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# World Heritage

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UNITED NATIONS EDUCATIONAL, SCIENTIFIC  
AND CULTURAL ORGANIZATION

CONVENTION CONCERNING THE PROTECTION OF  
THE WORLD CULTURAL AND NATURAL HERITAGE

WORLD HERITAGE COMMITTEE

Thirty-sixth session

Saint Petersburg, Russian Federation  
24 June–6 July 2012

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

**INF.13 Progress report of the Informal Working Group on the World Heritage Emblem**

## SUMMARY

By Decision **35 COM 13A**, the World Heritage Committee requested 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, if necessary, complementary guidance on the use of the World Heritage Emblem, including a draft table of uses of the Emblem; 2. circulate this guidance 6 weeks before the 36th session 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.”

Following consultations with the Informal Working Group, the World Heritage Centre prepared a progress report as well as an updated draft table for the use of the World Heritage emblem. Both are contained in the present document.

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

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

## I. BACKGROUND

1. Paragraph 4 of Decision **35 COM 13A** concerning the Progress report of the Informal Working Group on the World Heritage Emblem, requested 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, if necessary, complementary guidance on the use of the World Heritage Emblem, including a draft table of uses of the Emblem; 2. circulate this guidance 6 weeks before the 36th session 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.”
2. In May 2011, the World Heritage Centre had presented to the Informal Working Group on the World Heritage Emblem a Draft Matrix Table to serve as complementary guidance for decision-making and procedures related to the use of the World Heritage Emblem. The Draft Matrix was prepared by the World Heritage Centre in consultation with the Advisory Bodies and the UNESCO Department for Public Information on the basis of the principles contained in the Chapter VIII of the *Operational Guidelines* and those of the UNESCO 2007 Directives on the use of the name, acronym and logo and Internet domain names of UNESCO. It proposed solutions for using the emblem in different situations, by different users and with different requirements. It is to be used as a complement to the existing Chapter VIII of the *Operational Guidelines*, which remain in vigour.

## II. PROGRESS MADE

3. In accordance with Decision **35 COM 13A**, the World Heritage Centre invited in December 2011, the Informal Working Group to provide their comments and suggestions to the Draft Matrix Table. Following the response received from the members of the Informal Working Group, the Table was revised and sent to States Parties for reactions on 10 April 2012.
4. The World Heritage Centre received responses from five States Parties, two of which did not have any comments to make; one expressed its satisfaction with the useful guidance provided by the Matrix, stating that it allowed for a more streamlined process; one expressed its satisfaction with the possibilities provided to the national commissions to authorize the use of the emblem for a number of purposes; and one made specific proposals regarding the use of the combined UNESCO/World Heritage emblem.
5. Based on the above answers the Matrix was annotated and the revised version included as Part IV of this document.
6. Due to the low number of reactions received, the World Heritage Centre will welcome further responses from States Parties with suggestions and comments. All suggestions received will be further annotated in the Matrix. Finally, the amended Matrix will be included in the submissions for the next revision of the *Operational Guidelines*.

### **III. OTHER CONSULTATIONS**

7. In October 2011, the World Heritage Centre, prompted by an enquiry from several States Parties, addressed to the World Intellectual Property Organization (WIPO) a request to communicate in accordance with the provisions pursuant to Article 6<sup>ter</sup> (1)(b) and (3)(b) of the *Paris Convention for the Protection of Industrial Property*, the terms "World Heritage", "World Cultural Heritage", and "World Natural Heritage", in every language, in order to ensure a better protection of these terms.
8. WIPO, in their letter of 19 December 2011, replied that the terms "World Heritage" on their own did not fall under any of the categories listed under Article 6<sup>ter</sup> (1)(b) and (3)(b) and that thus, communication of the terms "World Heritage" under Article 6<sup>ter</sup> would not be possible.
9. The above reply was transmitted to the interested States Parties and is referred to here for purposes of informing the World Heritage Committee.

### **IV. DRAFT MATRIX TABLE WITH GUIDANCE ON THE USE OF THE WORLD HERITAGE EMBLEM**

**USE OF THE UNESCO LOGO AND/OR WORLD HERITAGE EMBLEM - DRAFT MATRIX FOR EXPERIMENTATION 2011-2013 prepared on the basis of the principles contained in the 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.**

Entity using the logo & purpose	Type of logo the entity can use	Use of the logo by the entity is authorised by	The entity can authorise the logo to	Type of logo the entity can authorise	Graphical illustrations
<p><b>World Heritage Committee</b></p>	<p>The World Heritage Committee is responsible for determining the use of the World Heritage Emblem and for making policy descriptions regarding how it may be used (Operational Guidelines. Chapter VIII. Par. 262)</p> <p>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 to matter to the Chairperson who, in the most difficult cases, might wish to refer the matter to the Committee for final decision (Operational Guidelines. Chapter VIII. Par. 278. b)</p>				

Entity using the logo & purpose	Type of logo the entity can use	Use of the logo by the entity is authorised by	The entity can authorise the logo to	Type of Logo the entity can authorise	Graphical illustrations
<b>World Heritage Centre for international content</b>	<b>Type of logo the WHC can use</b>	<b>Use of the logo by the WHC is authorised by</b>	<b>WHC can authorise the Logo to</b>	<b>type of logo the WHC can authorise</b>	<b>Logo to be used &amp;/or authorised by the WHC</b>
1) publications; 2) communication materials; 3) Working documents such as for statutory meetings	UNESCO/World Heritage Convention logo	Not applicable – statutory use	Not applicable	Not applicable	 <p>The graphical illustration shows two logos side-by-side. On the left is the UNESCO logo, which consists of a classical building facade with the word 'UNESCO' in a bold, sans-serif font below it, and the full name 'United Nations Educational, Scientific and Cultural Organization' in a smaller font at the bottom. On the right is the World Heritage Convention logo, which is a circular emblem with a stylized 'W' and 'H' inside, surrounded by the text 'UNESCO · PATRIMONIO MUNDIAL · WORLD HERITAGE · PATRIMOINE MONDIAL'. Below the logos is a vertical dotted line.</p>
1) publications; 2) communication materials; 3) website; 4) communication products (such as t-shirts, bags, umbrellas) non-merchandising, for special events; 5) stationary	UNESCO/WHC logo	Not applicable – statutory use	Not applicable	Not applicable	 <p>The graphical illustration shows two logos side-by-side. On the left is the UNESCO logo, identical to the one in the previous row. On the right is the World Heritage Centre logo, which is a circular emblem with a stylized 'W' and 'H' inside, surrounded by the text 'UNESCO · PATRIMONIO MUNDIAL · WORLD HERITAGE · PATRIMOINE MONDIAL'. Below the logos is a vertical dotted line.</p>

<p>1) World Heritage maps within WHC website  2) graphic elements for promotional material  3) small-size communication products (such as pens, key-rings etc), for special events</p>	<p>World Heritage Emblem</p>	<p>Not applicable</p>	<p>World Heritage Site Management Authority</p>	<p>World Heritage Emblem</p>	
<p>Patronage to external organisations</p>	<p>Not applicable</p>	<p>Not applicable</p>	<p>Patronage authorised by the Director-General to one-off events such as conferences, publications or audio-visual production activity</p>	<p>UNESCO/World Heritage logo with text "Under the patronage of"</p>	
<p>Partnership with external organisations</p>	<p>Not applicable</p>	<p>Not applicable</p>	<p>Authorised to organisations by UNESCO Secretariat in the framework of contractual arrangements</p>	<p>UNESCO/World Heritage Centre logo with text "With the support of", "In cooperation with", or "In partnership with"</p>	

\* Commercial use. The sale of goods or services bearing the name, acronym, logo and/or Internet domain name of UNESCO [added: and/or World Heritage] chiefly for profit shall be regarded as "commercial use" for the purpose of the Directives. Any commercial use of the name, acronym, logo and/or Internet domain names of UNESCO, alone or in the form of a linked logo, must be expressly authorized by the Director-General, under a specific contractual arrangement. (adapted from UNESCO Logo directives 2007. Art III.2.1.3 )

	Entity using the logo & purpose	Type of logo the entity can use	Use of the logo by the entity is authorised by	The entity can authorise the logo to	Type of logo the entity can authorise	Graphical illustrations
	Agencies or National Commissions					
1	National Commission (For national content)	Type of logo the NatCom can use	Use of the logo by the NatCom is authorised by	NatCom can authorise the use of the logo to	Type of logo the NatCom can authorise	Logo to be used &/or authorised by the NatCom
	1) Publications** ; 2) Communication materials 3) Website; 4) Communication products such as t-shirts, bags, umbrellas (non-merchandising, exceptionally for special events) 5) Stationary	UNESCO/World Heritage logo with text "World Heritage in... [Country name]"	Not applicable	Not applicable	Not applicable	
	1) Website (when space is limited); 2) Communication products (as a graphic element or when space is limited); 3) Stationary	World Heritage Emblem <i>[The German National Commission will exclusively authorize the UNESCO combined logo to avoid any misuse in Germany (email, 24/04/2012)]</i>	Not applicable	World Heritage site management authority	World Heritage Emblem	

Commercial use *	UNESCO/World Heritage logo with text "World Heritage in... [Country name]"	UNESCO/World Heritage linked logo by Director-General of UNESCO	Not applicable	Not applicable	 <p>United Nations Educational, Scientific and Cultural Organization</p> <p>World Heritage in Switzerland</p>
	World Heritage Emblem	Self-deciding	Not applicable	Not applicable	
Authorisation to a WH site	Not applicable	Not applicable	World Heritage site management authority	UNESCO/World Heritage logo with text of site name plus "inscribed on the World Heritage List in year" (text under site name optional)	 <p>United Nations Educational, Scientific and Cultural Organization</p> <p>Shark Bay, Western Australia inscribed on the World Heritage List in 1991</p> <p>Text under site name optional</p>

*Germany proposes to replace "inscribed on the World Heritage List in" by "World Heritage since" (email, 24/04/2012)*

World Heritage related patronage requested by national organisations	Not applicable	Not applicable	One-off events such as conferences, publications or audio-visual production activity on national level	UNESCO/National Commission logo with text "Under the patronage of"	 <p>Under the patronage of <b>United Arab Emirates National Commission</b> for UNESCO</p> <p>United Nations Educational, Scientific and Cultural Organization</p>
				UNESCO/World Heritage "in country" logo with text "Under the patronage of the xxx National Commission for UNESCO"	 <p>Under the patronage of the Ghana National Commission for UNESCO</p>  <p>United Nations Educational, Scientific and Cultural Organization</p> <p>World Heritage in Ghana</p>
World Heritage related partnership with national organisations	Not applicable	Not applicable	Any national organisation that has established a partnership with the National Commission	UNESCO/National Commission logo with text "With the support of" or "In cooperation with" or "In partnership with".	 <p>In cooperation with <b>Korean National Commission</b> for UNESCO</p> <p>United Nations Educational, Scientific and Cultural Organization</p>
				UNESCO/World Heritage in... [Country name]... logo with text "With the support of the xxx National Commission for UNESCO", or "In cooperation with the xxx National Commission for UNESCO", or "In partnership with the xxx National Commission for UNESCO"	 <p>In cooperation with the Ghana National Commission for UNESCO</p>  <p>United Nations Educational, Scientific and Cultural Organization</p> <p>World Heritage in Ghana</p>

2	Agency - designated national authority (for national content)	Type of logo the agency can use	Use of the logo by the agency is authorised by	Agency can authorise the use of the logo to	Type of logo the agency can authorise	Logo to be used &/or authorised by the agency
	1) Publications**; 2) Communication materials 3) Website; 4) Communication products (such as t-shirts, bags, umbrellas) non-merchandising, for special events; 5) Stationary	UNESCO/World Heritage logo with text "World Heritage in... [Country name]"	UNESCO Secretariat	Not applicable. <b>Cannot</b> authorise any use of UNESCO Logo	Not applicable	 <p>The image shows two logos side-by-side. On the left is the UNESCO logo, which consists of a classical building facade with the word "UNESCO" below it, and the text "United Nations Educational, Scientific and Cultural Organization" underneath. On the right is the World Heritage in Switzerland logo, which is a circular emblem with a stylized mountain peak and the text "WELTKULTURERBE" and "PATRIMONIO MUNDIALE" around the perimeter, and "World Heritage in Switzerland" below it.</p>
	1) Publications**; 2) Communication materials 3) Website; 4) Communication products (such as t-shirts, bags, umbrellas) non-merchandising, for special events; 5) Stationary	World Heritage Emblem [The German National Commission will exclusively authorize the UNESCO combined logo to avoid any misuse in Germany (email, 24/04/2012)]	Not applicable	World Heritage Site Management Authority	World Heritage Emblem	 <p>The image shows two versions of the World Heritage Emblem. On the left is the full emblem, which is a circular logo with a stylized mountain peak and the text "WELTKULTURERBE" and "PATRIMONIO MUNDIALE" around the perimeter. On the right is a simplified version of the emblem, which is just the stylized mountain peak inside a circle. The word "or" is placed between the two versions.</p>

Commercial use *	UNESCO/World Heritage logo with text "World Heritage in... [Country name]"	UNESCO/World Heritage linked logo by Director-General of UNESCO	Not applicable	<b>Cannot</b> authorise logo use in this context	 <p>United Nations Educational, Scientific and Cultural Organization</p> <p>World Heritage in Switzerland</p>
	World Heritage Emblem	Self deciding			

\* Commercial use. The sale of goods or services bearing the name, acronym, logo and/or Internet domain name of UNESCO [added: and/or World Heritage] chiefly for profit shall be regarded as "commercial use" for the purpose of the Directives. Any commercial use of the name, acronym, logo and/or Internet domain names of UNESCO, alone or in the form of a linked logo, must be expressly authorized by the Director-General, under a specific contractual arrangement. (adapted from UNESCO Logo directives 2007. Art III.2.1.3 )

\*\* *Germany suggests to precise "non-commercial" before publications for a better distinction between commercial and non-commercial*

Entity using the logo & purpose	Type of logo the entity can use	Use of the logo by the entity is authorised by	The entity can authorise the logo to	Type of logo the entity can authorise	Graphical illustrations
World Heritage Site Management Authority (for national/site content)	Type of logo the WH Site can use	Use of the logo by the WH Site is authorised by	WH Site can authorise the logo to	Type of logo the WH Site can authorise	Logo to be used &/or authorised by the WH Site
1) Publications**; 2) Communication materials; 3) Website; 4) Communication products (such as t-shirts, bags, umbrellas) non-merchandising, for special events; 5) Stationary 6) Plaque	UNESCO/World Heritage site specific logo	National Commission or WHC	<b>Cannot</b> authorise logo use in any context	Not applicable	 <p>United Nations Educational, Scientific and Cultural Organization</p> <p>Shark Bay, Western Australia inscribed on the World Heritage List in 1991</p> <p>Text under site name optional</p>
1) Publications**; 2) Communication materials; 3) Websites; 4) Communication products such as t-shirts, bags, umbrellas, key-rings, pens etc (non-merchandising, exceptionally for special events) 5) Plaque	World Heritage Emblem <i>[The German National Commission will exclusively authorize the UNESCO combined logo to avoid any misuse in Germany (email, 24/04/2012)]</i>	National Commission or agency or WHC	<b>Cannot</b> authorise logo use in any context	Not applicable	

Germany proposes to replace "inscribed on the World Heritage List in" by "World Heritage since" (email, 24/04/2012)

Road sign	UNESCO/World Heritage reduced logo with name of site featured under UNESCO/World Heritage logo	National Commission or WHC	Not applicable	Not applicable	 <p>Stonehenge, Avebury and Associated sites inscribed on the World Heritage List in 1986</p> <p>Text under site name optional</p>	Germany proposes to replace "inscribed on the World Heritage List in" by "World Heritage since" (email, 24/04/2012)
	World Heritage Emblem					
Commercial use *	UNESCO/World Heritage site specific logo	UNESCO/World Heritage site specific logo by Director-General of UNESCO	<b>Cannot</b> authorise logo use in any context	Not applicable	 <p>United Nations Educational, Scientific and Cultural Organization</p> <p>Shark Bay, Western Australia inscribed on the World Heritage List in 1991</p> <p>Text under site name optional</p>	Germany proposes to replace "inscribed on the World Heritage List in" by "World Heritage since" (email, 24/04/2012)
	World Heritage Emblem	National Commission				

\* Commercial use. The sale of goods or services bearing the name, acronym, logo and/or Internet domain name of UNESCO [added: and/or World Heritage] chiefly for profit shall be regarded as "commercial use" for the purpose of the Directives. Any commercial use of the name, acronym, logo and/or Internet domain names of UNESCO, alone or in the form of a linked logo, must be expressly authorized by the Director-General, under a specific contractual arrangement. (adapted from UNESCO Logo directives 2007. Art III.2.1.3 )

\*\* Germany suggests to precise "non-commercial" before publications for a better distinction between commercial and non-commercial

Entity using the logo & purpose	Type of logo the entity can use	Use of the logo by the entity is authorised by	The entity can authorise the logo to	Type of logo the entity can authorise	Graphical illustrations
<b>World Heritage Advisory Bodies</b>	<b>Type of logo the WH Advisory Bodies can use</b>	<b>Use of the logo by WH Advisory Bodies is authorised by</b>	<b>WH Advisory Bodies can authorise the logo to</b>	<b>Type of logo the WH Advisory Bodies can authorise</b>	<b>Logo to be used &amp;/or authorised by the WH Advisory Bodies</b>
1) Publications; 2) Communication materials; 3) Website; 4) Stationary	UNESCO/World Heritage Convention logo	Not applicable – statutory use	<b>Cannot</b> authorize logo use	Not applicable	 United Nations Educational, Scientific and Cultural Organization  World Heritage Convention
1) Publications; 2) Communication materials; 3) Website; 4) Stationary	World Heritage Emblem	Not applicable – statutory use	<b>Cannot</b> authorise logo use	Not applicable	 OR 