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Diversity of Cultural Expressions

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INTERGOVERNMENTAL COMMITTEE FOR THE PROTECTION AND PROMOTION OF THE DIVERSITY OF CULTURAL EXPRESSIONS

Fourth Ordinary Session
Paris, UNESCO Headquarters
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Item 5 of the provisional agenda: Feasibility study and cost analysis for the creation of an emblem for the Convention

In its Decision 3.IGC 6, the Committee decided in principle to create an emblem for the Convention and invited the Secretariat to submit to it a feasibility study and cost analysis for its creation. This document contains this study and, in Annex II, preliminary draft operational guidelines on the use of the emblem on which the Committee may wish to base its discussions.

Decision required: paragraph 17

1. At its third ordinary session (December 2009), the Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter referred to as “the Committee”) decided in principle to create an emblem in order to provide greater visibility for its activities and those of the Parties to promote the principles and objectives of the Convention. The Committee also invited the Secretariat to submit to it, at its next session, a feasibility study and cost analysis for the creation of an emblem for the Convention; this study was to include various options such as an open competition that would be widely publicised. The Committee also invited the Secretariat to submit to its next session preliminary draft operational guidelines on the use of the emblem (Decision 3.IGC 6).
2. At its second extraordinary session (March 2009), the Committee began its first discussions on the subject and requested the Secretariat to consult the Parties to the Convention and civil society (Decision 2.EXT.IGC 7). Pursuant to this decision and to the mandate given to the Committee by the Conference of Parties (Resolution 2.CP 7), the Secretariat sent a questionnaire to Parties and to the NGO-UNESCO Liaison Committee on 6 July 2009: 32 Parties and 5 civil society organizations replied. Their responses are presented in information document CE/09/3.IGC/211/INF5, which was published and distributed at the third ordinary session of the Committee, and is available on the Convention website (www.unesco.org/culture/en/diversity/convention).
3. Among the questions asked in this questionnaire are those concerning the visibility of the Convention, in particular question 4 on the use of an emblem for the visibility and promotion of the Convention. Most responses stressed that adopting an emblem for the Convention would be desirable, highlighting that it would be an important means of communication. Question 4(a) focused specifically on how the emblem could be used and enhanced. Answers stressed that the emblem would improve the visibility of the Convention at both the national and international levels and that it could be used for official UNESCO communication relating to the Convention. They also suggested that the emblem would provide support to activities and projects relating to the Convention as well as those carried out by the Parties.
4. Question 4(b) addressed the possibility of organizing an international competition of artists, inter alia, to create the emblem and essential criteria for selecting the emblem. Most of the responses supported organizing an international competition of artists for the creation of an emblem. The competition should, however, be open to a wide range of artists from different cultural and social backgrounds and geographic regions, those belonging to minorities and indigenous peoples and to female and young artists.
5. On the selection criteria for the emblem, responses addressed various aspects. The first aspect addressed the message the emblem should convey; several messages were suggested, including: the idea that the emblem should symbolize the purpose and spirit of the Convention and not have offensive characteristics (be they national, cultural or religious in nature); the importance of the diversity of cultural expressions; the recognition and protection of the diversity of all cultures; symbolize dialogue, tolerance and cultural diversity. The second aspect addressed conceptual, visual and technical characteristics of the emblem itself: it should be simple, original, symbolic and universal; integrate modern graphic design, be dynamic and visually impressive; it should be easily exploitable, transposable and adaptable, regardless of the technology and format used; it should be available in black and white and in colour; it should not be confused with the logos of other UNESCO Conventions in the Culture Sector, including those of the Convention for the Protection of the World Cultural and Natural Heritage (1972) and the Convention for the Safeguarding of the Intangible Cultural Heritage (2003).
6. On the basis of these selection criteria, the Committee is invited to discuss the matter at this session and to select the criteria that it considers appropriate. In this regard, the Committee may refer to the selection criteria used in the competition for the emblem of the Convention for the Safeguarding of the Intangible Cultural Heritage. To facilitate the Committee’s discussions, the Secretariat has adapted these selection criteria to the 2005 Convention (see Table 1).

Table 1 – Draft selection criteria for the competition for the emblem of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions
The emblem must meet the following requirements:
a. Basic criteria
<ul style="list-style-type: none"> • Symbolize the diversity of cultural expressions; • Not have any offensive characteristics, be they national, cultural or religious in nature; • Include, in French or English, the text: “diversité des expressions culturelles” or “diversity of cultural expressions”.
b. Conceptual assessment criteria
<ul style="list-style-type: none"> • Relevance – to all regions of the world – in relation to the Convention; • Quality and originality of its visual presentation; • Aesthetic value.
c. Formal assessment criteria
<ul style="list-style-type: none"> • Readability and immediate identification; • Ease of use, transposition and adaptation (in particular: for electronic media, reproduction on small surfaces, use in colour, and in positive and negative contrast).

7. Responses from Parties and from civil society highlighted the possibility of charging rights of use fees for the emblem in order to raise funds for the International Fund for Cultural Diversity. In this regard, the responses suggested that the emblem be used commercially, primarily for various promotional purposes, through the sale of goods and services bearing the emblem, and in partnership agreements with the private sector and civil society.

8. Rights of use, granting authorization, criteria and conditions of use of the emblem for sponsorship purposes, commercial use and contractual arrangements, graphic standards and protection of the emblem are set out in the preliminary draft operational guidelines on the use of the emblem of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions (hereinafter referred to as the “preliminary draft”) (see Annex II). It should be noted that, in compiling the preliminary draft, the Secretariat reproduced and adapted the draft guidelines on the use of the emblem of the Convention for the Safeguarding of the Intangible Cultural Heritage that were adopted by the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage at its fourth ordinary session (October 2009), and approved by the General Assembly of the States Parties to the 2003 Convention (June 2010). This document was submitted to the Committee at its third session, but was not examined (CE/09/3.IGC/211/6).

Feasibility study and cost analysis for the creation of an emblem

9. Several of the Culture Sector’s Conventions have an emblem. Some were designed by one person while others were selected through an international competition.

10. The Intergovernmental Committee for the Convention for the Safeguarding of the Intangible Cultural Heritage (2003) opted for an international competition in May 2007. It adopted graphic design criteria and established a subsidiary body (September 2007). The competition lasted 4 months; 1,297 people made submissions. The subsidiary body (composed of six Committee members) then selected 7 proposals and submitted them to the Committee which decided to submit them to the General Assembly, which selected one (June 2008). The total cost was 15,000 US \$, the amount of the prize, since the Convention Secretariat performed the other tasks associated with organizing the competition.

11. On the basis of this experience, two options can be considered. The first is to commission an artist to design the emblem. The second option is to organize an international competition of artists either as (1) an open international competition organized by the Convention’s Secretariat; or (2) an international competition through an existing structure that is already in partnership with UNESCO,

for example Design 21/Social Design Network (see Annex III). In 2009, this structure organized the competition for the creation of the official UNESCO logo for the International Festival for Cultural Diversity, the logo for the International Year for the Rapprochement of Cultures and the competition for the creation of the official UNESCO poster for International Mother Language Day.

12. The advantages and disadvantages of each option are set out in Table 2 below with information on the duration, cost and project management requirements. A detailed breakdown of the estimated cost of each option is provided in Annex I.

13. If the Secretariat were to organize an international competition, the recruitment of three part-time staff members would be required from the beginning of the competition until the announcement of the winner because the Convention's Secretariat would otherwise not have sufficient staff to perform this task.

Table 2 – Analysis of options for the creation of an emblem				
Options		Advantages	Disadvantages	Cost Estimate US \$
Option 1 Selection of an artist		<ul style="list-style-type: none"> – Project duration: 4 months – Reasonable costs incurred by the Secretariat 	<ul style="list-style-type: none"> – Not representative of diversity – Administrative management for the Secretariat 	17,063
Option 2 International competition of artists	1. Organized by the Secretariat	<ul style="list-style-type: none"> – Great diversity – Transparency – Project duration: 6 months 	<ul style="list-style-type: none"> – Significant management requirements for the Secretariat – Significant costs for the Secretariat 	124,495
	2. Through an existing platform that is already in partnership with UNESCO (e.g., Design 21/Social Design Network)	<ul style="list-style-type: none"> – Extensive expertise in design – Great diversity – Transparency – Wide publicity – Reasonable administrative management for the Secretariat – Reasonable costs for the Secretariat 	<ul style="list-style-type: none"> – Project duration: depends on the dates set by UNESCO and the partner 	41,585

14. Option 1 generates reasonable costs but does not reflect the objectives and principles of the Convention to promote diversity and requires administrative management on the part of Convention's Secretariat. As for Option 2, an international competition of artists better reflects the objectives and principles of the Convention and ensures transparency. If it were carried out through an existing body that is already a UNESCO partner, staff costs would decrease significantly.

15. Should the Committee opt for an international competition of artists organized by the Secretariat, the Committee must determine how to organize the evaluation and selection process of the emblem; namely through: a subsidiary body, an impartial selection committee or panel of experts composed of artists or eminent persons.

16. If the Committee opts for an international competition, Rules on the emblem competition must be drawn up. Such Rules must contain details on competition arrangements relating to: the organizers and objectives of the competition, the selection criteria, the budget allocated for the competition, the transfer of copyright, UNESCO's exclusive ownership rights, etc.

17. The Committee may wish to adopt the following decision:

DRAFT DECISION 4.IGC 5

The Committee,

1. *Having examined document CE/10/4.IGC/205/5 and its annexes;*
2. *Decides to [option 1: select an artist] [option 2.1: organize an open international competition of artists] [option 2.2: entrust Design 21/Social Design Network with the organization of the international competition] for the creation of the emblem of the Convention;*
3. *Requests the Secretariat to draw up the Rules of the competition for the creation of the emblem of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions, taking into consideration its discussions on this subject at this session [if option 2.1 or 2.2 is retained];*
4. *Adopts the draft operational guidelines on the use of the emblem of the Convention on the Protection and Promotion of the Diversity of Cultural Expressions as annexed to this decision;*
5. *Submits the draft operational guidelines for approval at the third ordinary session of the Conference of Parties.*

ANNEX I – Cost estimate for the creation of an emblem

Expenditure	Duration	Option 1 Selection of artist	Option 2 International competition of artists	
			1. Organized by the Secretariat	2. Through an existing body ¹
Human Resources				
Option 2.1				
<i>Assistant Programme Specialist, grade P-2 (part-time)²</i>	6 months	–	41,652 US \$	–
<i>Coordination and management of the competition, General Service Category G-3 (part-time)³</i>	6 months	–	23,436 US \$	–
<i>Webmaster (part-time)⁴</i>	2 months	–	13,885 US \$	–
Option 2.2⁵				
<i>P-5 (10% time)</i>			–	17,400 US \$
<i>P-3 (10% time)</i>			–	12,100 US \$
<i>G-5 (10% time)</i>			–	7,000 US \$
Meetings of the Pre-selection Committee⁶				
<i>Interpretation (English/French)</i>	2 days	–	7,000 US \$	–
<i>Translation of working documents</i>	30 pages	–	2,000 US \$	–
<i>Reproduction of working documents</i>	500 pages	–	1,000 US \$	–
<i>Hospitality (lunch)⁷</i>		–	700 US \$	–
Prizewinner				
<i>Prize amount⁸</i>		15,000 US \$	15,000 US \$	–
Award ceremony				
<i>Prizewinner's travel to Paris⁹</i>		–	3,000 US \$	3,000 US \$
<i>DSA</i>	2 days	–	1,000 US \$	1,000 US \$
Administrative costs				
<i>Fax, telephone, post</i>		100 US \$	1,500 US \$	500 US \$
<i>Overheads (13%)¹⁰</i>		1,963 US \$	14,322 US \$	585 US \$
TOTAL		17,063 US \$	124,495 US \$	41,585 US \$

¹ Provisional budget estimate for coordination with existing body (e.g. Design 21/Social Design Network).
² Estimated cost for a P-2 ALD contract in Paris, part-time (80%) for 6 months.
³ Estimated cost for a G-3 supernumerary contract, part-time (80%) for 6 months.
⁴ Estimated cost for a P-2 ALD contract in Paris, part-time (80%) for 2 months.
⁵ Secretariat staff in charge of coordination with the existing body.
⁶ This amount concerns only option 2.1 and has been calculated on the basis of two one-day meetings of the Pre-selection Committee.
⁷ On the assumption that the Selection Committee would consist of 6 persons, in addition to members of the Secretariat.
⁸ Amount of the prize awarded by the Intergovernmental Committee for the Convention for the Safeguarding of the Intangible Cultural Heritage.
⁹ The ceremony could be held during a session of the Committee or the Conference of Parties.
¹⁰ In accordance with UNESCO's Financial Regulations.

ANNEX II

DRAFT OPERATIONAL GUIDELINES ON THE USE OF THE EMBLEM OF THE CONVENTION ON THE PROTECTION AND PROMOTION OF THE DIVERSITY OF CULTURAL EXPRESSIONS

Definition

1. The emblem or logo of the Convention to be used as its official seal shall be selected in an international contest (if option 2 is selected) [and shall be accompanied by a message] that encapsulates the spirit of the Convention. (The emblem [and the message] shall be approved by the Committee at its XXX ordinary session).
2. The emblem of the Convention shall be accompanied by UNESCO's 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 thereof must have been authorized in accordance with each of the respective sets of rules.

Rules applicable to the use of the UNESCO logo and the emblem of the Convention respectively

3. The provisions of these guidelines apply only to the use of the emblem of the Convention.
4. Use of UNESCO's name and logo 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.¹
5. Use of the Convention's emblem in conjunction with the UNESCO logo must therefore be authorized under these guidelines (in regard to 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 UNESCO's logo), in accordance with the respective procedures provided under each of these sets of rules.

Rights of Use

6. Only the organs of the Convention, namely the Conference of Parties and the Committee, as well as the Secretariat, shall be entitled to use the emblem of the Convention without prior authorization, subject to the rules set out in these guidelines.

Authorization

7. The granting of authorization to use the emblem of the Convention shall be the prerogative of the organs of the Convention, namely the Conference of Parties and the Committee. In specific cases specified in these guidelines, the organs will, by delegation, empower the Director-General to authorize such use by other bodies. Authority to authorize use of the emblem of the Convention may not be granted to other bodies.
8. The Conference of Parties and the Committee shall authorize the use of the emblem of the Convention by means of resolutions and decisions, notably in the case of activities conducted by National Commissions for UNESCO, official partners, and in relation to world or regional prizes and special events held in the States Parties. The Conference of Parties and the Committee may authorize the National Commissions for UNESCO, or 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.

¹ 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 (Resolution 34C/86) or at <http://unesdoc.unesco.org/images/0015/001560/156046e.pdf>.

9. The organs of the Convention should ensure that their resolutions and decisions stipulate the terms of the authorization granted, in accordance with these guidelines.

10. The Director-General shall be empowered to authorize the use of the Convention's emblem in connection with patronage, contractual arrangements, partnerships and specific promotional activities.

11. 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.

12. The organs may request 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 authorization, in particular concerning the granting of patronage, partnerships and commercial use.

13. The Director-General may decide to put specific cases of authorization before the organs of the Convention.

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

14. 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, the awarding of prizes and other national and international events, as well as works illustrating the diversity of cultural expressions.

15. 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:

15.1 Criteria

15.1.1 Impact: use may be granted for exceptional activities likely to have a real impact on the protection and promotion of the diversity of cultural expressions and to enhance significantly the Convention's visibility.

15.1.2 Reliability: adequate assurance should be obtained concerning persons in charge (professional experience and reputation, references and recommendations, legal and financial guarantees) and the activities concerned (political, legal, financial and technical feasibility).

15.2 Conditions

15.2.1 The use of the Convention's emblem for the purpose of patronage must be requested from the Secretariat at least three months before the first day of the desired period; the use of the Convention's emblem for the purpose of patronage shall be authorized in writing and by the Director-General only.

15.2.2 In the case of national activities, the decision regarding the authorization to use the Convention's emblem for the purpose of patronage shall be taken on the basis of obligatory consultations with the State Party in which the activity is held.

15.2.3 The Convention must be afforded an appropriate degree of visibility, notably through the use of its emblem.

15.2.4 The use of the Convention's emblem for the purpose of patronage may be authorized for specific activities or for activities which take place regularly. In the latter case, the duration must be fixed and the authorization renewed periodically.

Commercial use and contractual arrangements

16. All contractual arrangements 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 public personalities supporting the Convention) shall include a standard clause stipulating that prior written approval must be sought for any use of the emblem.

17. Authorizations granted under such contractual arrangements shall be limited to the context of the designated activity.

18. The sale of goods or services bearing the emblem of the Convention chiefly for profit by persons other than the direct practitioners shall be regarded as "commercial use" for the purpose of these guidelines. All commercial use of the emblem of the Convention must be expressly authorized by the Director-General under a specific contractual arrangement.

19. When commercial profits, within the meaning of the previous paragraph, are expected, the Director-General shall ensure that a fair share of the receipts is credited to the International Fund for Cultural Diversity and shall conclude a contract for the project stipulating the payment of such income to the Fund. Such contributions to the Fund shall be governed in accordance with the Financial Regulations of the International Fund for Cultural Diversity.

Graphical standards

20. The Convention emblem shall be reproduced according to the specific graphical charter [that will be] elaborated by the Secretariat and published on the Convention's website, and shall not be amended.

Protection

21. 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 the Paris Convention Member States' domestic systems to prevent the emblem of the Convention from being used should such use falsely imply a connection with UNESCO or the Convention, or constitute any other abusive use.

22. The Parties are invited to submit to the Secretariat the names and addresses of the authorities in charge of managing the use of the emblem.

23. Anyone requesting to use the emblem at the national level is encouraged to consult the national point of contact responsible for information sharing in relation to the Convention. The Secretariat shall inform the respective point of contact of authorizations that have been granted.

24. In specific cases, the organs of the Convention may request the Director-General to monitor the proper use of the emblem of the Convention and to initiate proceedings, where appropriate, in case of abusive use.

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

26. The Secretariat and the Parties should cooperate closely in order to prevent, in conjunction with competent national bodies and in line with these operational guidelines, any unauthorized use of the emblem of the Convention at the national level.

ANNEX III - DESIGN 21: Social Design Network

About

The DESIGN 21 International competition was launched in 1995 by UNESCO and the Felissimo Corporation (Japan) as an international design competition that takes place every two years. Its goal is to discover and promote young talent from around the world, while encouraging a spirit of understanding and sharing among young creators from different cultures.

Over the first 5 editions, more than 5000 young designers representing 5 continents participated in competitions and their work has been awarded prizes and been exhibited around the world. Aiming to encourage a spirit of understanding and sharing of ideas and values among young creators, the programme evolved into an Internet platform called DESIGN 21: Social Design Network. Over the years, the competition has grown steadily to include designs of logos, posters, games, temporary emergency shelters and call-for-action and awareness-raising campaigns, to name a few.

To better reflect and communicate the international community's growing awareness and engagement in global issues, in 2007 UNESCO and Felissimo decided to set-up the *Social Design Network*. This network is an online community devoted to bringing together designers, non-profit organizations and other socially-conscious groups and individuals to inspire social activism through design.

Competitions

Online contests challenge designers of various disciplines to address contemporary social, cultural, environmental and humanitarian concerns. The themes chosen for the competitions are in line with UNESCO's priorities on the importance of education, science, culture and communication which allow disseminating knowledge and information, to stimulate awareness and to encourage dialogue.

The DESIGN 21 platform has allowed UNESCO to leverage its long-standing partnership with Felissimo to create official UNESCO logos and posters, including for the 2009 World Cultural Diversity Festival, the International Year for the Rapprochement of Cultures and the International Mother Language Day.

Different methods for choosing winners can be applied depending on the nature of the competition and the understanding that is reached between UNESCO and Felissimo. With regard to a potential competition for the design of the Convention's emblem, the following procedures would be implemented:

1. UNESCO provides Felissimo with specific criteria for the emblem;
2. Together Felissimo and UNESCO launch a call for projects on the DESIGN 21 website;
3. UNESCO and Felissimo work together to choose members of an international selection committee composed of design, education and/or media professionals;
4. Designers submit their entries online;
5. The international committee selects a short-list of entries online (depending on the situation, Felissimo may make a pre-selection);
6. UNESCO selects a final winner;
7. Members of the DESIGN 21 community vote for their favourites online;
8. All prize money for winners is provided and disbursed by Felissimo.

For more information about Design 21, please refer to: www.design21sdn.com.