



United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
la science et la culture

**The Assistant Director-General
for External Relations and Cooperation**

To all National Commissions for
UNESCO

27 March 2009

Ref.: ERC/RSC/NAC/09/67

Dear Secretary-General,

UNESCO has always encouraged the National Commissions to play an active information role in their countries, in order to widely diffuse the Organization's goals and activities at the national level and to increase its visibility among the public at large. To assist them in the discharge of this essential function, the Secretariat has developed various tools and services, including the elaboration of a Master Website and the possibility of temporarily hosting National Commissions' websites within UNESCO by using its own Internet domain name. Since 2005, over thirty National Commissions have benefited from that service.

At its 34th session in October 2007, the General Conference adopted the *Directives concerning the use of the name, acronym, logo and Internet domain names of UNESCO* (Resolution 34 C/86, copy attached). That binding text, which both the Secretariat and Member States have to implement, sets the reinforced requirements, laying down the general rules and principles regarding the use of UNESCO Internet domain name and stipulating that the National Commissions should in principle register their Internet domain names under national extensions.

To follow up to the General Conference's Resolution, a review of existing practices was conducted and the Internal Oversight Service (IOS) carried out the audit of UNESCO email services. As a result, it became evident that UNESCO could not permanently host the websites of National Commissions and Permanent Delegations due to legal and technical reasons. On 19 November 2008, the UNESCO Headquarters Committee examined the matter at its 169th session and endorsed that approach. Please find enclosed the circular letter sent last December to the Permanent Delegations to UNESCO informing them of the outcomes of the Headquarters Committee's discussion on the subject, together with Document 169 COM/SIEGE/4, which the Committee adopted.

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Cc: Permanent Delegations to UNESCO

In the light of these developments, allow me to draw your attention to the new policy changes with regard to IT facilities offered to National Commissions. Firstly, the Secretariat can no longer accept requests from National Commissions for hosting their websites at UNESCO. Secondly, there will be a transitional period until 31 December 2009 for those National Commissions whose websites are hosted at UNESCO. During the transitional period, these National Commissions are invited to register their national domain name and explore other alternatives at the national level for hosting their websites.

Thirdly, taking into account that certain National Commissions may still require technical support in the development and maintenance of their websites, the Secretariat will finalize a Help Package, to be available on line at <http://erc.unesco.org/websitetoolkit>. It will provide basic guidelines and methodological assistance on how to set up and maintain websites. As a resource and working tool for both National Commissions and Permanent Delegations, the Help Package will be updated regularly in the light of the evolution of technologies and services provided; therefore I invite you to consult it on a regular basis.

In concluding, allow me to underline once again the great importance attached by UNESCO to the National Commissions' websites, especially in the light of growing role of ICT's in the modern world. I therefore hope earnestly that we can count on your understanding and cooperation in this regard. My colleagues in the Secretariat are at your disposal for any technical assistance and advice that might be needed to that end.

Yours sincerely,



Ahmed Sayyad

Annexes:

- 1) 34 C/Resolution 86
- 2) Copy of the circular letter to the Permanent Delegations to UNESCO

IX Constitutional and legal questions

86 Directives concerning the use of the name, acronym, logo and Internet domain names of UNESCO¹

The General Conference,

Recalling 33 C/Resolution 89 and 174 EX/Decision 32,

Having examined document 34 C/26 "Directives concerning the use of the name, acronym, logo and Internet domain names of UNESCO",

Having taken note of the report of the Legal Committee (34 C/74),

1. *Approves* the complete text of the Directives contained in the Annex to document 34 C/26, as amended;

2. *Invites* the Director-General:

- (i) to continue consultations with the Member States and their National Commissions in order to further develop and finalize appropriate modalities for the implementation of the Directives;
- (ii) to report to it regularly on progress in the implementation of the Directives, including as regards the assessment of the impact for UNESCO's visibility of authorizations granted for the use of the name, acronym, logo and Internet domain names of UNESCO.

ANNEX

Directives concerning the use of the name, acronym, logo and Internet domain names of UNESCO

From 1 November 2007, the use of the name, acronym, logo and Internet domain names of UNESCO shall be subject to the following provisions:

I. Name, acronym, logo and Internet domain name of the Organization

I.1 Definitions

The full official name is: United Nations Educational, Scientific and Cultural Organization. The name may be translated into any language.

The acronym is formed from the initials of the full name in English: UNESCO. It may be written in any characters.

The emblem or logo, which is used as the official seal, is shown below:



The Internet domain name of the Organization is "unesco.org".

I.2 Protection

To the extent that the name, acronym and logo of UNESCO have been notified and accepted by the Paris Union Member States under the 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 name, acronym or logo of UNESCO where such use falsely suggests a connection with UNESCO.

UNESCO may take measures against misuse of its name or acronym as Internet domain names under the Uniform Dispute Resolution Policy of the Internet Corporation for Assigned Names and Numbers (ICANN), or the procedures defined by national authorities and/or other competent bodies.

1. Resolution adopted on the report of the PRX Commission at the 19th plenary meeting, on 1 November 2007.

I.3 Rights of use

Only the General Conference and the Executive Board, i.e. the governing bodies, the Secretariat and the National Commissions for UNESCO have the right to use the name, acronym, logo and/or Internet domain names of UNESCO without prior authorization, subject to the rules set out by the Directives.

I.4 Authorization

Authorizing the use of the name, acronym and/or logo of UNESCO is the prerogative of the General Conference and the Executive Board. In specific cases as set out by the Directives, the governing bodies empower, by delegation, the Director-General and the National Commissions for UNESCO to authorize such use to other bodies. The power to authorize the use of the name, acronym, logo and/or Internet domain names of UNESCO may not be granted to other bodies.

Any decision authorizing the use of the name, acronym, logo and/or domain names of UNESCO shall be based on the following criteria: (i) relevance of the proposed association to the Organization's strategic objectives and programme; and (ii) compliance with the values, principles and constitutional aims of UNESCO.

The use of the name, acronym, logo and/or domain name must be expressly authorized in advance and in writing, and must comply with the specified conditions and procedures, in particular with respect to its visual presentation, duration and scope.

II. Forms of use

II.1 Graphical standards of the name, acronym and logo

The UNESCO logo should be reproduced according to the graphical standards elaborated by the Secretariat, and should not be altered. Wherever possible, the full name of the Organization (United Nations Educational, Scientific and Cultural Organization) should appear beneath the logo in the language(s) of the document, so as to affirm the Organization's membership in the United Nations system and its specific fields of competence.

UNESCO's logo may be associated with the logo or logos of subsidiary bodies, intergovernmental programmes, other organizations or specific events (linked logo).

To make the link with UNESCO precise and concrete, the linked logo should, wherever possible, include a phrase or an indication of how the entity or event in question is thus linked.

II.2 Registration and use of Internet domain names

At the international level

All generic extensions (gTLDs) shall be linked to the sole name of UNESCO's active International domain: "unesco.org". The referenced Internet site at that address is managed by the Secretariat. Only a staff member duly authorized by the Director-General may register domain names under the existing or future generic extensions.

At the national level

National extensions (ccTLDs) afford an opportunity to highlight the presence of UNESCO in each country. Internet domain names should be, wherever possible, registered under national extensions or sub-extensions by the National Commissions and point towards the Internet site of the National Commission where it exists, or towards the "unesco.org" site, in order to avoid registration by third parties.

Policy on combined domain names

As the possibilities for registering Internet domain names associating the six letters of UNESCO's name with any letter(s) or symbol(s) are practically unlimited, the Organization shall not officially recognize any site operating with such domain names. To reference the Internet sites of bodies or of projects linked with the Secretariat or National Commissions, practices consisting of giving the names of official domains should be fostered. The Secretariat, National Commissions and/or other competent bodies shall take all appropriate measures to prevent third parties not expressly authorized from registering and using such combined domain names.

III. Role of the governing bodies and of the Director-General

III.1 Role of the governing bodies

III.1.1 Authorization

The General Conference and the Executive Board authorize the use of the name, acronym or logo of UNESCO by means of resolutions and decisions, notably in the case of Intergovernmental programmes, programme networks, bodies under the auspices of UNESCO (for example, category 2 centres), official partners, global or regional prizes, and special events in the Member States.

The governing bodies should ensure that their resolutions and decisions stipulate the terms of the authorization granted, in accordance with the Directives.

The governing bodies 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.

III.1.2 Protection

The governing bodies should ensure that the regulations governing the intergovernmental programmes, programme networks, and bodies under the auspices of UNESCO are in harmony with these Directives.

In specific cases, the governing bodies may ask the Director-General to monitor the proper use of the name, acronym and logo of UNESCO, and to initiate proceedings against abusive use where appropriate.

III.2 Role of the Director-General

III.2.1 Authorization

In the context of programme execution, only the Director-General is empowered to approve for any activity or entity of the Secretariat, including inter-agency activities, the creation of a specific logo that should always be associated with the logo of UNESCO.

The Director-General is empowered to authorize the use of UNESCO's name, acronym or logo notably in connection with patronage, the appointment of goodwill ambassadors, and other personalities promoting the Organization and its programmes, such as Artists for Peace or Sports Champions, and also contractual arrangements and partnerships, as well as specific promotional activities, provided that in each case the grantee uses a phrase or indication of how the entity or activity in question is thus linked.

The Director-General may decide to put specific cases of authorization before the governing bodies.

III.2.1.1 Criteria and conditions for the granting of UNESCO's patronage

UNESCO's patronage may be granted to various kinds of activities, such as cinematographic works and other audiovisual productions, publications, the holding of congresses, meetings and conferences, the awarding of prizes, and, also, other national and international events.

Criteria applicable to all activities under patronage:

- (i) **Impact:** Patronage may be granted to exceptional activities likely to have a real impact on education, science, culture or communication, and significantly enhance UNESCO's visibility.
- (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).

Conditions applicable to the granting of patronage:

- (i) UNESCO's patronage is granted in writing exclusively by the Director-General.
- (ii) In the case of national activities, the decision regarding the granting of UNESCO's patronage is made on the basis of obligatory consultations with the National Commission of the Member State in which the activity is held and the National Commission of the Member State in which the body responsible for the activity is domiciled.
- (iii) The Organization and the National Commission(s) concerned must be able to participate actively in the preparation and execution of the activities concerned.
- (iv) The Organization must be afforded an appropriate degree of visibility, notably through the use of its name, acronym and logo.
- (v) Patronage may be granted to individual activities or to activities which take place regularly. In the latter case, the duration must be fixed and the authorization renewed periodically.

III.2.1.2 Contractual arrangements

Any contractual arrangement between the Secretariat and outside organizations involving an explicit association with 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 Organization) must include a standard clause stipulating that any use of the name, acronym or logo must be approved previously in writing.

Authorizations accorded under such contractual arrangements must be limited to the context of the designated activity.

III.2.1.3 Commercial use

The sale of goods or services bearing the name, acronym, logo and/or Internet domain name of UNESCO chiefly for profit shall be regarded as "commercial use" for the purpose of the Directives. Any commercial use of the name, acronym, logo and/or Internet domain names of UNESCO, alone or in the form of a linked logo, must be expressly authorized by the Director-General, under a specific contractual arrangement.

III.2.2 Protection

The Director-General ensures that the terms and conditions of patronage, the nomination of goodwill ambassadors and other personalities promoting the Organization, such as Artists for Peace or Sports Champions, and also contractual arrangements and partnerships with outside organizations, are in line with the Directives.

The Director-General is responsible for instituting proceedings in the case of unauthorized use or registration at the international level of the name, acronym, logo and/or Internet domain names of UNESCO in generic extensions (gTLDs).

IV. Role of the Member States and their National Commissions

IV.1 Competent bodies

The National Commissions for UNESCO, except where another body has been designated by the Member States, are the competent body to deal with questions relating to the use at the national level of the name, acronym, logo or Internet domain names of UNESCO in national extensions or sub-extensions (ccTLDs), in accordance with national laws.

IV.2 Rights of use

National Commissions have the right to use the name, acronym and logo of UNESCO in conformity with these Directives. If they do so, UNESCO's name, acronym and/or logo are always associated with their own name and, if they so desire, with their specific logo. The use by National Commissions of UNESCO's logo is strongly encouraged.

IV.3 Authorization

In the framework of the Intergovernmental programmes, the programme networks or the Clubs, Centres and Associations for UNESCO movement, the National Commissions, in keeping with their role as liaison bodies recognized by the Constitution, or the other bodies designated in conformity with point IV.1 above, have the right to authorize the use of UNESCO's name, acronym or logo, but only in the form of a linked logo – which shall specify the identity of the programme or movement concerned and must therefore be in compliance with the specific regulations of the given entities, networks or programmes. This concerns, *inter alia*, the national committees of intergovernmental programmes, biosphere reserves, associated schools or UNESCO Chairs, as well as Clubs, Centres or Associations for UNESCO and their national coordinating bodies.

When granting their own patronage to national activities, National Commissions can authorize organizations working in UNESCO's fields of competence to use UNESCO's name, acronym and/or logo always in association with the National Commissions' own name and, if they so desire, their own logo, according to the provisions of point IV.2 above. The same applies to contractual arrangements and promotional activities which they enter into or conduct in their own name, at the national level.

National Commissions may establish time limits and/or conduct periodic reviews related to authorizations granted by them. National Commissions have the right to withdraw their authorizations.

IV.4 Protection

National Commissions, or other bodies designated in conformity with point IV.1 above, are responsible for the consequences arising out of the authorizations granted by them.

To achieve the objectives of these Directives, the provisions of national legislations and/or of the Paris Convention for the Protection of Industrial Property are to be taken into consideration.

The Secretariat and the Member States, through their National Commissions or other designated bodies, should closely cooperate, in order to prevent any unauthorized use of UNESCO's name, acronym, logo or Internet domain names at the national level, in liaison with competent national bodies and in line with these Directives.

V. Amendment of the Directives

These Directives may only be amended by the General Conference.

87 Monitoring of the implementation of UNESCO's standard-setting instruments¹

The General Conference,

Emphasizing the importance of the monitoring of the implementation of UNESCO's standard-setting instruments,

Recalling 15 C/Resolution 12.2, 23 C/Resolution 29.1 and 32 C/Resolution 77 and 165 EX/Decision 6.2, 170 EX/Decision 6.2, 171 EX/Decision 27, 174 EX/Decision 21 and 175 EX/Decision 28,

Having examined document 34 C/24 and *taken note* of the report of the Legal Committee thereon (34 C/72), *Bearing in mind* the considerations set forth in document 175 EX/27 Part I,

Considering that, of the Organization's 31 recommendations, the following 11 recommendations should be monitored as a matter of priority:

- Recommendation against Discrimination in Education (14 December 1960)
- Recommendation concerning the Status of Teachers (5 October 1966)
- Recommendation concerning Education for International Understanding, Cooperation and Peace, and Education relating to Human Rights and Fundamental Freedoms (19 November 1974)
- Recommendation on the Status of Scientific Researchers (20 November 1974)
- Recommendation on the Development of Adult Education (26 November 1976)
- Revised Recommendation concerning the International Standardization of Educational Statistics (27 November 1978)
- Recommendation concerning the Status of the Artist (27 October 1980)
- Recommendation on the Recognition of Studies and Qualifications in Higher Education (13 November 1993)
- Recommendation concerning the Status of Higher-Education Teaching Personnel (11 November 1997)
- Revised Recommendation concerning Technical and Vocational Education (2 November 2001)
- Recommendation concerning the Promotion and Use of Multilingualism and Universal Access to Cyberspace (15 October 2003),

Decides that the Executive Board shall focus its monitoring efforts primarily on the above-mentioned 11 recommendations.

1. Resolution adopted on the report of the Legal Committee at the 14th plenary meeting, on 24 October 2007.



United Nations
Educational, Scientific and
Cultural Organization

Sector for External Relations and Cooperation

To all Permanent Delegations to
UNESCO

3 December 2008

Ref.: ADG/ERC/08/M.88

**Subject: Information Technologies facilities provided by UNESCO to
Permanent Delegations**

Madam/Sir,

Following the adoption by the General Conference of the Directives concerning the use of the name, acronym, logo and Internet domain names of UNESCO in November 2007 and the subsequent recommendations of the "Audit of UNESCO Email services" conducted by IOS in June 2008, the Secretariat presented to the 169th session of the Headquarters Committee a contractual framework related to IT facilities provided by UNESCO to Permanent Delegations.

Further to the adoption by the Headquarters Committee of document 169 COM/SIEGE/4 (copy attached), I would like to inform you on this new contractual framework which addresses two aspects:

1. the access to internal network and E-mail facilities by Permanent Delegations within the UNESCO premises;
2. the creation, implementation, hosting and management of Permanent Delegations' and National Commissions' websites.

This new contractual framework should improve the quality of services provided and the level of IT security, as well as bring clarity to the related workflows and procedures.

To facilitate their implementation, the Secretariat developed a Help Package, available on-line at <http://erc.unesco.org/websitetoolkit>, to provide basic guidance and methodological support for the development of Permanent Delegations and National Commissions websites. The Help Package will evolve and be enriched following the evolution of technology and services provided; therefore I invite you to consult it regularly.

My colleagues and I are, of course, at your disposal for any improvement that might prove useful in the light of your experience in this area and I am sure that we can rely on your cooperation in its application.

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

A handwritten signature in black ink, appearing to read 'Ahmed Sayyad'.

Ahmed Sayyad
Assistant Director-General
for External Relations and Cooperation

HEADQUARTERS COMMITTEE

Hundred and sixty-ninth session
(19 November 2008)

INFORMATION TECHNOLOGY FACILITIES PROVIDED BY THE UNESCO SECRETARIAT TO PERMANENT DELEGATIONS TO UNESCO

I. Background

1. Directives concerning the use of the name, acronym, logo and Internet domain names of UNESCO: 34 C/Resolution 86

By 34 C/Resolution 86, the General Conference approved the Directives concerning the use of the name, acronym, logo and Internet domain names of UNESCO contained in Annex I to the present document.

The General Conference also invited the Director-General to continue consultations with the Member States and their National Commissions in order to further develop and finalize appropriate modalities for the implementation of the Directives and to report to it regularly on progress in the implementation of the Directives, including as regards the assessment of the impact for UNESCO's visibility of authorizations granted for the use of the name, acronym, logo and Internet domain names of UNESCO.

2. "Audit of UNESCO Email services" (ref. IOS/2008/Memo.097 of 16 July, items 3 and 11)

The UNESCO Internal Oversight Service conducted an audit of UNESCO email services in June 2008. This IOS audit made two recommendations with a view to establishing a contractual framework with the Permanent Delegations in the Information Technology (IT) field, including the policy on use of the UNESCO Internet domain name and logo:

- (a) to prepare a general contractual framework with the external entities so as to engage them to follow common good practices and rules without compromising the level of IT security at UNESCO; to propose this contractual framework to the Headquarters Committee and to implement it thereafter at a rate of 10% per month until completed (October 2009);
- (b) to ensure that the policy on the use of the UNESCO Internet domain name and logo is included as a part of the contractual framework with external entities, subject to approval by the Headquarters Committee.

Consequently, in order to implement the Directives concerning the use of the name, acronym, logo and Internet domain names of UNESCO, and as recommended by the audit of the UNESCO email services, the Secretariat presents for approval to the Headquarters Committee the following contractual framework related to IT facilities provided by UNESCO to Permanent Delegations.

It is to be noted that item II below is mainly aimed at accessing Information Technology Services by Permanent Delegations within the UNESCO premises. This document is available online and Permanent Delegations are encouraged to check it regularly as it will evolve following the evolution of technology and services provided. Another similar document is being prepared for Permanent Delegations having offices outside UNESCO.

Item III addresses the creation, implementation, hosting and management of Permanent Delegation and National Commission websites, as the same principle applies to both. The Secretariat intends to accordingly inform the National Commissions and also to provide more specific information based on what they indicate are their information needs.

The Secretariat informs the Headquarters Committee that specific dispositions have been implemented with regard to NGOs. They have been informed that in order to comply with the above-mentioned Directives, UNESCO will discontinue the hosting of their websites and email accounts as of 1 January 2009.

The implementation of a contractual framework would further improve the quality of services provided and the level of IT security, and clarify the related workflow and procedures.

II. General framework of Permanent Delegations access to internal network and E-mail facilities

Cabling

ADM/DIT provides the essential technical infrastructure to connect computers and use basic networking services. Offices are equipped with standard telephone and data plugs as part of the overall data/voice cabling system that can be used to connect telephones, computers and printers.

Permanent Delegations are not authorized to modify the available technical infrastructure (cabling, plugs, network equipment, etc). For special technical needs (concerning wall plugs, cabling and network or telecommunications equipment), the Permanent Delegations should contact ADM/DIT/SAO.

Computers

Computers, printers and other equipment are not provided by the Secretariat. ADM/DIT may provide advice on recommended hardware configurations and equipment choice.

Computers connected to UNESCO's network shall comply with certain standards in order to ensure network security and efficient access to IT resources. These include:

- the standard Operating System is Microsoft Windows XP;
- the office applications package is Microsoft Office 2003;
- Symantec Antivirus is the recommended anti-virus software.

ADM/DIT recommends that when new computers are received, Permanent Delegations request ADM/DIT/SAS for technical assistance in order to ensure their proper configuration and installation.

User Accounts

Each user needs an account (logon credentials: user id and a password) in order to access network services.

- These accounts are nominative and can be requested through ERC/EO/PRO.

- Network accounts have an automatic expiration date (two years subsequent to their creation). For security reasons, Permanent Delegations shall keep ERC informed about colleagues leaving so as to block unwanted network access. Expired accounts will be automatically blocked in the event Permanent Delegations do not explicitly request an extension.
- The number of generic accounts per Permanent Delegation will be limited (preferably not more than two). Generic accounts are also subject to expiration.

Email

Each user receiving a network account is automatically given an email account (and related email box) on UNESCO's main central email system.

- Currently, email addresses are in the form of x.yyy@unesco.org. The standard email address format will soon change in order to use a specific domain name, according to the Directives concerning the use of the name, acronym, logo and Internet domain names of UNESCO and as recommended by the IOS audit. Permanent Delegations will be individually informed on changes occurring.
- Email accounts are nominative (like the network accounts) and preferably not more than two generic mailboxes can be provided per Permanent Delegation.
- Email accounts follow the same expiration rules as network (user) accounts.
- UNESCO's standard email client is MS Outlook (ADM/DIT/SAS can provide proper configuration information if needed).
- UNESCO standard email services include anti-virus and anti-spam filtering.
- Email boxes are accessed through the UNESCO network (for equipment installed in UNESCO premises) or via Internet (from outside UNESCO premises) through the UNESCO web mail service (<https://mail.unesco.org>) using normal login credentials or through MS Outlook (ADM/DIT/SAS can provide proper configuration information).
- It is understood that all email users must observe the standards governing the use of those technologies and facilitate optimum network administration (reference: the Administrative Circular No. 2204 of 22 March 2004: Directives for the Use of Information and Communication Technologies in UNESCO).
- In this regard, messages exchanged among Permanent Delegations and between them and the Secretariat must be guided above all by the principles of care and discretion, to avoid making the Organization legally accountable to third parties for information disseminated through its network for which the issuing delegation alone is responsible.
- Messages must be consistent with the Organization's ideals: that is the guarantee of the respect that the States' representatives owe each other.
- These principles must particularly apply to messages that a delegation sends simultaneously to a large number of UNESCO users (distribution lists). The content should relate to the Organization's action, the Member States' activities in the Organization's fields of competence or activities carried out within the purview of the Organization by representatives of Member States.

- Care must be taken to ensure that messages for dispatch are compatible (length, format, number of simultaneous addressees, etc.) with the Secretariat's technical capacity, as messages overloading the network cannot be processed.

Internet Access

ADM/DIT provides standard Internet access from computers connected to the network.

Support (HelpDesk) Services

UNESCO provides user and network support services during standard working hours (Paris time). The Helpdesk can be contacted through telephone by dialling 11 or through email: helpdesk@unesco.org.

Secure outside connections

In case a Permanent Delegation needs a secure connection to a national authority via the Internet:

- An independent (ADSL) connection to the Internet shall be installed, managed and financed by the Permanent Delegation. ADM/DIT shall provide technical assistance for the installation.
- ADM/DIT can provide a physically independent (from UNESCO's network) infrastructure for using the external ADSL line.
- The special secure service (probably in most cases a VPN) on the other hand is to be installed by the Permanent Delegation (UNESCO can provide advice and assistance if requested).
- Computer equipment directly connected to the Internet through the independent ADSL line (to have secured access to the national authority) shall not be connected to the UNESCO network.

III. Creation, implementation, hosting and management of National Commissions' and Permanent Delegations' websites

1. Introduction

Communication and knowledge sharing are at the core of UNESCO's constitution and missions. With the rise of new communication technologies, Internet portals and websites have become increasingly important outreach channels. As a complement to the UNESCO Internet Portal (www.unesco.org), the websites of National Commissions for UNESCO and of Permanent Delegations to UNESCO can contribute significantly to the Organization's global and local visibility. Their particular role is to provide access for national or regional audiences and communities to information about:

- the activities of National Commissions or Permanent Delegations;
- other UNESCO-related activities at the local, national and regional levels;
- UNESCO's institutional missions and international activities that are of particular relevance to these audiences and communities.

The establishment by National Commissions and Permanent Delegations of their own websites is encouraged. However, the relevant resources of the UNESCO Secretariat are not sufficient to provide individual technical or financial support for the websites of Member States. Furthermore, the UNESCO Secretariat cannot assume any legal or substantive responsibility for such websites.

Moreover, compliance with 34 C/Resolution 86, regarding namely the policy on Internet domain names, constrains the Secretariat from continuing to host the National Commission and Permanent Delegation websites. Indeed, the large range of national domain names, resulting from the implementation of the above-mentioned resolution, cannot be managed at the level of the UNESCO Secretariat.

It is proposed that, during a transition period ending 31 December 2009, UNESCO will continue to manage those websites hosted by UNESCO before September 2008. During this period, the footer of each page in these websites should feature the following disclaimer: "All content contained within this website is the exclusive responsibility of the corresponding National Commission to UNESCO [Permanent Delegation for UNESCO] and not of the UNESCO Secretariat". These websites should observe the Terms and Conditions of temporary hosting of National Commissions' and Permanent Delegations' websites (Annex II).

However, for the purpose of providing basic guidance and methodological support to all National Commissions and Permanent Delegations for the conception, registration, hosting and management of their own Internet websites, the Secretariat has prepared a Help Package. Such guidance may be particularly useful for those Member States whose specific technical capacities and human resources are limited. The Help Package also aims at ensuring a consistent quality of websites that are published in the name of UNESCO, as well as their conformity with the applicable standards and rules established by the Organization. The Help Package is available at <http://erc.unesco.org/websitetoolkit/>.

2. Languages

Languages play a decisive role in the transmission of knowledge. The UNESCO Internet Portal is limited to the use of the six official languages of the Organization. A particular added value of National Commission and Permanent Delegation websites consists therefore in providing access to UNESCO-related information through the use of additional languages. As a general rule, these websites should use the language(s) of the specific audience(s) that they address. This concerns both the publication of original content and the translation of resource material from UNESCO.

In turn, translations of original content into one or several official languages of UNESCO may also be considered for reaching international audiences, on condition that:

- redundancies with the UNESCO Internet Portal are avoided;
- the original language content is sufficiently developed and represents the largest proportion of the website;
- only lasting or permanent types of content are translated (in order to avoid obsolescence and costly updates);
- there is effective editorial control of the translations.

3. Registration of Domain Names

The registration of UNESCO domain names with generic extensions (e.g. unesco.org, unesco.info, unesco.net, unesco.biz, etc.) is the exclusive prerogative of the Secretariat of UNESCO. When registering the domain names of their own websites, National Commissions and Permanent Delegations should exclusively use national domain name extensions.

It is recommended that National Commissions register the root national domain names for their own websites and that any sub-domains of the national UNESCO domain pertaining to national themes or networks be added after the root name (e.g. unesco.fr/mab, unesco.fr/patrimoine...).

It is also recommended that domain names of Permanent Delegation websites be hosted within the national domain (e.g. unesco.fr/delegation...). In some cases Permanent Delegations may prefer to host their websites under their specific government domain addresses.

The Help Package provides detailed information on the domain name registration process.

4. Branding

According to the Directives concerning the use of the name, acronym, logo and Internet domain names of UNESCO (Article 4.2), National Commissions are encouraged to use the UNESCO logo on condition that it is always featured together with their own name and, if they so wish, with their own logo. To state their connection with UNESCO, National Commissions are encouraged to feature the official UNESCO logo block and their name on their websites. Particular attention must be paid to the respect of the official graphic specifications of the UNESCO logo. In order to avoid confusion with UNESCO Secretariat websites (www.unesco.org) this logo should not feature on the top left corner of such websites. Further information on branding issues is available on the Internet: www.unesco.org/en/logo, as well as in the Manual of National Commissions for UNESCO, Chapter 30.

Permanent Delegations are encouraged to observe the same recommendations as above.

5. Hyperlinks with the UNESCO Internet Portal

Member States' websites should feel free to link to the UNESCO Portal wherever needed. However the links should be provided as references or external links, clearly differentiated from contextual links within body texts of their pages (see also Help package).

ANNEX I

Directives concerning the use of the name, acronym, logo and Internet domain names of UNESCO

From 1 November 2007, the use of the name, acronym, logo and Internet domain names of UNESCO shall be subject to the following provisions:

I. Name, acronym, logo and Internet domain name of the Organization

I.1 Definitions

The full official name is: United Nations Educational, Scientific and Cultural Organization. The name may be translated into any language.

The acronym is formed from the initials of the full name in English: UNESCO. It may be written in any characters.

The emblem or logo, which is used as the official seal, is shown below:



The Internet domain name of the Organization is "unesco.org".

I.2 Protection

To the extent that the name, acronym and logo of UNESCO have been notified and accepted by the Paris Union Member States under the Article 6ter 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 name, acronym or logo of UNESCO where such use falsely suggests a connection with UNESCO.

UNESCO may take measures against misuse of its name or acronym as Internet domain names under the Uniform Dispute Resolution Policy of the Internet Corporation for Assigned Names and Numbers (ICANN), or the procedures defined by national authorities and/or other competent bodies.

I.3 Rights of use

Only the General Conference and the Executive Board, i.e. the governing bodies, the Secretariat and the National Commissions for UNESCO have the right to use the name, acronym, logo and/or Internet domain names of UNESCO without prior authorization, subject to the rules set out by the Directives.

I.4 Authorization

Authorizing the use of the name, acronym and/or logo of UNESCO is the prerogative of the General Conference and the Executive Board. In specific cases as set out by the Directives, the governing bodies empower, by delegation, the Director-General and the National Commissions for UNESCO to authorize such use to other bodies. The power to authorize the use of the name, acronym, logo and/or Internet domain names of UNESCO may not be granted to other bodies.

Any decision authorizing the use of the name, acronym, logo and/or domain names of UNESCO shall be based on the following criteria: (i) relevance of the proposed association to the Organization's strategic objectives and programme; and (ii) compliance with the values, principles and constitutional aims of UNESCO.

The use of the name, acronym, logo and/or domain name must be expressly authorized in advance and in writing, and must comply with the specified conditions and procedures, in particular with respect to its visual presentation, duration and scope.

II. Forms of use

II.1 Graphical standards of the name, acronym and logo

The UNESCO logo should be reproduced according to the graphical standards elaborated by the Secretariat, and should not be altered. Wherever possible, the full name of the Organization (United Nations Educational, Scientific and Cultural Organization) should appear beneath the logo in the language(s) of the document, so as to affirm the Organization's membership in the United Nations system and its specific fields of competence.

UNESCO's logo may be associated with the logo or logos of subsidiary bodies, intergovernmental programmes, other organizations or specific events (linked logo).

To make the link with UNESCO precise and concrete, the linked logo should, wherever possible, include a phrase or an indication of how the entity or event in question is thus linked.

II.2 Registration and use of Internet domain names

At the international level

All generic extensions (gTLDs) shall be linked to the sole name of UNESCO's active international domain: "unesco.org". The referenced Internet site at that address is managed by the Secretariat. Only a staff member duly authorized by the Director-General may register domain names under the existing or future generic extensions.

At the national level

National extensions (ccTLDs) afford an opportunity to highlight the presence of UNESCO in each country. Internet domain names should be, wherever possible, registered under national extensions or sub-extensions by the National Commissions and point towards the Internet site of the National Commission where it exists, or towards the "unesco.org" site, in order to avoid registration by third parties.

Policy on combined domain names

As the possibilities for registering Internet domain names associating the six letters of UNESCO's name with any letter(s) or symbol(s) are practically unlimited, the Organization shall not officially recognize any site operating with such domain names. To reference the Internet sites of bodies or of projects linked with the Secretariat or National Commissions, practices consisting of giving the names of official domains should be fostered. The Secretariat, National Commissions and/or other competent bodies shall take all appropriate measures to prevent third parties not expressly authorized from registering and using such combined domain names.

III. Role of the governing bodies and of the Director-General

III.1 Role of the governing bodies

III.1.1 Authorization

The General Conference and the Executive Board authorize the use of the name, acronym or logo of UNESCO by means of resolutions and decisions, notably in the case of intergovernmental programmes, programme networks, bodies under the auspices of UNESCO (for example, category 2 centres), official partners, global or regional prizes, and special events in the Member States.

The governing bodies should ensure that their resolutions and decisions stipulate the terms of the authorization granted, in accordance with the Directives.

The governing bodies 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.

III.1.2 Protection

The governing bodies should ensure that the regulations governing the intergovernmental programmes, programme networks, and bodies under the auspices of UNESCO are in harmony with these Directives.

In specific cases, the governing bodies may ask the Director-General to monitor the proper use of the name, acronym and logo of UNESCO, and to initiate proceedings against abusive use where appropriate.

III.2 Role of the Director-General

III.2.1 Authorization

In the context of programme execution, only the Director-General is empowered to approve for any activity or entity of the Secretariat, including inter-agency activities, the creation of a specific logo that should always be associated with the logo of UNESCO.

The Director-General is empowered to authorize the use of UNESCO's name, acronym or logo notably in connection with patronage, the appointment of goodwill ambassadors, and other personalities promoting the Organization and its programmes, such as Artists for Peace or Sports Champions, and also contractual arrangements and partnerships, as well as specific promotional activities, provided that in each case the grantee uses a phrase or indication of how the entity or activity in question is thus linked.

The Director-General may decide to put specific cases of authorization before the governing bodies.

III.2.1.1 Criteria and conditions for the granting of UNESCO's patronage

UNESCO's patronage may be granted to various kinds of activities, such as cinematographic works and other audiovisual productions, publications, the holding of congresses, meetings and conferences, the awarding of prizes, and, also, other national and international events.

Criteria applicable to all activities under patronage:

- (i) **Impact:** Patronage may be granted to exceptional activities likely to have a real impact on education, science, culture or communication, and significantly enhance UNESCO's visibility.

- (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).

Conditions applicable to the granting of patronage:

- (i) UNESCO's patronage is granted in writing exclusively by the Director-General.
- (ii) In the case of national activities, the decision regarding the granting of UNESCO's patronage is made on the basis of obligatory consultations with the National Commission of the Member State in which the activity is held and the National Commission of the Member State in which the body responsible for the activity is domiciled.
- (iii) The Organization and the National Commission(s) concerned must be able to participate actively in the preparation and execution of the activities concerned.
- (iv) The Organization must be afforded an appropriate degree of visibility, notably through the use of its name, acronym and logo.
- (v) Patronage may be granted to individual activities or to activities which take place regularly. In the latter case, the duration must be fixed and the authorization renewed periodically.

III.2.1.2 Contractual arrangements

Any contractual arrangement between the Secretariat and outside organizations involving an explicit association with 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 Organization) must include a standard clause stipulating that any use of the name, acronym or logo must be approved previously in writing.

Authorizations accorded under such contractual arrangements must be limited to the context of the designated activity.

III.2.1.3 Commercial use

The sale of goods or services bearing the name, acronym, logo and/or Internet domain name of UNESCO chiefly for profit shall be regarded as "commercial use" for the purpose of the Directives. Any commercial use of the name, acronym, logo and/or Internet domain names of UNESCO, alone or in the form of a linked logo, must be expressly authorized by the Director-General, under a specific contractual arrangement.

III.2.2 Protection

The Director-General ensures that the terms and conditions of patronage, the nomination of goodwill ambassadors and other personalities promoting the Organization, such as Artists for Peace or Sports Champions, and also contractual arrangements and partnerships with outside organizations, are in line with the Directives.

The Director-General is responsible for instituting proceedings in the case of unauthorized use or registration at the international level of the name, acronym, logo and/or Internet domain names of UNESCO in generic extensions (gTLDs).

IV. Role of the Member States and their National Commissions

IV.1 Competent bodies

The National Commissions for UNESCO, except where another body has been designated by the Member States, are the competent body to deal with questions relating to the use at the national level of the name, acronym, logo or Internet domain names of UNESCO in national extensions or sub-extensions (ccTLDs), in accordance with national laws.

IV.2 Rights of use

National Commissions have the right to use the name, acronym and logo of UNESCO in conformity with these Directives. If they do so, UNESCO's name, acronym and/or logo are always associated with their own name and, if they so desire, with their specific logo. The use by National Commissions of UNESCO's logo is strongly encouraged.

IV.3 Authorization

In the framework of the intergovernmental programmes, the programme networks or the Clubs, Centres and Associations for UNESCO movement, the National Commissions, in keeping with their role as liaison bodies recognized by the Constitution, or the other bodies designated in conformity with point IV.1 above, have the right to authorize the use of UNESCO's name, acronym or logo, but only in the form of a linked logo – which shall specify the identity of the programme or movement concerned and must therefore be in compliance with the specific regulations of the given entities, networks or programmes. This concerns, *inter alia*, the national committees of intergovernmental programmes, biosphere reserves, associated schools or UNESCO Chairs, as well as Clubs, Centres or Associations for UNESCO and their national coordinating bodies.

When granting their own patronage to national activities, National Commissions can authorize organizations working in UNESCO's fields of competence to use UNESCO's name, acronym and/or logo always in association with the National Commissions' own name and, if they so desire, their own logo, according to the provisions of point IV.2 above. The same applies to contractual arrangements and promotional activities which they enter into or conduct in their own name, at the national level.

National Commissions may establish time limits and/or conduct periodic reviews related to authorizations granted by them. National Commissions have the right to withdraw their authorizations.

IV.4 Protection

National Commissions, or other bodies designated in conformity with point IV.1 above, are responsible for the consequences arising out of the authorizations granted by them.

To achieve the objectives of these Directives, the provisions of national legislations and/or of the Paris Convention for the Protection of Industrial Property are to be taken into consideration.

The Secretariat and the Member States, through their National Commissions or other designated bodies, should closely cooperate, in order to prevent any unauthorized use of UNESCO's name, acronym, logo or Internet domain names at the national level, in liaison with competent national bodies and in line with these Directives.

V. Amendment of the Directives

These Directives may only be amended by the General Conference.

ANNEX II

Terms and Conditions of temporary hosting of National Commissions' and Permanent Delegations' websites¹

1. Definitions

- 1.1 UNESCO: means the UNESCO Secretariat.
- 1.2 Requester: means any Permanent Delegation or National Commission having their website hosted by UNESCO.
- 1.3 Services: means the services provided by UNESCO under the name "hosting static website", including the web hosting and ftp access to the files.

2. Use of services

- 2.1 The Requester will be assigned strictly personal identifiers and access codes, which he promises to keep confidential. The Requester is responsible for caring of access codes which have been given to him. In the case he is aware of the fact that someone else uses them without authorization, the Requester should notify UNESCO without delay about the fraud.
- 2.2 UNESCO allows the Requester to host a website within an allocated disk space.
- 2.3 The content of the website is created and updated by the Requester under his own responsibility. Thus, the Requester enjoys total liberty for the content of his website, so long as it is consistent with UNESCO's ideals, guarantee of the respect that the States' representatives owe each other, with laws in his country, as well as with the common usage on the Internet. If the Requester does not comply with the above, UNESCO reserves the right to suspend or close the website immediately.

3. Responsibility and limitations

- 3.1 UNESCO will not be responsible for any unavailability of Services caused by failure of Internet or any third parties, and especially telecommunication operators.
- 3.2 UNESCO will not provide support in website design, excepting the basic guidance and methodology provided by the Help Package, thus being the entire responsibility of the Requestor.
- 3.3 Hosting the Requesters' websites implies neither responsibility for, nor approval of, the information contained in these sites on the part of UNESCO. The footer of each page in these websites should therefore feature a disclaimer.
- 3.4 UNESCO is not responsible for the accuracy, currency or the reliability of the content. UNESCO does not offer any guarantee in that regard and is not responsible for the information hosted, nor does it endorse the sites or their contents.
- 3.5 Users should be notified that information offered by non-UNESCO sites may be available only in the language(s) used by the sites in question.
- 3.6 The Requesters should comply with the policy governing the use of information and communication technologies in UNESCO (Administrative Circular No. 2204 of 22 March 2004: Directives for the Use of Information and Communication Technologies in UNESCO and the ADG/ERC letter of 18 June 2004: Policy governing use of information and communication technologies in UNESCO by Permanent Delegations).

¹ It is proposed to discontinue this service as of 31 December 2009.

4. Service availability

4.1 UNESCO shall use reasonable endeavours to make available the Services but UNESCO shall not, in any event, be liable for interruptions of Service or down-time of the Server.

4.2 UNESCO shall have the right to suspend the Services at any time and for any reason, generally without notice, but if such suspension lasts or is to last for more than 7 days the Requestor will be notified of the reason.

4.3 The Services provided hereunder and the Requestor account cannot be transferred or used by anyone other than the Requestor. If the Requestor account is found to have been transferred to another party, or shows other activity in breach of this sub-clause, UNESCO shall have the right to cancel the account and terminate the Services and/or this Agreement immediately.