

**UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION**

**International Co-ordinating Council of the Man and the Biosphere (MAB) Programme**

Thirty-fourth session

UNESCO HQ, Paris, France (Hybrid meeting)  
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**ITEM 15 OF THE PROVISIONAL AGENDA: Updated version of the Technical Guidelines for Biosphere Reserves (TGBR)**

1. After extensive consultation with its Member States, UNESCO recently issued a new set of Graphical Standards on the use of the UNESCO logo both by UNESCO itself and by its programme and network members. Similar to logos for other UNESCO designations, the Secretariat promotes the use of a generic logo by officially-nominated biosphere reserves. If a biosphere reserve has its own logo, it can use its own logo at the same time as the UNESCO generic logo. However, the two logos should be placed apart, and no elements should be added to or around the UNESCO logo. The Technical Guidelines for Biosphere Reserves were updated according to this new UNESCO Graphical Standards. The proposed modifications are in annex of this document.
2. **The MAB ICC is invited to validate the updated version of the Technical Guidelines.**

## Annex 1: Updated version of the Technical Guidelines for Biosphere Reserves

### 4.4.3. How to develop a brand for biosphere reserves

#### The UNESCO Biosphere Reserve logo

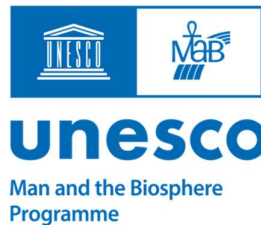
229. In 2007, the General Conference of UNESCO adopted the ‘Directives on the use of the name, logo, acronym and domain names of UNESCO’ (<https://unesdoc.unesco.org/ark:/48223/pf0000144183>).

230. The goal of these Directives is to ensure coherent use of the name and logo of UNESCO by all authorized entities, and to prevent misuse both by any unauthorized entity as well as by authorized entities. They also aim to ensure the avoidance of any misunderstanding, for example that a site/entity is connected to UNESCO and/or a National Commission for UNESCO in manner other than ‘designation’. In addition, the Directives are designed to prevent the impression that UNESCO certifies the quality of products or services.

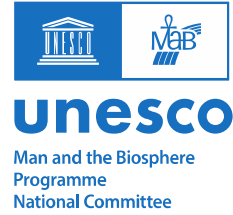
231. Authorization of the use of the name and logo of UNESCO is a privilege of the General Conference and Executive Board as well as the Director-General. In addition to the Secretariat, in line with Article IV.3 of the Directives Concerning the Use of the Name, Acronym, Logo and Internet Domain Names of UNESCO, a National Commission or another competent body designated in conformity with Article IV.1 of the Directives, has the right to authorize the use of a UNESCO-MAB designation logo to officially nominated biosphere reserves in its country. No other entities hold such power of authorization.

232. The sale of goods or services with the name and logo of UNESCO chiefly for profit are regarded as ‘commercial use’ and must be expressly authorized by the Director-General of UNESCO, under a specific contractual arrangement.

233. Programmes of UNESCO such as the Man and the Biosphere (MAB) Programme have their own specific emblem. The emblem of the MAB Programme (the letters ‘MAB’ in a specific design) must be used together with the UNESCO logo in all contexts; it is not possible to use the MAB emblem without the UNESCO logo or vice versa, or to graphically alter/adapt the logo.



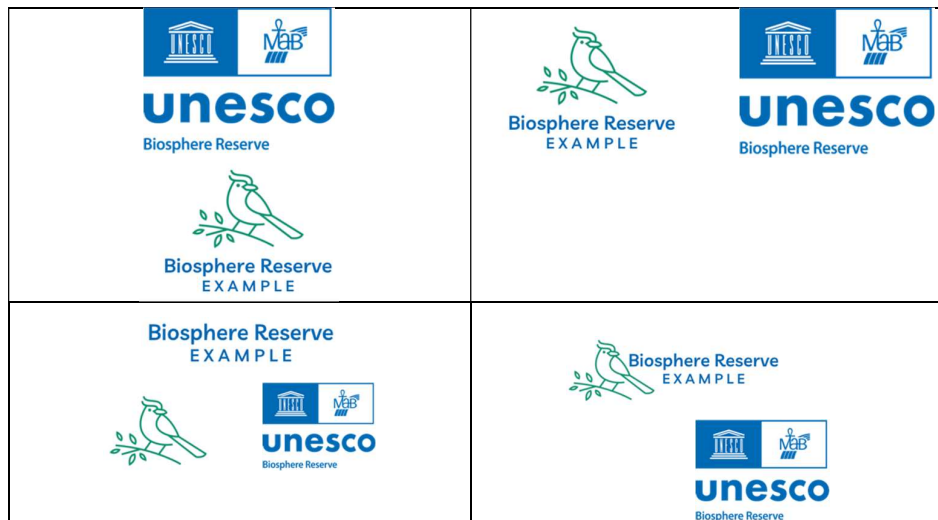
234. UNESCO has adopted in June 2021 a new policy for designation logos. The Secretariat strongly promotes the use of a generic logo for each type of UNESCO designations, such as biosphere reserves, global geoparks and world heritage sites. In the case of UNESCO biosphere reserves, the reserves and the MAB national committees are encouraged to use the generic logos as shown below:



235. However, if a National Commission deems it necessary to use a specific logo that includes the name of the reserve and the year of the nomination by a biosphere reserve for various reasons, the concerned National Commission can authorize the specific logo to the reserve after consultation with the UNESCO Secretariat. The National Commission itself shall create the specific logo in which the name must be the official and full name of the reserve as in the nomination, followed by the text “Biosphere Reserve since xxx (year)”. The Secretariat does not create specific logos for any biosphere reserves or any other type of designation.

236. Biosphere reserves can use their own logo at the same time as the UNESCO Biosphere Reserve logo. However, the logos should be featured separately, without being built or shown as one logo block (respecting UNESCO logo protection area).

Examples:



237. In the case of multi-UNESCO designations, for example, if a designation is a UNESCO World Heritage site, a UNESCO Biosphere reserve, as well as a UNESCO Global Geopark, it can use the following logo:



238. For the management entities of UNESCO biosphere reserves, this arrangement entitles them to use the ‘UNESCO Biosphere Reserve logo’ consistently in all non-commercial contexts (on flyers, panels, exhibitions, websites, etc.). They are also entitled to use the name and logo on general tourism marketing and advertising, as long as such marketing and advertising is not connected to specific commercial offers (tour operators, hotels, transport, etc). They are not entitled to authorize their partners (museums, guides, municipalities, schools, companies, ‘associations of friends’, etc.) to use this ‘UNESCO Biosphere Reserve logo’. For example, municipalities or districts within a biosphere reserve are not entitled to use the UNESCO logo on their letterheads or their general websites. The designation of a biosphere reserve by UNESCO means receiving a title, not a new name.

### **Own brand and logo**

239. Because of the legal restrictions on usage of the ‘UNESCO logo’, many biosphere reserves have developed their own brand logos, as in the example below. Such logos only contain the term ‘biosphere reserve’, a term which is not legally protected by UNESCO. Many biosphere reserves have registered their own logo at the national trademark office. This is fully supported by UNESCO, as long as such a logo does not contain the acronym ‘UNESCO’. Biosphere reserves are completely free to use and authorize such logos, including in commercial contexts. Where biosphere reserves have their own logo, they employ it in commercial contexts and the UNESCO Biosphere Reserve logo in non-commercial contexts (often next to their ‘own logo’).



### **Branding of partners of the biosphere reserve and their products/services**

240. If a biosphere reserve has its own logo and brand, this can be used to create a ‘network of partners’. These can be non-commercial partners (schools, museums, etc.) and commercial partners (tour operators, farmers, hotels, gastronomy, guides, etc.), as shown in the examples here.

— **Partner** —

Biosphärenreservat  
Spreewald



241. Usually, such partners are selected through a process with ambitious sustainable development criteria (e.g. organic farming, decent work conditions, offering specific information about the biosphere reserve, etc.) and/or improvement criteria. Typically, partners are selected for a time-bound period only and the selection is understood as a ‘certification’. The partners then receive the ‘own logo’ for the biosphere reserve for a time-bound period (see the examples below). In some cases, they are entitled by the biosphere reserve concerned to use the ‘own logo’ on product labels as well (the acronym ‘UNESCO’ may never appear on product labels).



242. Different concerns and scenarios should be considered when developing an effective labelling plan. These should include branding and packaging, the value of promoted products and their image, for example through the use of mapping for marketing and branding (e.g. see the Google Earth package developed for the Lebanese Shouf Biosphere Reserve, [www.shoufcedar.org/maps/index.html](http://www.shoufcedar.org/maps/index.html)). The unique values of the place should also be reflected when branding is based on the terms ‘environmental, social or economic’. Furthermore, the brand is supposed to be built on the unique characteristics of the biosphere reserve, but in a manner that conserves them.