress made by the Informal Working Group on the use of the World Heritage emblem;
3. Recalls that Chapter VIII of the Operational Guidelines on the World Heritage Emblem remains in vigour;
4. Requests the World Heritage Centre, together with the Advisory Bodies, to continue working with the Informal Working Group on the World Heritage Emblem in order to: 1. prepare complementary guidance on the use of the World Heritage Emblem, including a draft table of uses of the Emblem; 2. circulate this guidance for consideration by States Parties and site authorities and seek their feedback; and 3. to report back to the 36th session of the World Heritage Committee on the progress made.