

**FCTC**WHO FRAMEWORK CONVENTION
ON TOBACCO CONTROL**Conference of the Parties to the
WHO Framework Convention
on Tobacco Control**Fourth session
Punta del Este, Uruguay, 15–20 November 2010
Provisional agenda item 7.5**FCTC/COP/4/23
15 August 2010**

**Logo of the WHO Framework Convention
on Tobacco Control****Report of the Secretariat**

1. At its third session (Durban, South Africa, 17–22 November 2008), the Conference of the Parties decided to adopt a design as the logo of the WHO Framework Convention on Tobacco Control (FCTC) “on the understanding that the logo shall be evaluated by the Parties and tested by the Convention Secretariat, and that a report on the evaluation shall be presented to the Conference of the Parties at its fourth session”.¹ The Conference of the Parties also requested the Convention Secretariat to take appropriate measures in view of the need to obtain suitable legal protection of the WHO FCTC logo.

2. In accordance with decision FCTC/COP3(18), the actions described below have been undertaken by the Convention Secretariat.

Implementation and use of the WHO FCTC Logo

3. Since the adoption of the logo by the Conference of the Parties, the Convention Secretariat has used it on official documentation and communication materials in all six official languages of the Conference of the Parties (the logo includes the title of the Convention in the language being used). The logo has been reproduced on such materials as the Convention Secretariat’s letterhead, business cards, stamps and documentation folders. It has also been reproduced on the Secretariat’s publications, such as the guidelines adopted by the Conference of the Parties,² the history of the WHO FCTC,³ promotional leaflets, the quarterly newsletter, and banners. The WHO FCTC itself was recently re-published with the new logo on the cover.

¹ See decision FCTC/COP3(18).

² *WHO Framework Convention on Tobacco Control: guidelines for implementation. Article 5.3; Article 8; Article 11; Article 13.* Geneva, World Health Organization, 2009.

³ *History of the WHO Framework Convention on Tobacco Control.* Geneva, World Health Organization, 2009.

4. The WHO FCTC web site has been re-designed to include the logo and to reflect the new visual identity that the logo has helped to establish. The logo has been used extensively during events related to the Convention, such as the sessions of the Intergovernmental Negotiating Body on a Protocol on Illicit Trade, meetings of the working groups established by the Conference of the Parties, regional implementation workshops, and the event to mark the fifth anniversary of the entry into force of the Convention in February 2010.

Evaluation of the WHO FCTC Logo

5. In April 2010, the Convention Secretariat produced a short questionnaire to enable Parties to the Convention and others to evaluate the logo. The questionnaire was posted on the WHO FCTC web site in the official languages of the Conference of the Parties, between April and the end of July 2010. Focal points in countries and permanent missions in Geneva were informed accordingly. The questionnaire consisted of three questions related to the design and visual identity of the logo and one open question inviting comments and suggestions. The questionnaire was open to Parties, observers and the general public.

6. In total, 91 questionnaires were returned, out of which 54 were from Parties to the Convention, 8 from observers accredited to the Conference of the Parties, and 29 from those identifying themselves as “others”.

7. The majority of the replies (81%) reported that the new logo has become a recognizable symbol that establishes a visual identity for the Convention through its systematic use, and that it has contributed to the promotion of the Convention. Some 14% of the total replies did not share those views, while 5% had no opinion. The design elements (WHO emblem, abbreviation and full name of the Convention) were found to be clear and logical by 80% of those responding, while 17% were not of that opinion, and 3% had no opinion. A few comments were made under the open question; these were queries or suggestions about the colours or the overall design itself.

Legal protection under Article 6ter¹ of the Paris Convention

8. As requested by the Conference of the Parties, the Convention Secretariat submitted a request on 25 March 2010 to the World Intellectual Property Organization for the communication, under Article 6ter(3)(b) of the Paris Convention, of the emblem, name and abbreviation of the WHO FCTC in all six languages to States party to the Paris Convention and to the members of the World Trade Organization. This was done with a view to preventing the unauthorized use, in particular for commercial purposes by means of trademarks or commercial labels, of the logo, abbreviation and name of the Convention.

9. Following this communication the emblem, name and abbreviation of the WHO FCTC were published on the Article 6ter Express database on 31 March 2010, which is considered to constitute the date of receipt of the communication by individual States party to the Paris Convention and any other party bound to apply Article 6ter of the Paris Convention.

¹ See <http://www.wipo.int/article6ter/en/>.

10. According to Article 6~~ter~~(4) of the Paris Convention, “any country of the Union may, within a period of twelve months from the receipt of the notification, transmit its objections, if any, through the intermediary of the International Bureau, to the country or international intergovernmental organization concerned”. As of 31 July 2010 no objection to the emblem, abbreviation and name of the WHO Framework Convention on Tobacco Control, has been transmitted or made known to the Convention Secretariat.

ACTION BY THE CONFERENCE OF THE PARTIES

11. The Conference of the Parties is invited to note this report.

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