

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



Sixty-first meeting of the Standing Committee
Geneva (Switzerland), 15-19 August 2011

Strategic matters

CITES LOGO

1. This document has been prepared by the Secretariat.

Background

2. With [Notification to the Parties No. 2011/018](#) of 11 February 2011, the Secretariat reminded Parties of the legal status of the logo and of the policy it applies with regard to its use. This Notification also contained a short questionnaire directed to the Parties and designed to assess how the logo is used worldwide. The present document summarizes the results of this survey and points to possible evolutions in the policy governing the use of the logo.

Results of the survey on the use of the CITES logo

3. Twenty-six Parties responded to the questionnaire and the Secretariat is very grateful to them for their cooperation. Whilst this number represents just under 15 % of the 175 Parties, responses came from all CITES regions, as follows:
- Africa: Nigeria, Togo, Zambia and Zimbabwe;
 - Asia: China (Scientific Authority), Thailand and Viet Nam;
 - Central and South America and the Caribbean: Argentina, Colombia, Cuba, Peru and Uruguay;
 - Europe: Armenia, Croatia, the Czech Republic, Greece, Monaco, the Netherlands, Norway, Poland, Serbia and Spain;
 - North America: Mexico and the United States of America; and
 - Oceania: Australia and New Zealand.

This wide geographic representation counterbalances to a certain extent the rather low response rate, particularly in view of the uniformity in the responses received. The table below reproduces the questionnaire distributed through Notification to the Parties No. 2011/018 and includes a summary of the responses received.

	Yes	No
1. Do you use the CITES logo in your official documents, meetings, trainings, communication material or other media?	24 Parties out of 26	2/26
2. If yes, please specify where: In some countries, the logo is used by the Management Authority only, whilst in others it is used by the Management, Scientific and Enforcement Authorities. Respondents have indicated that they used the logo on: CITES permits and certificates; national CITES websites; national CITES legislation; notices of seizures; application forms; national reports, implementation reports; press releases; official correspondence and rubber stamps; CITES staff business cards; CITES delegation documents; material used in workshops, courses and presentations; meeting documents; manuals and fact or identification sheets; information brochures, newsletters, leaflets and posters for the public, and other outreach and educational or capacity-building		

material, whether printed, online or on CD-ROM; bags and document holders, banners, backdrops, roll-ups, T-shirts, jackets and souvenirs; adhesive tape to wrap shut boxes containing CITES specimens; tags for furbearers and crocodilian skins; and labels		
3. Have you authorized use of the logo in documents or material (e.g. labels, tags, websites, exhibition material, etc.) used or produced by third parties (e.g. research or academic institutions, private companies, non-governmental organizations, etc.)?	Yes	No
	3/26	23/26
<p>4. If yes, please specify where and whether the use was commercial or non commercial:</p> <p>One respondent has indicated that the logo was used on labels for scientific exchanges between CITES-registered scientific institutions.</p> <p>Another indicated that the Secretariat forwards to them requests made by NGOs and others for educational purposes or display on information material (non-commercial use only).</p> <p>Finally, the Czech Authorities apply a policy, stemming from their legislation, that seems unique to their country. They have explained that:</p> <p><i>Up to now we have followed the Secretariat's recommendation that there is no need for authorization if the CITES logo is used for non-commercial purposes and propagation of nature protection (e.g. in zoos). The only exemption when we authorize the use of CITES logo is according to the CITES national legislation (Act No.100/2004 Coll., Act on Trade in Endangered Species). According to this law the use of the CITES logo is authorized by this Ministry as a part of compulsory publication of information, provided by traders to the public, on obligatory documents and the conditions in trading and other handling of CITES specimens when they are offered for sale.</i></p>		
5. Are you aware of other uses of the logo in your country that you have not authorized? If so, please provide examples and specify whether the use was commercial or non commercial.	Yes	No
	2/26	24/26
Other comments	<p>One respondent has remarked that it was possible that the logo is used without its knowledge.</p> <p>Another has explained that they ask for removal of the logo whenever they found that it is used without authorization.</p> <p>Some respondents have referred to occasional uses by NGOs, scientific institutions or others with their authorization and that of the Secretariat.</p> <p>One respondent has indicated that it knew of the logo being used by NGOs, zoos, museums, etc. without its authorization or that of the Secretariat, but that such use was for non-commercial and information purposes only.</p>	

4. Clear trends emerge from this survey, namely that:
- a) CITES Authorities make wide use of the logo in their activities;
 - b) Most do not authorize use of the logo by third parties; and
 - c) In general, the logo does not seem to be used without authorization.

Use of the logo by CITES Authorities

5. The Secretariat has always encouraged Parties to use the CITES logo in their own documents to raise the profile of the Convention and facilitate its identification. It is therefore pleased to see that this seems to be the case. The usages listed in point 2 of the table above are very varied and the Secretariat invites all Parties to review them and consider applying them to their own circumstances.

Use of the logo by third parties

6. The fact that most responding CITES Authorities do not authorize use of the logo by third parties is also consistent with the legal status of the logo. Indeed, and as explained in Notification to the Parties No. 2011/018, the logo is protected under Article 6ter of the Paris Convention and may consequently not

be used without the express authorization of the CITES Secretary-General. In this regard, the authorization extended by the Czech Authorities to traders reported in point 4 of the table above stands out.

7. Nevertheless, the Secretariat is aware of some uses of the logo that differ from the ones described above. For instance, in some countries, such as China, the Islamic Republic of Iran, Kazakhstan and the Russian Federation, the non-reusable labels affixed to caviar containers in compliance with [Resolution Conf. 12.7 \(Rev. CoP14\)](#) (*Conservation of and trade in sturgeons and paddlefish*) bear the CITES logo. In most cases, it seems that these labels are produced directly by the CITES Management Authority of the Party concerned. The display of the logo on these labels is meant to certify authenticity and assist with the implementation of the Resolution, rather than as a way to promote the product commercially.
8. When consulted, and in line with its policy of 'non-commercial use only', the Secretariat has until now rejected requests from companies to display the logo on their website, brochures, labels or others. Nevertheless, it would be interested in hearing the views of Parties on 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.). Based on the ideas and opinions that emerge from this discussion, the Secretariat may consider options to widen its currently restrictive policy with regard to the logo. For instance, it could be envisaged to open use of the logo to specimens produced by operations or institutions registered with the Secretariat, such as:
 - licensed exporters and of processing and repackaging plants for specimens of sturgeon and paddlefish species (as is already the case for some, as explained in paragraph 7 above);
 - scientific institutions entitled to the exemption provided by Article VII, paragraph 6, of the Convention (again, as is already the case for some);
 - operations that breed Appendix-I animal species for commercial purposes (e.g. on bird rings or tags used for crocodilian skins);
 - operations that artificially propagate specimens of Appendix-I species for commercial purposes.

This limited opening would allow both the Management Authority concerned and the Secretariat to keep track of who is using the logo.

Unauthorized use of the logo

9. The Secretariat has occasionally come across cases where the logo had been used without its authorization or that of a Management Authority. With the exception of requests to use the logo by intergovernmental organizations or in websites as a simple link to the CITES website, the Secretariat always consults Parties concerned about requests to use the logo. Should Parties therefore notice that the logo is being used without their consent, the Secretariat urges them to request that the users stop such practice until they have received a formal authorization from the Secretariat.

Recommendations

10. The Parties are invited to review their own usage of the CITES logo and to express their views on the benefits and shortcomings of a less restrictive policy on the use of the logo. The Committee is also invited to indicate whether it thinks that this issue should be discussed further, and how.