

2.12 Use of the name and logo of IUCN – The World Conservation Union

RECOGNIZING that IUCN – The World Conservation Union has grown considerably in recent years, and that its good name is a key asset to the members and the overall Union, providing to the global community the assurance that programmes and products bearing the name and logo of IUCN have been prepared to the highest scientific and technical standards;

RECOGNIZING that there are many benefits to IUCN members, to IUCN as a whole, and to efforts in general on behalf of nature conservation from securing more visibility for the existing programmes and products of IUCN, and that therefore members and other components of IUCN should continue to be encouraged to publicize appropriately their association with IUCN;

NOTING, however, that in the absence of consistent guidance on this matter, some components and members of IUCN have encountered difficulties in deciding when and how to publicize their association with IUCN;

CONCERNED that the inconsistent or unauthorized use of IUCN's name and logo may weaken the importance and maintenance of the Union's good name and thereby cause confusion amongst the public about IUCN; and

RECOGNIZING that to achieve consistency and clarity in the use of the name and logo, such use should only be authorized through policies adopted by the IUCN Council and through procedures implemented through the Office of the Director General;

The World Conservation Congress at its 2nd Session in Amman, Jordan, 4–11 October 2000:

DECIDES that:

- (a) all members of IUCN in good standing have the right to identify themselves through the use of the IUCN name and logo, in accordance with this Resolution and the policies adopted by the IUCN Council, and through corresponding procedures implemented through the Office of the Director General;
- (b) all National and Regional Committees formally recognized by the IUCN Council have the right to identify themselves to the public as IUCN National or Regional Committees and that non-members invited to National or Regional Committee meetings do not have the right to identify themselves as speaking for IUCN through that association with the Committee;
- (c) all IUCN Commissions have the right to identify themselves as part of IUCN and duly-appointed members of Commissions have the right to identify themselves as IUCN Commission members in a manner consistent with each Commission's by-laws;
- (d) all elected officials of IUCN may identify themselves by reference to their elected titles for the period of their elected position;

- (e) this authorization to represent IUCN – The World Conservation Union as a whole may only be undertaken in accordance with policies adopted by the IUCN Council and through procedures implemented through the Office of the Director General; and
- (f) the Office of the Director General is responsible for communicating throughout IUCN the policies, procedures and criteria pertaining to the IUCN name and logo, and also for monitoring the use of the name and logo with the purpose of notifying the relevant IUCN body of instances of possible misuse.