

45 COM

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CONVENTION CONCERNING THE PROTECTION OF THE WORLD CULTURAL AND NATURAL HERITAGE

INTERGOVERNMENTAL COMMITTEE FOR THE PROTECTION OF THE WORLD CULTURAL AND NATURAL HERITAGE

Extended forty-fifth session Riyadh, Kingdom of Saudi Arabia 10 - 25 September 2023

Item 12 of the Provisional Agenda: Revision of the Operational Guidelines

Summary

The present document contains proposals for revision of the Operational Guidelines.

The document is composed of two main parts.

Part I Assessment of the impact of Decision **40 COM 11** (Paragraph 61 of the Operational Guidelines).

Part II Revision of Chapter VIII and Annex 14 of the Operational Guidelines concerning the World Heritage Emblem and its use following the changes to the UNESCO logo.

<u>Draft Decision</u>: **45 COM 12**, see point III

I. ASSESSMENT OF THE IMPACT OF DECISION 40 COM 11 (PARAGRAPH 61 OF THE OPERATIONAL GUIDELINES)

- 1. At its 40th session (Istanbul/UNESCO Headquarters, 2016) the Committee decided that it will evaluate the impact of Decision **40 COM 11** at its 45th¹ session in 2022. In this Decision the Committee decided to limit the number of nominations it will examine each year to 35, as well as to limit to one nomination per State Party per year (Paragraph 61 of the Operational Guidelines).
- 2. The information in this document reflects the analysis on the limit of nominations to be examined per session, taking into account the criteria set by Decision **44 COM 8**, as well as previous Committee Decisions on this matter.
- 3. The Committee at its extended 44th session (Fuzhou/online, 2021) agreed on three parameters to measure the effectiveness of the limitations on the number of nominations. These include: 1) budgetary implications for the World Heritage Centre and the Advisory Bodies; 2) consequences on the management of the increasing size of the World Heritage List, and on the time management of the World Heritage Committee sessions; and 3) more balanced World Heritage List.

Background

- 4. At its 24th session (Cairns, 2000) the Committee established two separate limits on the number of nominations to be examined each year, for different reasons:
 - (i) A limit of one new nomination per State Party (with exceptions for States Parties without properties on the World Heritage List) was established in an attempt to improve the geographic distribution of new nominations;
 - (ii) An annual limit on the number of new nominations the Committee would review annually (originally set at 30 nominations per year) was established on an interim basis to manage the workload of the World Heritage Committee, Advisory Bodies, and the World Heritage Centre.
- 5. Both these limits set up by the "Cairns Decision" has changed several times throughout the years. The table below summarizes these amendments to the limitations from the year 2000 onwards.

Table 1: Chronology of the limits on nominations decided by the Committee

Session / Year	Overall limit	Description of the limit	Exemptions	Limit per State Party	Exemptions
24th session, 2000	30	New Nominations	Deferrals, referrals, Extensions and Nominations on an Emergency Basis	1 New Nomination	States Parties with no properties on the List
25th session, 2001	30	New Nominations	Deferrals, referrals, Extensions, Nominations on an Emergency Basis + Transboundary / Transnational Nominations	1 New Nomination	States Parties with no properties on the List

¹ Decision **40 COM 11** and Paragraph 61 of the Operational Guidelines mention that "the impact of this decision will be evaluated at the Committee's 46th session (2022)." However, as the World Heritage Committee session originally planned in 2020 was postponed to 2021, the association between the Committee session number and the year has been altered.

Session / Year	Overall limit	Description of the limit	Exemptions	Limit per State Party	Exemptions
28th session, 2004	45	New Nominations, Deferrals, referrals, Extensions + Transboundary / Transnational Nominations	Nominations on an Emergency Basis	2 Nominations	Provided that at least 1 of the two nominations concerns a natural property
29th session, 2005	45	New Nominations, Deferrals, referrals, Extensions	Nominations on an Emergency Basis	2 Nominations	Provided that at least 1 of the two nominations concerns a natural property Transboundary/Transnation al Nominations (count only under 1 country's quota)
31st session, 2007	45(*)	New Nominations, Deferrals, referrals, Extensions	Nominations on an Emergency Basis	2 Nominations	Transboundary/Transnation al Nominations (count only under 1 country's quota)
35th session, 2011	45	New Nominations, Deferrals, referrals, Extensions	Nominations on an Emergency Basis	2 Nominations	Provided that at least 1 of such nominations concerns a natural property or a cultural landscape Transboundary/Transnation al Nominations (count only under 1 country's quota)
40th session, 2016	35	New Nominations, Deferrals, referrals, Extensions	Nominations on an Emergency Basis	1 New Nomination	Transboundary/Transnation al Nominations (count only under 1 country's quota)

^(*) A new priority system (para.61.c of the *Operational Guidelines*) was set up to apply in case the overall annual limit of 45 nominations was exceeded.

- 6. At its 31st session (Christchurch, 2007), the Committee adopted Decision 31 COM 10 in which, while strongly recommending that the current practice of examining up to two complete nominations per State Party per year be maintained, provided that at least one of such nominations concerns a natural property, decided, nevertheless, on an experimental basis of 4 years, that a State Party be permitted to decide on the nature of the nomination, whether natural or cultural, as per its national priorities, its history and geography therefore allowing the examination of two cultural site nominations per year by the same State Party. At its 35th session (UNESCO Headquarters, 2011) by its Decision 35 COM 8B.61 the Committee decided "to re-establish the practice of examining two complete nominations per State Party per year provided that at least one of such nominations concerns a natural property or cultural landscapes". The last amendment to the limitations system was made at the 40th session (Istanbul/UNESCO Headquarters, 2016), where the Committee decided to set the limit at one complete nomination per State Party per year and the overall limit at 35 nominations. In order to ensure a smooth transition period for all States Parties, these new limitations were applied as of 2 February 2018, that is for nominations to be examined by the Committee in 2020.
- 7. The practice of examining up to two complete nominations per State Party per year, provided that at least one of such nominations concerns a natural property, was meant to favour submissions relating to this category. Table 2 below shows the breakdown of all nominations received by category (irrespective of their completeness) between 2003 and 2023.

Table 2: Summary table of nominations received for examination between 2003 and 2023. The second column indicates the year of the session for which the nominations were received.

Limits applying	Session of examination	Cultural	Natural	Mixed	Total
1 nomination per State Party	2003	45 (69,25 %)	16 (24,6 %)	4 (6,15 %)	65 (100 %)
State Faily	2004	55 (78,7 %)	14 (20 %)	1 (1,4 %)	70 (100 %)
2 nominations per State	2005	38 (62,3 %)	13 (21,3 %)	10 (16,4 %)	61 (100 %)
Party	2006	34 (66,7 %)	12 (23,5 %)	5 (9,8 %)	51 (100 %)
	2007	33 (73,3 %)	11 (24,4 %)	1 (2,2 %)	45 (100 %)
	2008	36 (66,7 %)	17 (31,5 %)	1 (1,8 %)	54 (100 %)
	2009	31 (68,9 %)	8 (17,8 %)	6 (13,3 %)	45 (100 %)
	2010	36 (69,2 %)	11 (21,2 %)	5 (9,6 %)	52 (100 %)
	2011	31 (70,45 %)	9 (20,45 %)	4 (9,1 %)	44 (100 %)
	2012	38 (79,2 %)	5 (10,4 %)	5 (10,4 %)	48 (100 %)
	2013	29 (63 %)	12 (26,1 %)	5 (10,9 %)	46 (100 %)
	2014	35 (74,5 %)	10 (21,3 %)	2 (4,2 %)	47 (100 %)
	2015	38 (77,6 %)	8 (16,3 %)	3 (6,1 %)	49 (100 %)
	2016	26 (61,9 %)	10 (23,8 %)	6 (14,3 %)	42 (100 %)
	2017	26 (76.5%)	7 (20.6%)	1 (2.9%)	34 (100%)
	2018	23 (71.9 %)	6 (18.8%)	3 (9.4%)	32 (100%)
	2019	32 (78.0%)	7 (17.1%)	2 (4.9%)	41 (100%)
1 nomination per	2020	20 (76.9%)	5 (19.2%)	1 (3.8%)	26 (100%)
State Party	2021	17 (89.5%)	2 (10.5%)	0 (0%)	19 (100%)
	2022	26 (70.3%)	8 (21.6%)	3 (8.1%)	37 (100%)
	2023	29 (76.3%)	8 (21.1%)	1 (2.6%)	38 (100%)

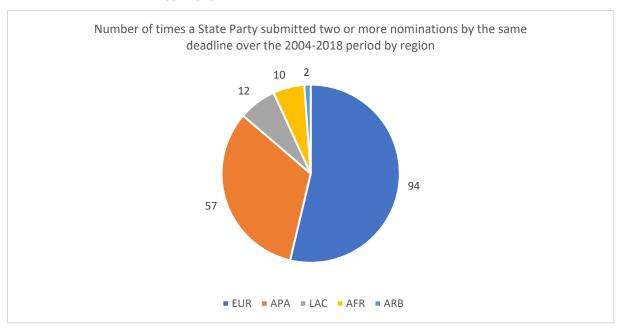
8. The data in Table 2 show that while there is always a higher proportion of cultural site nominations received per year, which varies between 60% and 80%, with an exception in 2021 (due to the worldwide pandemic crisis), the proportions between the categories of nominations of sites do not appear to change or vary significantly before or after 2019, the year from which the limit of one nomination per State Party was reintroduced. As the data obtained since the introduction of the limit to one nomination per State Party in 2019 is limited, it is difficult to be conclusive on any potential impacts of this limit on the number of nominations submitted under natural criteria. It should be noted that significant gaps for natural sites still exist on the World Heritage List, though this cannot be attributed to the application of limitations to the examination of nominations. In order to fill these gaps and to ensure that globally exceptional sites under natural criteria with strong potential for successful nominations are submitted, States Parties should be encouraged to prioritize nominations of such sites. In this regard, IUCN has prepared several regional

- gap studies and suggests the need to invest in a comprehensive set of action plans for natural World Heritage (see Document WHC/23/45.COM/8).
- 9. It is also important to note that the overall limit of 45 or 35 complete nominations to be examined per session has never been reached and the prioritization system of Paragraph 61.c) has never been used. For reference, the Committee examined 22 nominations in 2020 and 17 in 2021, and 28 nominations are currently scheduled for examination in 2022 and 27 in 2023.

More Balanced World Heritage List

- 10. In order to measure the effectiveness of the limitations set by Paragraph 61, a number of statistical data was produced and analysed.
- 11. In order to measure the potential benefit of the limit of one nomination per year per State Party on the more balanced representation of the World Heritage List, the analysis focuses on the period during which the Committee could examine up to two nominations per State Party per year. Image 1 shows a pie chart indicating the number of times States Parties have submitted two or more nominations by the same deadline between 2004 and 2018. Image 2 shows a pie chart indicating the number of times the Committee inscribed two or more properties by the same State Party at the same session between 2004 and 2018. The data in both charts is divided by region.

Image 1: Regional distribution of the number of times a State Party has submitted two or more nominations by the same deadline between 2004-2018



Number of times the Committee inscribed two or more properties per the same State

Party at the same session over the 2004-2018 period by region

2 2 0

16

Image 2: Regional distribution of the number of times the Committee inscribed two or more properties of the same State Party at the same session between 2004-2018

Please note that transboundary and transnational nominations are counted under all States Parties participating. [Data source: World Heritage List Database]

■ EUR ■ APA ■ LAC ■ AFR ■ ARB

- 12. These pie charts show significant imbalance in favour of the Europe and North America (EUR/NA) region. States Parties from this region have submitted two or more nominations by the same deadline on 94 occasions (Image 1) over the period under consideration, which represents 53.7% of the cases where two nominations were submitted by one State Party by the same deadline. EUR/NA is followed by the Asia and the Pacific (APA) region with 32.6% of the cases considered. Over the same period, States Parties from Africa submitted two or more nominations by the same deadline on 10 occasions and States Parties from the Arab States region only 2 times. Concerning inscriptions (Image 2), the gap between EUR/NA and the other regions widens even further. This region leads with 63% of cases in which two or more nominations by the same State Party were inscribed at the same session against 3.5% of the Latin America and Caribbean and Africa regions as well as 0% of the Arab States region.
- 13. Furthermore, the analysis of inscriptions of two or more properties on the World Heritage List at the same Committee session over the period 2004-2018 by States Parties shows (Image 3) a large imbalance in favour of the 10 States Parties with the most properties inscribed on the List. These States Parties have inscribed two or more nominations on 34 occasions over the period under consideration, which represents 63% of the cases where two nominations were inscribed by a State Party at the same Committee session. As a result, with the implementation of the limitation of two or more nominations per session, the previous and very long-standing regional imbalance of the World Heritage List has been reinforced.

Image 3: In relation to the current State Party's ranking in terms of number of properties inscribed on the World Heritage List, this image shows the percentage of times one of the top 10 States Parties has inscribed two or more nominations over the period 2004-2018



Please note that transboundary and transnational nominations are counted under all States Parties participating. [Data source: World Heritage List Database]

- 14. Image 4 is a projection of the trend for the period 2021-2051. Based on the statistical data gathered over the years during which the Committee could examine up to two nominations per State Party, the growth graph displays the possible trend in evolution of the number of properties inscribed per State Party according to the ranking of the State Party (State Party's ranking is determined in terms of number of properties inscribed on the World Heritage List). The solid lines show the trend if the limit on the number of nominations per State Party per session is set to one, while the dotted lines show the trend if the limit on the number of nominations is set to two. The reference data are taken from the period 2008-2017 and are evaluated according to the following two scenarios:
 - Scenario A (SA): the dotted lines
 Committee can examine up to 2 nominations per State Party at the same
 Committee session (corresponds to the situation between 2008 and 2017).
 - Scenario B (SB): the solid lines
 Committee can only examine one nomination per State Party per Committee session (corresponds to the actual situation).

The following States Parties rankings are represented:

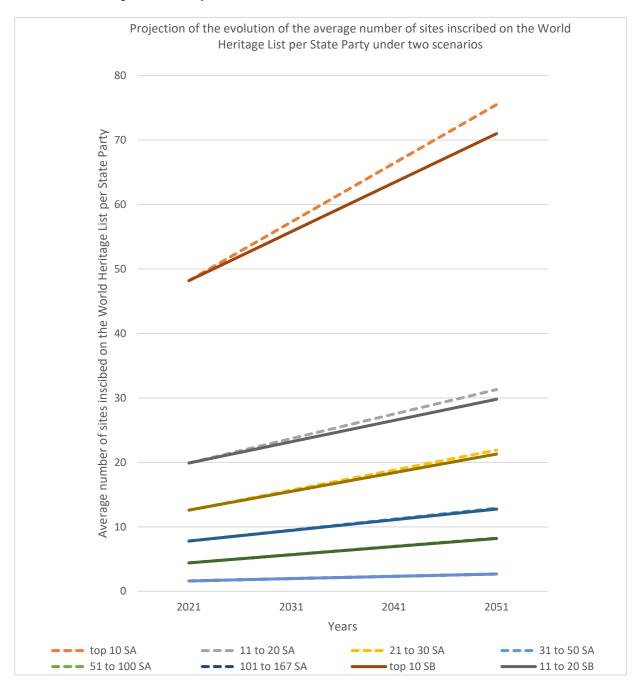
- the 10 States Parties with the most properties inscribed (orange),
- State Parties ranking from 11 to 20 (grey),
- State Parties ranking from 21 to 30 (yellow),
- State Parties ranking from 31 to 50 (dark blue).
- State Parties ranking from 51 to 100 (green),
- State Parties ranking from 101 to 167 (light blue).
- 15. To determine the ranking of States Parties according to the number of properties inscribed on the World Heritage List, the number of inscribed properties per State Party in 2012 (median year of the 2008-2017 reference period) was considered.

To obtain the two scenarios:

- The number of properties inscribed per State Party over the period 2008-2017 was considered;
- The number of properties inscribed per State Party over the period 2008-2017 with only one non-transnational site per State Party per year was considered;
- These figures were projected over the period 2021-2051.

Image 4: Projection over the 2021-2051 period of the evolution of the average number of properties per State Party under two scenarios

Please note that transboundary and transnational nominations are counted under all States Parties participating. [Data source: World Heritage List Database]



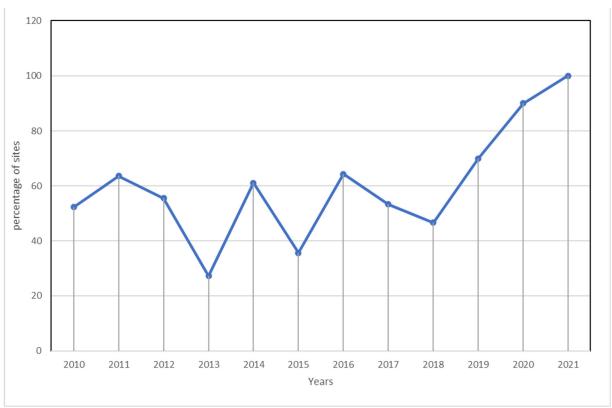
16. According to the projection, if the limit of one nomination per State Party per year is set back to two nominations, the gap between the 10 States Parties with the most properties inscribed and the other States Parties may increase even more, contributing to further imbalance of the List.

The question of referral and deferral in the context of the limits

17. Data on the inscription of properties recommended for referral or deferral by the Advisory Bodies was analysed. Image 5 shows the statistics on the inscription of sites recommended by the Advisory Bodies for referral or deferral between 2010 and 2021. The percentage is calculated according to the number of properties that were inscribed.

when the related recommendations by the Advisory Bodies were to refer or defer, against the total number of Advisory Bodies' recommendations to refer or defer.

Image 5: Evolution of the percentage over the 2010-2021 period of sites inscribed on the World Heritage List when the recommendation from the Advisory Bodies was to defer or refer the nomination. The data presented in the graph above shows that the percentage of inscriptions of nominations recommended for referral and deferral increased rapidly from 2019 onwards, when the limit was brough back to one nomination per State Party per session.



18. Therefore, excluding referred and deferred nominations from the limit to one nomination per State Party per session may release pressure on the system, and have a positive impact on the credibility of the *Convention*.

Budget implications of the World Heritage Centre and the Advisory Bodies

19. The current limitation as set up by Paragraph 61 is 35 nominations per session, inclusive of nominations deferred and referred by previous sessions of the Committee and significant boundary modification, except minor boundary modifications, and transboundary and serial transnational nominations. In relation to this overall annual limit, given the current situation and the heavy budget constraints, and in view of the sustainability of the World Heritage Fund, the limit of up to 35 nominations appears to be the ceiling that should not be exceeded. In this context, the Secretariat would like to recall its analysis included in document WHC-15/COM.39/11 suggesting that the annual limit of the number of nominations examined by the Committee to 25 appears to be the most appropriate solution. The average cost of an evaluation of a nomination amounts to US\$22,000 and an increase in the limit on the number of nominations would have budgetary consequences.

Management of the increasing size of the World Heritage List, including more manageable sessions

20. At its 24th session (Cairns, 2000) the Committee already addressed the need to manage its own workload, as well as of all the actors involved, and decided that it would examine one new nomination per State Party and 30 nominations by session.

- 21. Over the last sessions, the Committee spent on average 18/20 hours examining nominations, averaging about 30 minutes per nomination. Increasing the limit of nominations would significantly prolong the sessions of the World Heritage Committee.
- 22. In 2017, the World Heritage Committee also identified 1996 as a possible benchmark year, when the World Heritage Fund could provide approximately US\$ 6,900 per property inscribed. As can be seen in Image 6 below, the increase in the number of properties inscribed combined with the level of the World Heritage Fund has made this target difficult to reach.

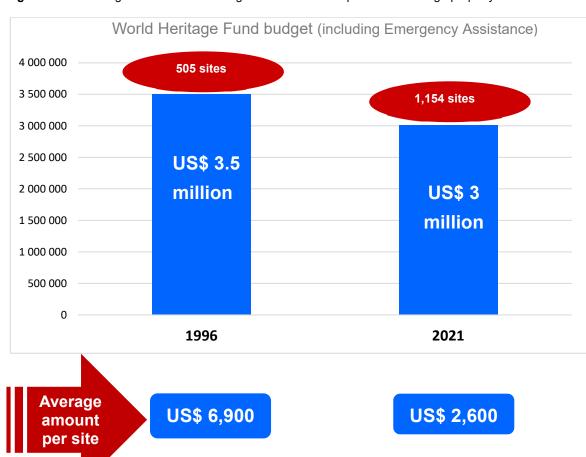


Image 6: World Heritage Fund and the average amount available per World Heritage property

23. The increasing number of properties inscribed on the List also results in decreased budget available for properties, as well as in more properties in the reporting system (Periodic Reporting, SOC) resulting in additional workload of all actors involved.

Conclusions

24. On the basis of the data analysed and the statistics presented, and the potential impacts of the limits taken into account, both the limit to one nomination per State Party per session and the overall annual limit of 35 nominations are appropriate measures to address the imbalance of the World Heritage List, to limit further pressure on the sustainability of the World Heritage Fund and to limit the overall workload of the Committee, the Advisory Bodies and the World Heritage Centre. Alone, however, these limits do not provide solutions to issues of balance of the World Heritage List.

- 25. Based on the above analysis and to relieve pressure from the system, it would be appropriate to exempt from the limit of one nomination per State Party per session nominations previously referred or deferred by the Committee. The exclusion of referred and deferred nominations from the annual limit of one nomination per year per State Party may have positive impacts on several aspects, including removing pressures created by deferrals and referrals for future nominations by the concerned States Parties and on the procedures of the Operational Guidelines to be followed.
- 26. As it is objectively difficult to establish a trend over a period of 4 years, in line with the above findings and in order to allow sufficient time to assess the impact on the World Heritage List, it would appear that the next revision to assess the effectiveness of the limitations should be in 6 years' time.

II. REVISION OF CHAPTER VIII AND ANNEX 14 FOLLOWING THE CHANGES TO THE UNESCO LOGO

A. BACKGROUND

- 27. In 1978, the World Heritage Committee adopted the World Heritage Emblem at its 2nd session in Washington. In 1998, the World Heritage Committee adopted *the Guidelines* and Principles for the Use of the World Heritage Emblem at its 22nd session in Kyoto.
- 28. In November 2007, the UNESCO General Conference adopted the *Directives Concerning the Use of the Name, Acronym, Logo and Internet Domain Names of UNESCO* (Resolution **34C/86**). To implement the Directives, the Secretariat issued a UNESCO Logo Toolkit to provide concreate graphical guidelines on the use of the UNESCO name and logo. One aspect in the graphical guidelines is for designations to use the designation's own emblem in link with the UNESCO logo wherever possible.
- 29. To reflect this, in 2015, a "Table of Uses" (Annex 14) was added to the *Operational Guidelines for the Implementation of the World Heritage Convention.*
- 30. In July 2021, the UNESCO Secretariat issued a new "Graphical Standards and Logo Toolkit" document. These new graphical standards focus on the use of the UNESCO logo block, including its association with other emblems. It makes no modification to the UNESCO Emblem, nor to the World Heritage Emblem.
- 31. This new "Graphical Standards and Logo Toolkit" is a response to the recommendations of the Working Group on Communication established within the Strategic Transformation process. It has been produced after a long consultation both within the Secretariat and with Members States and National Commissions that began immediately at the end of the 40th session of the UNESCO General Conference.
- 32. The objective is to enhance the visibility of the UNESCO brand by showcasing the UNESCO official seal in a new logo block, as shown below:



- 33. In addition to the changes to the UNESCO logo, one main aspect of the new standards is the preferred use of generic logos by members of UNESCO's programme networks, including those of conventions and intergovernmental programmes.
- 34. All the changes will follow a gradual and steady process a transition period of two years from July 2021 to December 2023 has been decided, in consultation with National Commissions and Member States, to allow for a smooth and progressive implementation

of the new standards and a gradual replacement/update of pre-existing communication materials.

B. IMPLICATIONS FOR THE USE OF THE WORLD HERITAGE EMBLEM

- 35. Document WHC/21/44.COM/5A presented at the extended 44th session of the World Heritage Committee (Fuzhou/online, 2021) included a reference to the changes initiated by the Division for Communications and Public Engagement (CPE) to item 13.9 'Use and Authorization of UNESCO's Name, Acronym and Logo' of the UNESCO Administrative Manual illustrated in the revised "Graphical Standards and Logo Toolkit" and potential impact on the joint use of the UNESCO logo and World Heritage emblem. In November 2021, the Secretariat of the 1972 World Heritage Convention sent to all States Parties to the World Heritage Convention, as well as National Commissions and Permanent Delegations, a Circular Letter, informing them of the changes.
- 36. As indicated in this Circular Letter, the former specific logo for each World Heritage site is no longer used and should be replaced by the new generic site logo.
- 37. The instructions for the use of the generic World Heritage site logo were included in the Annex of the Circular Letter.
- 38. The generic site logo should be the preferred usage for all World Heritage sites, for all digital communication, as well as printed materials upon renewal. The name of the site could be indicated in the vicinity of the logo, and the year of inscription may also be added if needed.
- 39. The new Graphical Standards and Logo Toolkit document indicates that in some specific cases such as transboundary and/or serial World Heritage sites, a specific logo that includes the name of the site may still be necessary. If a National Commission judges that there is such a necessity it can give permission, in consultation with the UNESCO Secretariat, for a specific logo to be used by a site. However, the National Commission itself will need to create the specific logo in accordance with the graphical standards of the Secretariat.

C. REVISION OF CHAPTER VIII AND ANNEX 14 OF THE OPERATIONAL GUIDELINES FOR THE IMPLEMENTATION OF THE WORLD HERITAGE CONVENTION

- 40. Following the issuing of the new "Graphical Standards and Logo Toolkit" document, the World Heritage Centre has updated Chapter VIII of the Operational Guidelines with minor modifications to adhere to the most recent graphical standards; the main modification being a repeated mention of the following "when the emblem is used in a linked logo block with the UNESCO logo, the Graphical Standards of the UNESCO Secretariat must be strictly followed" (see Annex 2 of the present document).
- 41. The UNESCO Secretariat suggests regrouping its different entities with regards to the applicability of the Emblem into one naming it "The UNESCO Secretariat"
- 42. Several updates are also made in the Annex 14 of the Operational Guidelines (see Annex 2 of the present document), and the graphic illustrations have been updated to be in line with the new UNESCO graphical standards.
- 43. For better clarity and readability of the revisions proposed within the tables of the Annex 14 of the Operational Guidelines, the UNESCO Secretariat has numbered each line for ease of reference.
- 44. Similarly, the Secretariat has proposed justification paragraphs where necessary in the Annex 14 for better comprehension.

III. DRAFT DECISION

Draft Decision: 45 COM 12

The World Heritage Committee,

- 1. <u>Having examined</u> Document WHC/23/45.COM/12,
 - PART I Assessment of the impact of Decision 40 COM 11 (Paragraph 61 of the Operational Guidelines)
- 2. <u>Recalling</u> Decisions **40 COM 11** and **44 COM 8** adopted at its 40th (Istanbul/UNESCO, 2016) and extended 44th (Fuzhou/online, 2021) sessions respectively,
- 3. <u>Also taking into account</u> the heavy budget constraints of the World Heritage Fund and the need for an effective management of the increasing size of the World Heritage List and the call for a more balanced World Heritage List,
- 4. <u>Decides</u> that the impact of the proposed amendments of Paragraph 61 of the Operational Guidelines will be assessed at the 51st session of the World Heritage Committee, and <u>encourages</u> States Parties to consider submitting nominations under natural criteria, based on IUCN's regional and thematic studies;
- 5. <u>Adopts</u> the proposed revision of Paragraph 61 of the Operational Guidelines, as presented in Annex 1 of Document WHC/23/45.COM/12;
 - PART II Revision of Chapter VIII and Annex 14 of the Operational Guidelines concerning the World Heritage Emblem and its use following the changes to the UNESCO logo
- 6. <u>Takes note</u> of the new "Graphical Standards and Logo Toolkit" document issued by UNESCO Secretariat in July 2021 as a response to the recommendations of the Working Group on Communication established within the Strategic Transformation process;
- 7. Recognizing that changes reflected in this new toolkit will have an impact on the joint use of the UNESCO logo and World Heritage emblem, consequently adopts the revisions to Chapter VIII and Annex 14 of the Operational Guidelines proposed in Annex 2 of Document WHC/23/45.COM/12.

Paragraph 61 of the Operational Guidelines

- **61.** The Committee has decided to apply the following mechanism concerning examination of nominations:
- a) examine one complete nomination per State Party or two complete nominations per State Party if one of them was previously referred or deferred by the Committee;
- b) set at 35 the annual limit on the number of nominations it will review, inclusive of nominations deferred and referred by previous sessions of the Committee, extensions (except minor modifications of limits of the property), transboundary and transnational serial nominations,
- c) the following order of priorities will be applied in case the overall annual limit of 35 nominations is exceeded:
 - i) nominations of properties submitted by States Parties with no properties inscribed on the List,
 - ii) nominations of properties submitted by States Parties having up to 3 properties inscribed on the List,
 - iii) resubmitted referred and deferred nominations that were not transmitted to the relevant Advisory Bodies for evaluation further to the application of paragraph 61.b)³,
 - iv) nominations of properties that have been previously excluded due to the annual limit of 35 nominations and the application of these priorities,
 - v) nominations of properties submitted in the 5th year following the report by the Advisory Bodies on the related Preliminary Assessment (see Paragraph 122.g),
 - vi) nominations of properties for natural heritage,
 - vii) nominations of properties for mixed heritage,
 - viii) nominations of transboundary/transnational properties,
 - ix) nominations from States Parties in Africa, the Pacific and the Caribbean,
 - x) nominations of properties submitted by States Parties having ratified the World Heritage Convention during the last twenty years,
 - xi) nominations of properties submitted by States Parties that have not submitted nominations for five years or more,
 - xii) nominations of States Parties, former Members of the Committee, who accepted on a voluntary basis not to have a nomination reviewed by the Committee during their mandate. This priority will be applied for 4 years after the end of their mandate on the Committee,
 - xiii) when applying this priority system, date of receipt of full and complete nominations by the World Heritage Centre shall be used as a secondary factor to determine the priority between those nominations that would not be designated by the previous points.

d) the States Parties co-authors of a transboundary or transnational serial nomination can choose, amongst themselves and with a common understanding, the State Party which will be bearing this nomination; and this nomination can be registered exclusively within the ceiling of the bearing State Party.

This decision will be implemented on a trial basis for 4 years and takes effect on 2 February 2018, in order to ensure a smooth transition period for all States Parties. The impact of this decision will be evaluated at the Committee's 46th session (2022).

[3] This provision also applies in case the resubmitted referred nomination is received in the third year following the referral decision.

Operational Guidelines for the Implementation of the World Heritage Convention

UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION

INTERGOVERNMENTAL COMMITTEE FOR THE PROTECTION OF THE WORLD CULTURAL AND NATURAL HERITAGE





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 humans 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.
- Decision 43 COM 11A

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. However, when the emblem is used in a linked logo block with the UNESCO logo, the graphical standards of the UNESCO Secretariat must be strictly followed. The Emblem should always carry the text "WORLD HERITAGE. **PATRIMOINE** "PATRIMONIO MONDIAL". The space occupied by 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.

Decision 39 COM 11

- **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*², it is strongly encouraged to use the World Heritage Emblem as part of a linked logo block accompanied by UNESCO's logo, whenever feasible. When the emblem is used in a linked logo block with the UNESCO logo, the graphical standards of the UNESCO Secretariat must be strictly followed. 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).

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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.

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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.

² 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

265. The Guidelines and Principles for the Use of the Emblem and modalities for quality control should not become an obstacle to cooperation 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).

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VIII.B Applicability

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

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- a) The World Heritage Centre The UNESCO Secretariat;
- b) The UNESCO Division of Public Information and other UNESCO offices;
- e)b) Agencies or National Commissions, responsible for implementing the *Convention* in each State Party;
- d)c) World Heritage properties;
- e)d) 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.

<u>Production of plaques to commemorate the inscription of properties on the World Heritage List</u>

- 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 UNESCO World Heritage **linked logo** 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:

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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*.
- 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.

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.

"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

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. (https://whc.unesco.org/circs/circs99-4e.pdf)

Agreement requiring quality control of content

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

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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 property(ies)] 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.

ANNEX 14





TABLE OF USES OF THE WORLD HERITAGE EMBLEM

This table was prepared on the basis of Chapter VIII of the *Operational Guidelines* of the World Heritage Convention and *the Directives Concerning the Use of the Name, Acronym, Logo and Internet Domain Names of UNESCO* (Resolution 34C/86).

Reminder concerning the authority and delegation of authority for the use of the World Heritage Emblem according to Chapter VIII of the *Operational Guidelines*:

Para. 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."

Para. 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."

Para. 278:

Any other request must be addressed to the Director of the World Heritage Centre, who 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.

Reminder concerning the use of the linked logo and of the stand alone Emblem:

Para. 262:

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*, it is strongly encouraged to use the World Heritage Emblem as part of a linked logo block accompanied by UNESCO's logo, whenever feasible. When the emblem is used in a linked logo block with the UNESCO logo, the graphical standards of the UNESCO Secretariat must be strictly followed. 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 of the Guidelines).

Reminder concerning the use of the UNESCO logo graphic charter:

Information on the use of The graphic charter of the UNESCO logo is available here: http://en.unesco.org/logopatronage www.unesco.org/new/en/name-and-logo/graphics/

According to the Preamble of Chapter VIII of the *Operational Guidelines*, the stand-alone World Heritage Emblem can be used in any colour or size. However, when the emblem is used in a linked logo block with the UNESCO logo, the graphical standards of the UNESCO Secretariat must be strictly followed.

The logos are provided by the authorizing entities (as detailed in the following table) in digital format which cannot be modified by the users in any way.

It is obligatory to submit the draft layout of the intended use to the authorizing entity for validation before production.

Definition of commercial use:

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 UNESCO Logo Directives 2007. Art III.2.1.3)

WORLD HERITAGE CENTRE

JUSTIFICATION: A new UNESCO/World Heritage Convention logo block has been created in accordance with the Graphical Standards and Logo Toolkit (June 2021) (line 1). The UNESCO/World Heritage Centre logo no longer exists and the Secretariat deleted the related row (line 2).

	Uses and purposes	Us	es	Author	ization	Graphic illustrations
	World Heritage Centre - WHC (for international content)	Type of Logo the WHC can use	Use of the Logo by the WHC is authorized by	WHC can authorize the Logo for	Type of Logo the WHC can authorize	Logo to be used and/or authorized by the WHC
1	 Publications Communication materials Website, social media, apps, etc. Working documents Communication products (such as T-shirts, bags, umbrellas), for special events Stationery 	Heritage Convention logo	Statutory use		UNESCO/World Heritage Convention logo	Unesco World Heritage Convention Execution Cultural Organization
2	Publications Communication materials Website, social media, apps, etc. Working documents Communication products (such as T-shirts, bags, umbrellas), for special events Stationery	UNESCO/World Heritage Centre loge	Statutory use			Onlied Nations Vericl Heritage Cultural Organization Vericl Heritage Concre

Revision of the Operational Guidelines WHC/23/45.COM/12, p.26

	Uses and purposes	Us	es	Author	ization	Graphic illustrations
	World Heritage Centre - WHC (for international content)	Type of Logo the WHC can use	Use of the Logo by the WHC is authorized by	WHC can authorize the Logo for	Type of Logo the WHC can authorize	Logo to be used and/or authorized by the WHC
3	 Publications Communication materials Website, social media, apps, etc. Small-size communication products (such as pens, key-rings etc), for special events Stationery 	World Heritage Emblem	Statutory use	 World Heritage Site Management Authority State Party hosting a Committee session 	World Heritage Emblem	or O
4	Committee session	UNESCO/World Heritage logo + "XXth/st/rd/nd World Heritage Committee session"	Statutory use	State Party hosting a Committee session	UNESCO/World Heritage logo + "XXth/st/rd/nd World Heritage Committee session"	Unesco 45th session of the World Heritage Committee Dillord Malions Educational, Scientific and cultural Organization Cultural Organization Committee

Revision of the Operational Guidelines WHC/23/45.COM/12, p.27

JUSTIFICATION: In accordance with the Logo Toolkit, the UNESCO logo block should be used for joint communication with partners; and for communication issued by a partner alone, the UNESCO logo block should be used with additional text as suggested in the Annex (line 5).

	Users and purposes	Uses		Autho	orization	Graphic illustrations
	World Heritage Centre (continued)	Type of Logo the WHC can use	Use of the Logo by the WHC is authorized by	Authorization to	Type of Logo the WHC can authorize	Logo to be used and/or authorized by the WHC
5	Partnership with external entities (private and public sector)	UNESCO logo block UNESCO/World Heritage Centre logo block with text "With the support of", "In cooperation with", or "In partnership with"	Statutory use		1). UNESCO logo block for joint communication with partner 2) UNESCO/World Heritage Centre logo block with text "With the support of", "In cooperation with", or "In partnership with" for communication issued by the partner alone	unesco xxx in partnership with unesco In partnership with Under Nations Educational, Scientific and Cultural Organization Centre World Heritage Centre World Heritage Centre Centre Centre
6		UNESCO/World Heritage Centre or Convention logo + Partner's logo and/or text	Statutory use		UNESCO/World Heritage Centre or Convention logo + Partner's logo and/or text	Panasonic supports sustainable development through these CO World Heritage control Colors Consists of Colors Colors Colors Co

Revision of the Operational Guidelines

NATIONAL COMMISSIONS AND AGENCIES (DESIGNATED NATIONAL AUTHORITIES)

JUSTIFICATION: The Secretariat has taken this opportunity to simplify the Annex 14 by grouping the tables formerly called "National Commissions" and "Agencies", considering that both have the same content, in a common table called "National Commissions and Agencies (Designated National Authorities)" (lines 7 to 17).

The Secretariat has renamed all the headers accordingly and update the text where appropriate.

	Users and purposes	Us	ses	Autho	rization	Graphic illustrations
	4. National Commission and Agencies (Designated National Authorities) (for national content)	Agencies	Use of the Logo by the NatCom and Agencies (Designated National Authorities) is authorized by	NatCom and Agencies (Designated National Authorities) can authorize the use of the Logo for	Type of Logo the NatCom and Agencies (Designated National Authorities) can authorize	Logo to be used and/or authorized by the NatCom and Agencies (Designated National Authorities)
7	Non-commercial publications Communication materials Website, social media, apps, etc. Communication products such as T-shirts, bags, umbrellas (nonmerchandising, exceptionally for special events) Stationery	UNESCO-World Heritage logo with text "World Heritage in… [Country name]"	Statutory use	Local and national government authorities and site managing authorities		Unesco World Heritage in Bulgaria Lined Nations Educational, Scientific and Cultural Organization World Heritage in Switzerfand

JUSTIFICATION: In accordance with the Circular Letter (November 2021), there will no longer be site specific logos for each World Heritage site created by the Secretariat, but one generic logo. Therefore, the Secretariat has replaced the text and graphic illustrations accordingly (line 9).

	Uses and purposes	U	ses	Authori	zation	Graphic illustrations
	1. National Commission and Agencies (Designated National Authorities) (continued)	Type of Logo the NatCom and Agencies (Designated National Authorities) can use	Use of the Logo by the NatCom and Agencies (Designated National Authorities) is authorized by	NatCom and Agencies (Designated National Authorities) can authorize the use of the Logo for	Type of Logo the NatCom and Agencies (Designated National Authorities) can authorize	Logo to be used and/or authorized by the NatCom and Agencies (Designated National Authorities)
8		World Heritage Emblem	Statutory use	World Heritage site management authority & relevant national or local government authority.	Emblem	ACCOUNTS OF THE PARTY OF THE PA
9		UNESCO/World Heritage site generic logo Choice of the logo according to the kind of sign and its location: UNESCO/World Heritage logo in full or simplified with site's name underneath	•	World Heritage site management authority & relevant national or local government authority.	Heritage site generic	Unesco World Heritage site Figure 1 State 1 S

JUSTIFICATION: Furthermore, the Secretariat has inserted an additional row specifically for site specific logos which may be used for transboundary and/or serial World Heritage sites, in replacement of the previous separate table entitled: "Specific case: serial sites or very large sites including several/various elements/monuments/places" (line 10 and line 25).

	Uses and purposes	Us	ses	Aut	horization	Graphic illustrations
	(Designated National	Type of Logo the NatCom and Agencies	Use of the Logo by the NatCom and Agencies (Designated National Authorities) is authorized by	Authorities) can	National Authorities) can	Logo to be used and/or authorized by the NatCom and Agencies (Designated National Authorities)
10		UNESCO/World Heritage site specific logo. A specific logo can be relevant for transboundary and/or serial site nominations (in this case, the NatCom or Agency itself will need to create the logo) For components, it should be preceded by the mention "xxx [name of the element/monument/pl ace] part of" Choice of the logo according to the kind of sign and its location: UNESCO/World Heritage logo in full or simplified with site's name underneath		authority & relevant	site specific logo. A	Ancient and Primeval Beech Forests of the Carpathians and Other Regions of Europe

	Uses and purposes	Us	ses	Aut	horization	Graphic illustrations
	4. National Commission and Agencies (Designated National Authorities) (continued)	Type of Logo the NatCom and Agencies (Designated National	Use of the Logo by the NatCom and Agencies (Designated National Authorities) is authorized by	NatCom and Agencies (Designated National Authorities) can authorize the use of the Logo for	National Authorities) can	Logo to be used and/or authorized by the NatCom and Agencies (Designated National Authorities)
11	Road signs, highway signs	World Heritage Emblem	Statutory use	World Heritage site management authority & relevant national or local government authority		or O
12	Commercial use	UNESCO-World Heritage logo with text "World Heritage in [Country name]"				Unesco World Heritage in Bulgaria Figure and Scientific and Cultural Organization World Horitage in Switzerland
13		World Heritage Emblem	Statutory use	National entity	World Heritage Emblem	or 🕥

	Uses and purposes	Us	es	Aut	horization	Graphic illustrations
	and Agencies (Designated National	Type of Logo the	the NatCom and Agencies (Designated National Authorities) is authorized by	National Authorities) can	National Authorities) can	Logo to be used and/or authorized by the NatCom and Agencies (Designated National Authorities)
14	Committee session	UNESCO/World Heritage + "XXth/st/rd/nd World Heritage Committee Session"	World Heritage Centre		UNESCO/World Heritage + "XXth/st/rd/nd World Heritage Committee Session"	
15	Patronage for World Heritage related one-off events at national level (ex: conferences, publications or audiovisual production activity on national or local level)			receiving National Commission patronage	UNESCO-National Commission logo with the text "under the patronage of" in close proximity to the UNESCO-National Commission logo UNESCO/World Heritage logo with text "Under the patronage of the National Commission of xxx for UNESCO"	unesco

	Uses and purposes	Us	ses	Aut	horization	Graphic illustrations
	4. National Commission and Agencies (Designated National Authorities) (continued)	Type of Logo the NatCom and Agencies (Designated National Authorities) can use	Use of the Logo by the NatCom and Agencies (Designated National Authorities) is authorized by	Authorities) can	National Authorities) can	Logo to be used and/or authorized by the NatCom and Agencies (Designated National Authorities)
16	Partnership related to World Heritage related partnership with national organisations at national level	Commission logo	Statutory use	National organisation having established a partnership with the National Commission	Commission logo for joint communication with	11111
17	Partnership related to World Heritage related partnership with national organisations at national level	Commission logo	Statutory use	having established a partnership with the National Commission	UNESCO/World Heritage lege UNESCO-National Commission 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" for	Unesco Curação National Commission United Nations United National Commission

Uses and purposes	Uses		Aut	horization	Graphic illustrations
and Agencies (Designated National Authorities) (continued)	NatCom and Agencies	the NatCom and Agencies (Designated National Authorities) is authorized by	National	National Authorities) can	Logo to be used and/or authorized by the NatCom and Agencies (Designated National Authorities)
				communication issued by the partner alone	

JUSTIFICATION: The Secretariat has taken this opportunity to simplify the Annex 14 by grouping the tables formerly called "National Commissions" and "Agencies", considering that both have the same content, in a common table called "National Commissions and Agencies (Designated National Authorities)" (lines 18 to 23).

	Uses and purposes	Uses		Autho	rization	Graphic illustrations
	2 - Agency - designated national authority (for national content)	Type of Logo the agency can use	Use of the Logo by the agency is authorized by	Agency can authorize the use of the Logo to	Type of logo the agency can authorize	Logo to be used and/or authorised by the agency
18	Non-commercial publications Communication materials Website, social media, apps, etc. Communication products (such as T-shirts, bags, umbrellas) nonmerchandising, for special events Stationery	UNESCO/World Heritage logo with text "World Heritage in [Country name]"	National Commission or World Heritage Centre			Urited Nations Educational, Seweritic and Cultural Organization Switzsuland
19	Non-commercial publications Communication materials Website, social media, apps, etc. when space is limited Communication products (such as T-shirts, bags, umbrellas) nonmerchandising, for special events Stationery	World Heritage Emblem	Statutory use	World Heritage site management authority	World Heritage Emblem	TO TO THE PARTY OF

	Uses and purposes	Uses		Autho	rization	Graphic illustrations
	2 - Agency - designated national authority (for national content)	Type of Logo the agency can use	Use of the Logo by the agency is authorized by	Agency can authorize the use of the Logo to	Type of logo the agency can authorize	Logo to be used and/or authorised by the agency
20	Road signs, highway signs	Choice of the logo according to the kind of sign and its location: UNESCO/World Heritage logo in full or simplified with site's name underneath	National Commission or World Heritage Centre	World Heritage site management authority	UNESCO/World Heritage logo in full or simplified with site's name underneath	Storehenge Avebury Inscribed on the World Heritage List in 1991 Text under the name of the site is optional. Possibility to replace "inscribed on the World Heritage List in" by "World Heritage Since"
21		World Heritage Emblem	Statutory use	World Heritage site management authority	World Heritage Emblem	The second secon

	Uses and purposes	Uses		Autho	rization	Graphic illustrations
	2 - Agency - designated national authority (for national content)	Type of Logo the agency can use	Use of the Logo by the agency is authorized by	Agency can authorize the use of the Logo to	Type of logo the agency can authorize	Logo to be used and/or authorised by the agency
2	Commercial use 2	UNESCO/World Heritage loge with text "World Heritage in [Country name]"	Director-General of UNESCO			Onted Nations Educational, Scientific and Cultural Organization Vold Heritage in Switzerland
2	3	World Heritage Emblem	Statutory use			OF PATERORIES OF STREET, BUT OF STRE

WORLD HERITAGE SITE MANAGEMENT AUTHORITY

JUSTIFICATION: The Secretariat suggests, in accordance with the Circular Letter (November 2021), has integrated both the site generic logo and site- specific logo in two rows (lines 24 to 32).

	Uses and purposes	Uses		Authorization		Graphic illustrations
	World Heritage site management authority (for site-related content)	Type of Logo the WH site can use	Use of the Logo by the WH site is authorized by	aatiioii20 tii0	Type of Logo the WH site can authorize	Logo to be used and/or authorized by the WH site
24	 Non-commercial publications Communication materials Website, social media, apps, etc. Communication products (such as T-shirts, bags, umbrellas) nonmerchandising, for special events Stationery Plaque, flag, banner 	UNESCO/World Heritage site-specific logo	Agency (Designated			Unesco World Heritage site Shark Bay, Western Australia Entrans Coparization : Inspired on the World Heritage List in 1991 Text under the name of the site is optional. Possibility to replace "Inscribed on the World Heritage List in" by "World Heritage since"
25		site specific logo. A	National Authority) or World Heritage Centre			Ancient and Primeval Beech Forests of the Carpathians and Other Regions of Europe World Heritage since 2017

	Uses and purposes	Us	es	Autho	orization	Graphic illustrations
	World Heritage site management authority (for site-related content)	Type of Logo the WH site can use	IVVITI SILE IS AULHORIZED DV	auditionizo dilo	Type of Logo the WH site can authorize	Logo to be used and/or authorized by the WH site
		For components, it should be preceded by the mention "xxx [name of the element/monument/place] part of"				Xxx part of Unesco Ancient and Primeval Beech Forests of the Carpathlans and Other Regions of Europe World Heritage since 2017
26	 Non-commercial publications Communication materials Website, social media, apps, etc. Communication products (such as T-shirts, bags, umbrellas) nonmerchandising, for special events Stationery Plaque, flag, banner 		National Commission or Agency (Designated National Authority) or World Heritage Centre			or 🕥
27			National Commission or Agency (Designated National Authority) or World Heritage Centre			Unesco World Heritage site United Nations United Nations Cultural Organization Cultural Organization Heritage List in 1991

Revision of the Operational Guidelines WHC/23/45.COM/12, p.40

	Uses and purposes	Us	es	Authorization		Graphic illustrations
	World Heritage site management authority (for site-related content)	Type of Logo the WH site can use	IVVM Site is authorized by	additionize the		Logo to be used and/or authorized by the WH site
28		UNESCO-World Heritage site specific logo. A site specific logo can be particularly relevant for transboundary and/or serial site nominations (in this case, the NatComitself will need to create the logo) Choice of the logo according to the kind of sign and its location: UNESCO/World Heritage logo in full or simplified with site's name underneath	Agency (Designated National Authority) or			Ancient and Primeval Beech Forests of the Carpathians and Other Regions of Europe World Heritage since 2017 Storichenge, Avebury and Associated sites inscribed on the World Heritage List in 1996 Text under the name of the site is optional. Possibility to replace "inscribed on the World Heritage List in" by "World Heritage since"
29	Road signs, highway signs	3	National Commission or Agency (Designated National Authority) or World Heritage Centre			(A) or (A)

	Uses and purposes	Us	ees	Authorization		Graphic illustrations
	World Heritage site management authority (for site-related content)	Type of Logo the WH site can use	Use of the Logo by the WH site is authorized by	aatiioiizo tiio		Logo to be used and/or authorized by the WH site
30		UNESCO/World Heritage site generic logo UNESCO/World Heritage site-specific logo	Director-General of UNESCO			Unesco World Heritage site Possibility to replace: "inscribed on the World Heritage List in" by "World Heritage since"
31		UNESCO-World Heritage site specific logo. A site specific logo can be particularly relevant for transboundary and/or serial site nominations (in this case, the NatCom itself will need to create the logo)	UNESCO			Unesco Ancient and Primeval Beech Forests of the Carpathians and Other Regions of Europe World Heritage since 2017

	Uses and purposes	Uses		Authorization		Graphic illustrations
		Type of Logo the WH site can use	WIT SILE IS AULHORIZED BY	additionizo tito		Logo to be used and/or authorized by the WH site
32		G	National Commission or Agency (Designated National Authority) or World Heritage Centre			or O

Specific case: serial sites or very large sites including several/various elements/monuments/places

	Uses and purposes	Uses		Authorization		Graphic illustrations
	World Heritage site management authority (continued)	con use		authorize the	World Heritage site management authority (continued)	Type of Logo the WH site can use
33	materials 3) Website, social	UNESCO/World Heritage site-specific logo, preceded by the mention "Xxxx [name of the element/monument/place], part of"				Lighted Nations Educational, Scientific and Cultural Organization Light of Santiago de Compostela inscribed on the World Heritage List in 1993

WORLD HERITAGE ADVISORY BODIES

JUSTIFICATION: The Secretariat recommends no modifications other than updating the graphic illustration (lines 34 to 35).

	Uses and purposes	Uses			orization	Graphic illustrations
	Advisory Bodies	Type of Logo the Advisory Bodies can use	Use of the Logo by Advisory Bodies is authorized by	Advisory Bodies can authorize the Logo for	Type of Logo the Advisory Bodies can authorize	Logo to be used and/or authorized by the Advisory Bodies
34	Non-commercial publications Non-commercial communication materials Website Non-commercial stationery	UNESCO-World Heritage Convention logo	World Heritage Centre			Unesco World Heritage Convention World Heritage Cultural Organization Cultural Organization
35	Publications Communication materials Website Stationery	World Heritage Emblem	World Heritage Centre			or O

PATRONAGE

JUSTIFICATION: The Secretariat has removed the table entitled "patronage" because at the level of the Secretariat, only the Director-General can grant UNESCO's patronage and the relevant information hence falls into the scope of the *Directives concerning the Use of the Name, Acronym, Logo and Internet Domain Names of UNESCO* (Resolution 34C/86) (line 36).

	Uses and purposes	Uses		Authorization		Graphic illustrations
	Patronage				IIVNA OT I OOO IIIFACTOR-	Logo to be authorized
36	One-off activities (conferences, exhibitions, festivals, publications or audio-visual productions)			Organizing authorities	UNESCO/World Heritage logo with text "Under the patronage of"	