

CONVENTION ON INTERNATIONAL TRADE IN ENDANGERED SPECIES  
OF WILD FAUNA AND FLORA

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Sixty-second meeting of the Standing Committee  
Geneva (Switzerland), 23-27 July 2012

Strategic matters

CITES LOGO

1. This document has been prepared by the Secretariat.

Background and proposal

2. At the 61st meeting of the Standing Committee (SC61, Geneva, August 2011), the Secretariat submitted document SC61 Doc. 20 where it summarized the results of a survey on the use of the CITES logo, explained the criteria it applied to grant use of the logo, and suggested possible evolutions in the policy governing this use. The Secretariat pointed to the pros and cons of using the logo more widely (e.g. better visibility of the Convention, reminder of the need to obtain the necessary permits, or assurance given to consumers that the specimens they acquire are from a legal source; versus risks of abuse, possibility to counterfeit labels, lack of checking mechanism, etc.).
3. The Committee requested that the Secretariat submit at the present meeting a document proposing a slightly less restrictive policy on the use of the CITES logo, on the basis of the options presented in paragraph 8 of document SC61 Doc. 20. In that paragraph, the Secretariat suggested opening up the possibility of using the logo to operations or institutions known to and registered by the Management Authority of the State in which they are located and the Secretariat.
4. The Secretariat therefore suggests expanding the possibility to use the logo to:
  - a) Licensed exporters and processing and repackaging plants for specimens of sturgeon and paddlefish species (noting that the logo is already used on some non-reusable labels affixed to caviar containers). Registration of these exporters and plants is determined by the Management Authority of the country concerned in compliance with Resolution Conf. 12.7 (Rev. CoP14) on *Conservation of and trade in sturgeons and paddlefish*;
  - b) Scientific institutions entitled to the exemption provided by Article VII, paragraph 6, of the Convention (noting that the logo is also already used on some labels produced by these institutions). Registration of these institutions is determined by the Management Authority of the country concerned in compliance with Resolution Conf. 11.15 (Rev. CoP12) on *Non-commercial loan, donation or exchange of museum and herbarium specimens*;
  - c) Operations that breed Appendix-I animal species for commercial purposes. Registration of these institutions is determined by the Management Authority of the country concerned and the Secretariat in compliance with Resolution Conf. 12.10 (Rev. CoP15) on *Registration of operations that breed Appendix-I animal species in captivity for commercial purposes*; and
  - d) Operations that artificially propagate specimens of Appendix-I species for commercial purposes. Registration of these operations is determined by the Management Authority of the country concerned in compliance with Resolution Conf. 9.19 (Rev. CoP15) on *Registration of nurseries that artificially propagate specimens of Appendix-I plant species for export purposes*.

5. Each type of operation or institution mentioned above is therefore registered with CITES through a different set of criteria. Nevertheless, these various mechanisms provide controlled lists of entities that can be easily referred to on the CITES website, which would make unauthorized use easy to detect. The list above is also not exhaustive and could in the future be completed by the addition of other operations registered through different systems. For instance, the CITES logo could be used in association with the logotype adopted by the range States of the vicuña on labels affixed to products made from wool of this animal. When approving use of the logo, the Secretariat also intends to notify systematically that it may change the conditions of use or withdraw its authorization at any time at its own discretion, so as to anticipate any future change to the policy.
6. The major benefit CITES can draw from promoting a wider use of the logo is to raise its profile amongst producers and consumers. Indirectly, the private sector could indeed boost the recognition and knowledge of CITES amongst consumers in a way otherwise difficult to achieve for the Secretariat or the CITES authorities alone. Certainly in the case of captive-breeding operations, the Secretariat has come across operations that had advertised their CITES registration through display of the logo on their website. These operations were required to remove the logo, but its use demonstrates the interest they saw in publicizing this registration. A secondary effect might also be to entice other operations or institutions to seek registration, and therefore to comply with the relevant mechanism in place.
7. The Secretariat has also noticed websites where the CITES logo was used without authorization and where the companies concerned refused to remove the logo. The Secretariat does not have the resources to take legal actions against such companies. In such cases, it has sought the assistance of the CITES Management Authorities of the States where such companies are located to bring pressure to bear upon them to stop using the logo. Even though Parties have no obligation to do so, the Secretariat therefore urges them to assist it in ensuring that the logo is not misused.

#### Other use

8. Since SC61, the Secretariat has also received a request from an international shipping company to use the logo on labels affixed to containers of CITES specimens. This use was meant to facilitate the identification of CITES specimens by inspecting personnel, which is not dissimilar to how the logo is used on the labels mentioned in subparagraphs 4. a) and b) above. Following the positive advice from the Management Authority of the country concerned, the Secretariat authorized this use of the logo.

#### Recommendations

9. The Standing Committee is invited to:
  - a) endorse the new policy governing the use of the CITES logo detailed in this document; and
  - b) express its views on expanding the possibility to use the logo beyond the proposal made in paragraph 3 above, such as the example of labels for vicuña wool given in paragraph 5.