

## **A Review of the UNESCO Patronage Procedures of the UK National Commission for UNESCO**

### **Part A: UNESCO Patronage**

- Patronage is UNESCO's highest form of support. It is granted to demonstrate the Organization's moral endorsement of an exceptional activity. However, UNESCO is neither financially nor legally responsible.
- UNESCO's patronage may be granted to a range of activities, such as producing cinematographic and audiovisual works, publishing books, organizing congresses, meetings and conferences, awarding prizes, and other national and international events.
- Patronage must be limited in time. It may be granted to one-off or regularly repeated activities. In the latter case, a new request for authorization is required for each repeated activity.
- Patronage cannot be granted to:
  - (i) Personalities;
  - (ii) Organizations;
  - (iii) Permanent activities;
  - (iv) Activities/projects that are evolving continuously (the terms of use of UNESCO's name and logo for such activities/projects should be specified by a Contractual Arrangement).
- There are two levels for UNESCO's patronage:
  - (i) Patronage granted by the National Commissions for UNESCO for activities of national scope;
  - (ii) Patronage granted by the UNESCO Secretariat for activities of significant international or regional scope.
- The use of UNESCO's name and logo in the framework of patronage is strictly under the General conditions in connection with patronage.
- In order to deal with requests for the use of UNESCO's name and logo effectively, UNESCO has appointed a member of staff in each of its programme sectors to act as a Focal Point to coordinate the use of the name and logo and to act as your point of contact.

### **Part B: Use of the UNESCO name and logo**

There are seven steps in requesting the use of UNESCO's name and logo under patronage.

#### **Step 1. Consulting the National Commission for UNESCO**

The first step for any organization seeking UNESCO's patronage is to contact the National Commission for UNESCO in the country in which the organization is registered. The National Commission will advise on:

- (i) the general acceptability of the request;
- (ii) whether other National Commission may need to be contacted, (for activities taking place in different countries);

(iii) whether patronage can be granted by the National Commission itself or whether a request for patronage should be presented, through National Commission, to the UNESCO Secretariat.

**Step 2.** Completing required information.

The Patronage Request Form allows assembling all relevant information.

**Step 3.** Sending information to the National Commission for UNESCO.

After completing the request form, please send your information to the National Commission for UNESCO in your country for formal endorsement.

**Step 4.** Forwarding request to UNESCO Secretariat.

The request together with completed request form and the formal support from the National Commission can be sent either directly by the requesting body or by/through the National Commission. **It is strongly advised that requests be sent to the Director-General of UNESCO at least three months before the starting date of the activity.** All requests must be sent by formal correspondence to the following address:

Office of the Director-General  
UNESCO  
7, place de Fontenoy  
F-75352 Paris 07 SP  
France

**Step 5.** Receiving notification from UNESCO.

If your patronage is granted, the responsible body will receive an official letter from the UNESCO Secretariat which sets out the general conditions for the use of UNESCO's name and logo. If a request is declined, the responsible body will also receive a letter from the UNESCO Secretariat, explaining the reasons why the request has not been accepted.

**Step 6.** Obtaining electronic files of UNESCO's logo.

If patronage is granted, the responsible body will be asked to contact [logo@unesco.org](mailto:logo@unesco.org) to obtain the appropriate electronic file with the UNESCO Patronage logo.

**Step 7.** Reporting to UNESCO.

The objective for UNESCO to grant its patronage is to extend its outreach and impact. At the end of your activity, the responsible body will be asked to send an evaluation report to UNESCO in terms of the visibility, outreach and impact that your activity has achieved. This report should be accompanied by examples of materials and documents that you have produced which bear the name and logo of UNESCO. The report should be sent to:

UNESCO  
Sector for External Relations and Public Information "Logo Use"  
7, place de Fontenoy  
F-75352 Paris 07 SP  
France

A copy of the report should also be sent to the National Commission for UNESCO which has provided its endorsement for your request.

### **Part C: The UK National Commission for UNESCO**

Having taken into account the nature of the request, the UKNC advises on whether or not a request for Patronage should be put forward to UNESCO. The UKNC provides support to individuals and organizations to ensure that applications are completed to reflect UNESCO's aims and objectives and that all UK nominations are of the highest standard.

All applications require UKNC endorsement prior to consideration by UNESCO. Applicants are strongly advised to contact the UKNC as early as possible before the event for which UNESCO Patronage is being sought to allow for a full peer review which will be undertaken on behalf of the UKNC by independent experts, qualified in the appropriate field, and for applicants to have the opportunity to implement any recommendations provided by the review panel, prior to submission to UNESCO.

There is no handbook issued by UNESCO for Patronage, other than the guidelines above.