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Организация
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منظمة الأمم المتحدة
للتربية والعلم والثقافة

联合国教育、
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Conference of Parties to the International Convention against Doping in Sport

5CP

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PROMOTING THE INTERNATIONAL CONVENTION AGAINST DOPING IN SPORT

Document: International Convention against Doping in Sport.

Context: One hundred and eighty-three (183)* UNESCO Member States have ratified, accepted, adopted or acceded to the Convention.

This document presents information about the status of the International Convention against Doping in Sport and the activities undertaken to promote it.

It also contains proposed Operational Guidelines governing its use, as well as a proposal to issue a Reminder of the Obligations of the Convention.

The Conference of Parties is requested to consider this information in light of its responsibility to promote the aims of the Convention as set forth in Article 30(a).

Decision required: Paragraph 42

* As at the date of production of this document.

INTRODUCTION

1. One of the core functions of the Conference of Parties (COP) is to promote the aims of the International Convention against Doping in Sport (hereinafter referred to as “the Convention”), as set forth in Article 30(a) of the Convention. This document presents information about the geopolitical distribution of the States Parties to the Convention and the rate at which Member States of UNESCO have ratified, accepted, adopted or acceded to the Convention. A summary of the principal activities undertaken by the Secretariat and by the members of the Bureau of the Conference of Parties to promote the Convention is also presented. The Conference of Parties may wish to consider additional measures to ensure that the momentum behind the Convention is maintained.

ACCESSION TO THE CONVENTION

2. Since its adoption in 2005, the growth in the number of States Parties illustrates the expansion of its principles and guidelines in favour of a universality whose importance has translated into the need to develop a global reference framework to promote the ethical principles and values of sport. Between 2006 and 2010, the average growth in accession to the Convention was approximately 30 Member States a year, totalling 148 States Parties during that period, which can be considered to be the most active, marked by a rapid increase in the accession of Member States. Among other things, this reflects the Members States’ conviction that they are parties to a global regulation and governance mechanism that aims to harmonize the efforts of public authorities to address the serious dangers and risks that tarnish the credibility and transparency of sport, as enshrined in the objectives of the Convention. As at 31 July 2015, there are 183 States Parties, with an average of three new States Parties acceding each year during the 2012-2015 period, however, a crucial observation should be noted regarding the universal scope of the Convention.

- Indeed, the contextual profile of the Member States that have not yet ratified the Convention (see table 5 below) can be split into three main categories, illustrated as follows:
- in the first category, some States that are not yet party to the Convention are dealing with situations of conflict or post-conflict (Central African Republic, Yemen, Guinea-Bissau, Afghanistan);
- the second category contains several non-party States characterized by their status as Small Island Developing States (Niue and Timor-Leste);
- the last category is mainly made up of non-party States in normal or ordinary situations (Sao Tome and Principe, United Republic of Tanzania, Lebanon and Mauritania).

Table 1: Rate of accession to the Convention

Regions	Total	Acceded	Not acceded	Percentage
UNESCO Member States	195	183	12 ¹	93.85%

¹ Territorial extensions should be considered within the context of the Member States to which they belong.

**Table 2: Accession rates by electoral groups
(the Member States are divided into groups
for the purpose of elections to the Executive Board)**

Regions	Total	Acceded	Not acceded	Percentage
Group I	27	27	0	100%
Group II	25	25	0	100%
Group III	33	33	0	100%
Group IV	44	40	4	90.90%
Group V(a)	47	42	5	89.36%
Group V(b)	19	16	3	84.21%

Table 3: Accession progress

	2005	2006	2007	2008	2009	2010	2011	2012-2015
Number of instruments received	4	37	34	30	25	22	15	16

**Table 4: New States Parties to the Convention since 1 January 2013
(groupings of Member States for the purpose of elections to the Executive Board)**

Regions	Total
Group I	0
Group II	0
Group III	1
Group IV	3
Group V(a)	5
Group V(b)	2

Table 5: List of Member States that have not ratified the International Convention against Doping in Sport (grouping of Member States for elections to the Executive Board).

1. Group IV

Afghanistan	
Niue	
Lao People's Democratic Republic	
Timor-Leste	
Total (Group IV States that have not ratified the Convention)	4

2. Group V(a)

Guinea-Bissau	
Central African Republic	
United Republic of Tanzania	
Sao Tome and Principe	
South Sudan	
Total (Group V(a) States that have not ratified the Convention)	5

3. Group V(b)

Lebanon	
Mauritania	
Yemen	
Total (Group V(b) States that have not ratified the Convention)	3

PROMOTIONAL ACTIVITIES

3. Based on Resolution 4CP/3, adopted by the COP at its fourth session, various initiatives have been carried out, particularly by the Bureau of the fourth session of the COP, the Secretariat (at both the UNESCO Headquarters and field offices), with various forms of innovative interventions completing the Convention promotion panorama.

4. On 10 July 2014, the Director-General sent a letter to the non-party UNESCO Member States, encouraging them to accede to the Convention, reiterating the merits of its universality, institutional scope and importance for promoting the values and ethical principles that underpin the integrity of sport.

ACTIVITIES OF THE BUREAU OF THE FORTH CONFERENCE OF PARTIES

5. For the first time, the COP Bureau has held two sessions, one on 30 April 2014 at the UNESCO Headquarters and the other on 16 March 2015 in Riyadh, on the margins of the International Conference on the Law and Sport for the Fight against Doping organized by the Saudi Arabian Anti-Doping Committee (SAADC). The first session of the Bureau focused on COP 4 follow-up, particularly aspects concerning improving the Convention's monitoring mechanisms and exploring ways of contributing to that.² During its second session, the Bureau studied amendments to the rules of procedure of the COP with a view to submitting them for adoption by COP 5. The draft amendments, approved by the Bureau, are entirely in keeping with the recommendations proposed by the auditor commissioned by the General Conference on improving UNESCO's governance mechanisms and their budgetary impact (see 37 C/Resolution 96). Thus, strengthening of the COP's governance has been proposed. In this respect, the Conference of Parties is invited in document ICDS/5CP/Doc. 12 to issue an opinion on the proposed amendment of its rules of procedure.

6. The Bureau also approved the proposals of the Secretariat with a view to introducing a new way of monitoring the obligations of the States Parties in line with the objectives of the Convention. It would involve sending a motivational official letter to States Parties that have not complied with

² Report of the first^t and second sessions of the COP Bureau available online (<http://www.unesco.org/new/en/social-and-human-sciences/themes/anti-doping>).

the obligations required pursuant to Articles 3, 5 and 31 of the Convention, with the aim of improving their compliance, as indicated by ADLogic. This approach would consist of sending an official notification, based on a resolution that would be adopted by the COP at each of its sessions (see Annexes III and IV, particularly on proposed monitoring measures), to States Parties not fulfilling their obligations under the Convention. The COP is invited to issue an opinion on the implementation of this new approach.

7. The Bureau took note of the information provided by the Secretariat concerning the idea of holding the COP meeting at a location other than Headquarters. The Bureau unanimously rejected the idea of relocating the COP. As in its previous session, the Bureau reiterated its recommendation to keep the COP meeting at Headquarters.³

8. The Secretariat shared with the Bureau the outcomes of the Tokyo Conference on the Pharmaceutical Industry and the Fight Against Doping, which took place from 25 to 29 January 2015 and was jointly organized by UNESCO, the World Anti-Doping Agency (WADA) and the Government of Japan. The Conference concluded that closer ties should be established with the pharmaceutical industry and recommended holding another conference based on the same model.

9. The Bureau was also receptive to the principle of beginning a labelling process within the framework of the Convention, covering food supplements and prohibited products, and recommended that the Secretariat continue studying the various implications of such a process. In this context, the Bureau considered it necessary and decisive for COP 5 to issue an opinion on the adoption of a distinctive emblem for the Convention, following the example of some other UNESCO conventions⁴ (see the draft emblem proposal in Annex I and the draft Operational Guidelines governing use of the emblem in Annex II). The COP is invited to issue an opinion on the adoption of an emblem for the Convention and on the Operational Guidelines governing its use.

ACTIONS AIMED AT IMPROVING PARTNERSHIPS AND COLLABORATIONS

10. In keeping with the aforementioned Tokyo initiative, and in order to initiate a holistic approach to the problem of doping, the Secretariat has approached potential partners, including the French National Association of Pharmacists (ONP). Following the meeting with the President of ONP, there is no doubt about the convergence of interests regarding prevention and training, especially as issues concerning the correct use of drugs are at the heart of ONP's concerns given the development of illicit practices in the use of drugs, although doping is not yet sufficiently taken into account in the pharmaceutical sector in general. In this regard, the President of ONP stressed that the profession in no way rejected initiatives to raise awareness of issues relating to doping. In this context, ONP and the French Ministry of Sport recently signed a convention to prevent doping linked to the use of food supplements by sportspersons.

11. During the aforementioned meeting with the Secretariat, the foundations were laid for a process of reflection on this point, consisting of promoting ongoing training, which is a real stumbling block for professionals in the sector. To address this, ONP is currently putting together a project for a freely accessible ongoing training platform, addressing subjects such as counterfeiting. This tool represents an interesting opportunity for UNESCO as it will be easy to share via its website, since it will be freely accessible. Moreover, one or more specific modules could be developed, covering key aspects of the fight against doping.

12. Meanwhile, in terms of international cooperation, ONP organizes a twice-yearly international conference of Francophone associations of pharmacists. The next general session is due to take

³ See the report of the first session of the COP Bureau (<http://www.unesco.org/new/en/social-and-human-sciences/themes/anti-doping>).

⁴ Such as the Convention on the Diversity of Cultural Expressions (2005), the Convention for the Safeguarding of the Intangible Cultural Heritage (2003), the Convention Concerning the Protection of the World Cultural and Natural Heritage (1972), and so on.

place in Paris in November 2015. UNESCO has been invited by ONP participate in it and has encouraged ONP to include the issue of doping on the agenda for the 2016 session.

13. Within the framework of the search for partnerships and resources that could support projects in the field of combating doping, to promote ethical principles and the values conveyed by sport, the Secretariat has taken part in a meeting in Geneva, at the invitation of the General Secretary of the International Pharmaceutical Federation, alongside the General Assembly of the World Health Organization. During that meeting, exchanges took place with the main international federations representing actors in the healthcare chain and contacts were made with the pharmaceutical sector, particularly the World Health Professions Alliance, the International Federation of Pharmaceutical Manufacturers and Associations, the International Pharmaceutical Students' Federation, the World Medical Association, the World Confederation for Physical Therapy, the International Council of Nurses, the International Pharmaceutical Federation and the International Federation of Medical Students. A consensus has emerged from these exchanges regarding the wish to work with UNESCO to develop partnerships with a view to tackling the challenges of doping that require appropriate responses from the sector concerned.

14. The lessons learned from these meetings show that several of the aforementioned structures already have guidelines (although some of them need to be re-evaluated) condemning doping and making recommendations to their members. The Secretariat has agreed to work with these bodies, on these issues, to align those documents with the current anti-doping strategy established by the Convention.

15. In light of the foregoing, it has been agreed between UNESCO and the entities with which it met to continue the dialogue commenced and, in the short term, to jointly agree practical arrangements for possible collaborations. Several telephone conferences have been held on this subject and several draft framework agreements are being studied by way of follow-up.

16. At the initiative of the Secretariat, a publication on the prevention of doping has been produced by the Social Sciences and Doping Group - CERSM, under the supervision of Professor Patrick Trabal (Paris West University Nanterre). This publication is intended to help improve public policy on the prevention of doping in sport. The approach taken aims to contribute to an informed debate. The objective of this publication is to open the way to seeking solutions that could be based on research in social sciences that is likely to be carried out by researchers in the form of an international pool. The results will be used to support possible public authority strategies in anti-doping policies.⁵

ACTIVITIES CARRIED OUT BY THE UNESCO OFFICES AND ANTI-DOPING ORGANIZATIONS

17. In August 2014, the UNESCO Office in Brasilia and the Brazilian Anti-Doping Authority (ABCD) signed a two-year cooperation agreement which foresees a series of joint actions on information, education, prevention, capacity-building and doping control. Thanks to the national and international consultants recruited for the project, ABCD will carry out a number of education activities - seminars, campaigns, international exchanges and so forth - with an emphasis on implementation of the UNESCO Convention, which was ratified by Brazil in 2007. Important achievements have already been made, such as an international forum on intelligence in the fight against doping, which took place in April 2015 with the participation of representatives of the International Olympic Committee (IOC) and a number of national anti-doping agencies (United Kingdom, USA, Canada and Spain), and the re-accreditation, in May 2015, of the Brazilian Doping Control Laboratory (LBCD) by WADA.

18. The South-East Asia Centre of Lifelong Learning for Sustainable Development (SEA-CLLSD) in Manila, Philippines, organized a conference on doping in cooperation with the UNESCO

⁵ <http://www.unesco.org/new/en/social-and-human-sciences/themes/anti-doping/>

National Commission of the Philippines. The aim of the conference was to promote the Convention in the Southeast Asia region and raise awareness among young people through school competitions on the theme of “clean sport”.

19. Several initiatives have been carried out by members of the COP Bureau. For example, from 15 to 17 May 2014, the National Anti-Doping Agency of Romania (RNADA) held a conference on the modern approach to anti-doping policies. UNESCO representatives took part in the event and spoke in the opening session which was attended by high-level members of the Romanian Government, particularly the representative of the Prime Minister and the Minister for Sport. The good media coverage of the conference was a clear indicator of public interest.

20. The emphasis placed by UNESCO on improving fulfilment by the States Parties of their obligations was clearly welcomed and recognized by the audience.

21. UNESCO underlined that it is important to review certain compliance objectives such as prevention, education, detection tests, indirect information (intelligence and investigation) and other key aspects, which can serve to optimize the provision of compliance data with a view to improving ADLogic.

22. The lessons learned from this important conference include:

- Given the diverse nature and status of national anti-doping organizations (henceforth referred to as NADOs), it is important to reflect on a harmonization strategy with a view to addressing certain difficulties observed in relation to promoting the Convention.
- The mechanism for cooperation between international sports federations and NADOs suggests the existence of certain prejudices that reflect gaps and discrepancies affecting the credibility of the monitoring of the Convention obligations. For example, the principle and nature of the anti-doping controls organized by the federations fuel the “judge and judged” debate. A reflection on alternative approaches should be carried out.
- Myriad “education programmes” are carried out by NADOs and sports bodies at different levels; in the majority of cases, those programmes focus on athletes, when their effectiveness should be gauged based on a holistic approach, particularly by targeting sportspersons and players in general.

23. From 13 to 18 March 2015, Saudi Arabia organized the International Conference on the Law and Sport for the Fight against Doping, which addressed taking into account legal considerations regarding anti-doping, particularly concerning public authorities and the sporting movement.

24. UNESCO needs to forge closer ties at the regional level in order to respond to the growing criticism about the lack of support to anti-doping public authorities with effectively implementing and following up the Convention at the national level.

25. The intensive efforts of WADA through its proximity to anti-doping stakeholders at the regional and national levels should serve as a reference to enable UNESCO to fulfil its duties as a global regulation platform. The missions of UNESCO and WADA in this respect provide an opportunity to assess the commitment of the States Parties and identify what can be strengthened. The added value of such an approach lies in strengthening the autonomy of national anti-doping public authorities in relation to political and institutional challenges, which should also be a priority.

INITIATIVES CARRIED OUT IN COOPERATION WITH WADA, INTERPOL AND THE COUNCIL OF EUROPE

26. Cooperation between UNESCO and WADA to promote the International Convention against Doping in Sport has been particularly strategic and targeted.

27. This cooperation has taken the form of the holding on 28 January 2015 of the Second International Conference, jointly organized by UNESCO, WADA, the Japan Anti-Doping Agency (JADA) and the Government of Japan on “the pharmaceutical industry and the fight against doping in sport”.

28. This second conference, which followed on from the first held in 2012, was marked by the presence of senior public officials and figures representing various sectors, including the Minister of State and the Minister for Education, Culture, Sports, Science and Technology of Japan (MEXT), Mr Fujii Motoyuki; the Director of the national programme, White House Office of National Drug Control Policy, Executive Office of the President of the United States, Mr Michael K Gottlieb; Vice President at Pfizer, Mr David Verbraska; President of WADA, Mr Craid Reedie; and others, including the President of the WADA Health, Medical and Research Committee, Ms Valérie Fournayron; Vice President of the International Federation of Pharmaceutical Manufacturers and Associations, Mr Masafumi Nogimori; President of JADA, Mr Hidenori Suzuki; and the Director of the Division of Ethics, Youth and Sport of UNESCO, Ms Angela Melo.

29. As a co-organizer of the event, UNESCO was keen to share its strategic vision and approach to the challenges posed by potentially doping substances contained in pharmaceutical products. In addition, UNESCO highlighted the need to extend this work to other key players, including producers of food supplements, for example.

30. While the first Conference, held in France in 2012, provided an opportunity to lay the foundations for closer proximity with the pharmaceutical industry, as the *primus inter pares*, formalizing an initial cooperation, the second event sought to define an approach enabling the formation of models for partnerships between all the Conference stakeholders.

31. The objectives of UNESCO were underlined in the form of proposals, primarily around the principle of introducing an international labelling process under the auspices of UNESCO with a view to establishing a partnership targeting the sectors that are the main source of doping problems, particularly pharmaceutical products and food supplements. This proposal was well received and must now undergo a broader, more detailed consultation process with the parties concerned, in particular WADA.

32. The needs of an international programme for training paramedical and medical staff have been highlighted by UNESCO. The most important thing for the Organization is to develop a collaborative, participatory approach that takes into account certain proven experiences, the potential of which can serve as a benchmark. The example of Japan is quite illuminating in this respect, as JADA has exemplary experience of a national partnership between the pharmaceutical industry and the anti-doping sector. This alliance, which is built on a firmly rooted arrangement, could provide inspiration for UNESCO’s approach for a training programme, as outlined above.

33. A system for sharing information, particularly with the pharmaceutical industry, was also put forward by UNESCO.

34. The Tokyo Conference confirmed the commitment of all the stakeholders to make headway with the formalization of partnerships, based on existing models that lead to an intensification of exchanges of information, thus reducing the lack of information that often undermines the effectiveness of the fight against doping.

35. UNESCO and WADA have continued to strengthen their cooperation, particularly through strategy discussions under the direct supervision of the Director of the Division of Ethics, Youth and Sport and the Director General of WADA. For this purpose, a joint meeting was held at the WADA headquarters in Montreal, from 23 to 25 February 2015. The main objective was to guide cooperation between the two organizations towards greater efficiency in their respective or joint actions.

36. To achieve that, extensive exchanges and discussions were held with different WADA departments and services, addressing areas of common interest, making it possible to target actions to be implemented within the framework of the revision of the 2006 Memorandum of Understanding.

37. It has been agreed that a new approach based on close and regular communication between UNESCO and WADA will aim to ensure appropriate collaboration and facilitate the sharing and updating of information.

38. UNESCO's participation in the meetings of the WADA Foundation Board was also discussed and clarifications were addressed with a view to subsequently adjusting UNESCO's role.

39. In February 2015, WADA, the Council of Europe and INTERPOL were invited by UNESCO to formulate their opinions within the framework of the revision of the ADLogic questionnaire, in order to ensure that there is no duplication in their respective questionnaires and they end up with a consensual evaluation tool. The Secretariat thanks the above-mentioned organizations, which have demonstrated their cooperation by providing UNESCO with useful information and opinions.

40. Informal contacts have been established with INTERPOL in order to explore the form and content of a framework agreement for cooperation intended to pool efforts with UNESCO, in synergy with other entities concerned by doping issues, in keeping with their respective and common goals.

41. With regard to cooperation with the Council of Europe, UNESCO has regularly participated in the meetings of the Council of Europe in 2014 and 2015, particularly within the framework of the Ad hoc European Committee for the World Anti-Doping Agency (CAHAMA), the meetings of the Council of Europe's Monitoring Group of the Anti-Doping Convention and EPAS. Document ICDS/5CP/INF.3 provides detailed information about this.

Draft RESOLUTION 5CP/3

42. The Conference of Parties may wish to adopt the following resolution:

1. *Having examined* document ICDS/5CP/Doc.3,
2. *Welcomes* the initiatives undertaken by the Secretariat to promote the International Convention against Doping in Sport, increasing its visibility and expansion;
3. *Chooses* option No. XX, reproduced in Annex I, as the emblem of the Convention and *approves* the Operational Guidelines governing the use of that emblem, as set out in Annex II;
4. *Expresses* its gratitude to all the intergovernmental organizations, stakeholder entities, particularly INTERPOL, the Council of Europe and the World Anti-Doping Agency (WADA), and States Parties which have provided valuable support with implementation of the International Convention against Doping in Sport;
5. *Strongly encourages* all Member States of UNESCO that have not yet done so to become States Parties to the International Convention against Doping in Sport, and *requests* the Director-General to continue the efforts undertaken by the Secretariat to increase the number of States Parties to the Convention;
6. *Takes note* of the proposal to send the States Parties a reminder of the obligations of the Convention, *approves* the form and scope of the reminder letter enclosed in Annex III, as well as the provisions set out in Annex IV, and *requests* the Director-General – within the framework of monitoring the Resolutions of the Conference of

Parties – to proceed with the requested notifications of the States Parties concerned, *which are asked* to report back to the Conference of Parties on the progress made;

7. *Requests* the Secretariat to continue the steps taken to develop new partnerships to promote the International Convention against Doping in Sport;
8. *Encourages* the Secretariat to continue its work to identify, promote and disseminate good practices for combating doping in sport at the international, regional and national levels.
9. *Calls upon* the representatives of all the stakeholders, particularly the competent public authorities, as well as the World Anti-Doping Agency (WADA) and the relevant regional intergovernmental organizations and/or sport organizations, to promote the International Convention against Doping in Sport within their respective regions, particularly through existing initiatives and regional meetings and conferences.

ANNEX I

DRAFT LOGO OF THE INTERNATIONAL CONVENTION AGAINST DOPING IN SPORT

**CHOICE OF LOGO AT THE DISCRETION OF THE COP FOR FINAL DECISION
ON 29 OCTOBER 2015**

PROPOSED LOGO NO. 2



TRANSLATION: ANTI-DOPING CONVENTION

PROPOSED LOGO NO. 2



PROPOSED LOGO NO. 3



PROPOSED LOGO NO. 4



TRANSLATION: ANTI-DOPING CONVENTION

PROPOSED LOGO NO. 5



TRANSLATION: ANTI-DOPING CONVENTION

PROPOSED LOGO NO. 6



PROPOSED LOGO NO. 7



**ANTI-DOPING
CONVENTION**

ANNEX II

DRAFT OPERATIONAL DIRECTIVES FOR THE USE OF THE EMBLEM OF THE INTERNATIONAL CONVENTION AGAINST DOPING IN SPORT

1. Definition

- 1.2 The emblem or logo of the Convention, which is used as its official seal, is shown below:
- 1.3 The Convention's emblem shall be accompanied by the UNESCO logo and may not be used in isolation, it being understood that each of them is governed by a separate set of rules and that any use must have been authorized in accordance with each of the respective sets of rules.

2. Rules applicable to the respective use of the UNESCO logo and the Convention emblem

- 2.1 The provisions of the present Directives apply only to the use of the emblem of the Convention.
- 2.2 Use of UNESCO's name together with the emblem of the Convention shall be governed by the Directives concerning the use of the name, acronym, logo and Internet domain names of UNESCO as adopted by the General Conference of UNESCO.
- 2.3. The use of the Convention's emblem linked to the UNESCO logo, therefore, must be authorized under the present Directives (for the part of the Convention's emblem) and under the Directives concerning the Use of the Name, Acronym, Logo and Internet Domain Names of UNESCO (for the part of the UNESCO logo), in accordance with the respective procedures provided under each of these Directives.

3. Rights of use

- 3.1 Only the statutory body of the Convention, namely the Conference of Parties and the Bureau, as well as the Secretariat, have the right to use the emblem of the Convention without prior authorization, subject to the rules set out by the present Directives.

4. Authorization

- 4.1 Authorization to use the emblem of the Convention is the prerogative of the statutory body of the Convention, namely the Conference of Parties. In specific cases as set out by the present Directives, the Conference of Parties empowers, by delegation, the Director-General to authorize such use to other bodies. The power to authorize the use of the emblem of the Convention cannot be granted to other bodies.
- 4.2 The Conference of Parties authorizes the use of the emblem of the Convention by means of resolutions, notably in the case of activities carried out by official partners, global or regional prizes, and special events in the States Parties. The Conference of Parties may authorize the National Commissions for UNESCO, or any other duly designated authority, at the request of the State Party concerned, to use the emblem and to deal with questions relating to the use of the emblem at the national level.
- 4.3 The Conference of Parties should ensure that their resolutions and decisions stipulate the terms of the authorization granted, in accordance with the present Directives.

- 4.4 The Director-General is empowered to authorize the use of the Convention's emblem in connection with patronage and contractual arrangements and partnerships, as well as specific promotional activities.
- 4.5 Any decision authorizing the use of the emblem of the Convention shall be based on the following criteria: (i) relevance of the proposed association to the Convention's purposes and objectives and (ii) compliance with the principles of the Convention.
- 4.6 The Conference of Parties may ask the Director-General to put specific cases of authorization before them and/or submit to them an occasional or regular report on specific cases of use and/or of authorization, notably concerning the granting of patronage, partnerships and commercial use.
- 4.7 The Director-General may decide to put specific cases of authorization before the Conference of Parties.

5. Criteria and conditions for the use of the emblem for the purpose of patronage

- 5.1 The use of the emblem for the purpose of patronage may be authorized for various kinds of activities such as performances, cinematographic works and other audiovisual productions, publications, congresses, meetings and conferences, awards ceremonies and other national and international events, as well as works demonstrating awareness-raising, information, education and prevention of banned practices and substances, dietary supplements and actions that work together to achieve the objectives of the Convention.
- 5.2 The procedures for requesting the use of the Convention's emblem for the purpose of patronage shall be provided by the Secretariat, in line with the following criteria and conditions:
 - (a) Criteria:
 - (i) Impact: use may be granted to exceptional activities likely to have a real impact on increasing the visibility and awareness surrounding the ethical principles, values and ideals incarnated by the Convention in promoting the governance and integrity of sport.
 - (ii) Reliability: adequate assurance should be obtained concerning those in charge (professional experience and reputation, references and recommendations, legal and financial guarantees) and the activities concerned (political, legal, financial and technical feasibility).
 - (b) Conditions :
 - (i) The use of the Convention's emblem for the purpose of patronage must be requested from the Secretariat at least three months prior to the first day of the period intended. The request must be accompanied by a letter of support from the national commission(s) concerned. The use of the Convention's emblem for the purpose of patronage is authorized in writing, and exclusively by the Director-General.
 - (ii) In the case of national activities, the decision regarding the authorization to use the Convention's emblem for the purpose of patronage is made on the basis of obligatory consultations with the State Party in whose territory the activity is held.
 - (iii) The Convention must be afforded an appropriate degree of visibility, notably through the use of its emblem.

- (iv) The use of the Convention's emblem for the purpose of patronage can only be authorized in the case of individual activities.

6. Commercial use and contractual arrangements

- 6.1 Any contractual arrangement between the Secretariat and outside organizations involving commercial use of the Convention's emblem by those organizations (for example, in the framework of partnerships with the private sector or civil society, co-publication or co-production agreements, or contracts with professionals and personalities supporting the Convention) must include a standard clause stipulating that any use of the emblem must be requested and approved previously in writing.
- 6.2 Authorizations accorded under such contractual arrangements must be limited to the context of the designated activity.
- 6.3 The sale of goods or services bearing the emblem of the Convention chiefly for profit shall be regarded as 'commercial use' for the purpose of these Directives. Any commercial use of the emblem of the Convention must be expressly authorized by the Director-General, under a specific contractual arrangement. If the commercial use of the emblem is directly connected with a specific element inscribed on a List, the Director-General may authorize it after consulting the State(s) Party(ies) concerned.
- 6.4 When profit, as mentioned in the previous paragraph, is anticipated, the Director-General should ensure that the Fund for the Elimination of Doping in Sport receives a fair share of the revenues and should conclude a contract concerning the project, including the arrangements for provision of income to the Fund. Such contributions to the Fund shall be governed in accordance with Articles 17 and 18 of the Convention.

7. Graphical standards

- 7.1 The Convention emblem shall be reproduced according to the precise graphical standards elaborated by the Secretariat and published on the website of the Convention, and shall not be altered.

8. Protection

- 8.1 To the extent that the emblem of the Convention has been notified and accepted by the Paris Union Member States under Article 6 ter of the Paris Convention for the Protection of Industrial Property, adopted in 1883 and revised at Stockholm in 1967, UNESCO has recourse to Paris Convention Member States' domestic systems to prevent the use of the emblem of the Convention where such use falsely suggests a connection with UNESCO, the Convention, or any other abusive use.⁶
- 8.2 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.
- 8.3 Those requesting use of the emblem at the national level are encouraged to consult with the designated national authorities. The Secretariat shall inform the designated national authorities of cases of authorization.
- 8.4 In specific cases, the Conference of Parties may ask the Director-General to monitor the proper use of the emblem of the Convention, and to initiate proceedings against abusive use where appropriate.

⁶ Once the emblem of the Convention is adopted by the Conference of Parties, the Secretariat of the Convention will take the necessary action with the [World Intellectual Property Organization \(WIPO\)](#) to implement this provision of the Operational Directives.

8.5 The Director-General is responsible for instituting proceedings in the case of unauthorized use at the international level of the emblem of the Convention. At the national level this shall be the responsibility of the relevant national authorities.

8.6 The Secretariat and the States Parties should closely cooperate in order to prevent any unauthorized use of the emblem of the Convention at the national level, in liaison with competent national bodies and in line with the present Operational Directives.

9. Report on the use of the emblem of the Convention

9.1 The Secretariat will prepare and submit a report to the Conference of Parties at each of its sessions on the use of the logo.

ANNEX III

Director-General

DRAFT MODEL LETTER TEMPLATE

**Permanent Delegation to UNESCO:
xxxxxxx.**

Ref. :

Subject: **Monitoring Compliance Obligations of the International Convention against Doping in Sport**

Sir/Madam,

The Anti-Doping Logic System (ADLogic), developed by the Secretariat to monitor the compliance of all States Parties with the obligations set forth in the International Convention against Doping in Sport, was adopted by the Conference of Parties (COP) to that Convention at its Second Session in 2009.

Following the Resolution 5CP/3 adopted by the COP at its fifth session, the purpose of this letter is to inform your country that it is deemed non-compliant with regards to: (scenario 1) *lack of submission of national report to the Conference of Parties as set forth by Article 31 of the Convention*; or (scenario 2) *implementation of the Convention below the benchmark results generated by ADLogic in assessing measures taken to implement the provisions of the International Convention against Doping in Sport*.

This notice seeks to encourage your country to take all measures in light of the provisions of Articles 3 and 5 of the Convention and to encourage and support *non-compliant States Parties* to fulfill their commitments by taking the means and measures to achieve the purpose and the objectives of the Convention.

In order to enable your country to meet the above-mentioned principles for effective implementation process, kindly find attached some guidelines for follow-up.

Please kindly note that the Bureau of the Conference of Parties may contribute to monitoring the issue and recommending strategies to assist your country in meeting targets set. This would aim to support your country in addressing the *non-compliance gaps* and to informing the Bureau with progress achieved. Once the above process is deemed completed by your country, it is invited to report accordingly to COP at its ordinary session.

Mr Marcellin Dally, Secretary of the Convention in the Section for Youth and Sport (tel: + 33 (0) 1 45 68 43 31; E-mail: m.dally@unesco.org) is at your disposal for any further information you may require concerning the Convention and the monitoring framework.

Please accept, Sir/Madam, the assurances of my highest consideration

Irina Bokova

Encl. 1

ANNEX IV

Draft Guideline Tool to address non- compliance resulting from ADLogic

The following tools are proposed on an optional basis to be used to promote compliance and benchmark the level of commitments fulfilled by States Parties, under the rate of 60% of overall gauge assessed by ADLogic.

- **Non-compliance letter**

A non-compliance letter is used to inform a State Party of non-adherence to the provisions of the Convention by public authorities.

Tasked by the Conference of Parties, the Director-General is entrusted to request to the concerned State Party to take appropriate measures in order to work towards adherence with the Convention and fulfill its commitment. Under the leadership of its President, the Bureau contributes to ensure follow-up and monitors report from concerned States Parties. The Bureau, in the final phase, informs the COP on the outcomes achieved.

- **On-site examination**

It is a formal process carried out by the State Party in a close cooperation mechanism. It is a complete and thorough examination that is used to address compliance deficiency within the State Party. It aims at gathering information, proceeding with examination of specific documents, policies and procedures, as well as training provisions, including interviewing and assessment of national and international compliance knowledge.

Following the examination process, a written examination report is prepared by the concerned State Party that highlights the compliance deficiencies identified within the country and sets out specific recommendations for compliance actions to be taken by the State Party to achieve full compliance, including an established appropriate time frame to address all the recommendations.

A Non-compliant State Party is expected to address all recommendations and advise the Bureau of the Conference of Parties and the Secretariat on how it will ensure compliance moving forward.

Desk review

A desk review may be used to address compliance deficiencies identified within the State Party. A desk review follows the same process used for an on-site examination. However, the review of information takes place at the concerned competent entities on anti-doping.

Following the review process, the State Party prepares a written examination report that identifies the compliance deficiencies found and sets out specific recommendations for compliance actions to be taken by the State Party to achieve full compliance, including an established appropriate time frame to address all the recommendations.

Funding support as seed-money⁷ may be sought by the concerned State Party from the Anti-Doping Fund to ensure concrete follow-up and measurable achievements on gaps denoted.

⁷

The request will remain governed by the rule of the Anti-Doping Fund in combination with the demonstration that the States Party provides initial resources as seed-money.