

COUNCIL

Council

GUIDELINES OF THE SECRETARY-GENERAL ON THE USE OF THE OECD BRAND

(Note by the Secretary-General)

This revision reflects the modifications agreed by the Executive Committee at its 30 January 2013 session (see paragraphs 7 of the cover note, and paragraphs 15, 16, 20 and 23 of the Appendix), as well as a clarification of wording by the Secretariat in paragraph 20 of the Appendix in order to better align it with the Council conclusions C/M(2005)22/PROV, Item 294.

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This document and any map included herein are without prejudice to the status of or sovereignty over any territory, to the delimitation of international frontiers and boundaries and to the name of any territory, city or area.

Introduction

1. On the occasion of a request for the granting of the Organisation's sponsorship in 2011, the Executive Committee requested the Secretariat to prepare a note on the legal framework governing the patronage and sponsorship of the Organisation [see [CE/M\(2011\)9/PROV](#), Item 68].

2. It is recalled that the provisions on the patronage and sponsorship of the Organisation are set forth in two Resolutions of the Council: C(62)89(Final) concerning the Patronage by the Organisation of International Displays and C(68)44(Final) concerning the Organisation's Sponsorship of International Programmes of Work Undertaken in Continuation of the Organisation's Activities.

3. The existing legal framework is described in a note by the Legal Directorate [[CE\(2012\)8](#) and [CE\(2012\)8/CORR1](#)]. This note highlights that the approval processes and the terminology employed are perceived as being outdated and should therefore be reformed to make the process more efficient.

4. The Executive Committee discussed document [CE\(2012\)8](#) on 25 April 2012 and adopted the following conclusions [[CE/M\(2012\)7](#), Item 64 d) and e)]:

- noted that it is the Secretariat's intention to review the Resolutions C(62)89(Final) and C(68)44(Final) by the end of 2012, in the context of an update of the Guidelines of the Secretary-General for OECD Institutional Branding - Protecting and Promoting the OECD Brand [[C\(2006\)27/REV1](#)];
- agreed to return to the issue of patronage and sponsorship at a future session.

5. The Secretary-General carried out a review of the Guidelines of the Secretary-General for OECD Institutional Branding - Protecting and Promoting the OECD Brand [[C\(2006\)27/REV1](#)] and proposes that the new Guidelines of the Secretary-General on the Use of the OECD Brand as set out in the Appendix to the present document replace [C\(2006\)27/REV1](#). The new Guidelines focus on the protection and use of the OECD Brand, notably integrating the OECD Brand platform which was launched at the 2012 Ministerial Meeting and removing the copyright section as those aspects are not directly related to the Brand. Furthermore, the section "Speaking on behalf of the OECD" has been updated and the 2009 Guidelines on Speaking with the Media [[C/INF\(2009\)14](#), noted by the Council on 11 December 2009 [C/M\(2009\)23/PROV](#), Item 316 a)] have been incorporated in the Guidelines.

6. In the context of this review, the Secretary-General also reviewed the 1962 and the 1968 Resolutions, and proposes a simplification of the framework and its consolidation within the new Guidelines. Paragraphs 14-17 address the issue of sponsorship granted by the OECD (previous "patronage"), whereas paragraphs 15-18 address the issue of institutions under the auspices of the OECD (previous "sponsorship"). As a result, it is proposed to abrogate the 1962 and 1968 Resolutions.

Proposed Action

7. In the light of the preceding, the Secretary-General invites the Council to adopt the following draft conclusions:

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- a) noted document [C\(2013\)10/REV1](#);
- b) adopted the Guidelines of the Secretary-General on the Use of the OECD Brand set out in the Appendix to document [C\(2013\)10/REV1](#), which replace the

Guidelines of the Secretary-General for OECD Institutional Branding - Protecting and Promoting the OECD Brand set out in document [C\(2006\)27/REV1](#);

- c) noted that the Secretary-General will report to Members regarding their implementation;
- d) abrogated the Resolution of the Council concerning the Patronage by the Organisation of International Displays C(62)89(Final) and the Resolution of the Council concerning the Organisation's Sponsorship of International Programmes of Work Undertaken in Continuation of the Organisation's Activities C(68)44(Final).

APPENDIX

GUIDELINES OF THE SECRETARY-GENERAL ON THE USE OF THE OECD BRAND

1. The OECD is recognised as a rigorous and objective Organisation producing analysis and policy advice of reliably high quality and impact as well as performing a leading role in setting standards. Continuing to strengthen the public image of the OECD and improve the dissemination of its policy advice and recommendations to a range of audiences in Member and Partner countries has been a high priority for the Organisation over the years. While the promotion of the OECD brand¹ is one key element in the Organisation's strategy, it is essential, for the protection of the Organisation's reputation, to ensure that the brand is used with care and in adherence to OECD rules and principles.
2. In striving for the widest and most effective dissemination of the Organisation's analytical outputs and policy recommendations, the OECD brand should be managed consistently and coherently across the Organisation.
3. The Secretary-General is responsible for managing the OECD brand, including the use of the name and logo of the Organisation.
4. As part of this responsibility, the Secretary-General has established the present Guidelines, which are updated periodically and should be followed for the promotion and protection of the OECD name, logo and reputation.
5. More specific implementation guidelines and procedures in support of the present Guidelines are prepared as needed, by or in consultation with the Public Affairs and Communications Directorate (PAC).

I. Name, acronym and logo of the Organisation and their protection

6. The full official name of the Organisation is "Organisation for Economic Co-operation and Development" in English and "Organisation de Coopération et de Développement Économiques" in French. The name may be translated into any language. PAC should be consulted in order to obtain official translations.
7. The official acronyms of the Organisation are "OECD" in English and "OCDE" in French.
8. There is only one OECD logo. The OECD logo should be reproduced according to the established guidelines and standards.² The logo may not be modified in any way for specific usage without

¹ The OECD brand is defined as the name, acronym, logo, brand platform and official graphic identity (see Annex I).

² Graphic files along with clear and concise guidance have been established by PAC and are available on PAC's Intranet site.

PAC's prior approval. In exceptional cases, other logos may be used with the express approval of the Secretary-General.

9. The protection of names, acronyms and emblems of international organisations is ensured under international law by the Paris Convention for the Protection of Industrial Property. It entered into force in 1884 and today has 174 parties, including all OECD Members. Its application was extended by Article 16 of the Trademark Law Treaty and Article 2 of the WTO Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS) to 181 parties.

10. Article 6*ter* of the Paris Convention provides protection against unauthorised commercial use, as trademark, of the names, acronyms and emblems of intergovernmental organisations.

11. The name, acronym (abbreviation) and emblem (logo) of the OECD in its two official languages are notified to the Secretariat of the World Intellectual Property Organisation (WIPO) in accordance with the procedures set up under the Paris Convention and are regularly updated with the most recent logos. The OECD enjoys article 6*ter* protection in most countries and economies in the world.³

II. Use of the OECD brand

12. All outputs of the OECD's Programme of Work, including any events and media outlets (websites,⁴ videos, social media) organised or co-organised by the Organisation, shall carry the OECD name and/or acronym and logo. Responsibility for ensuring that the name and logo are properly displayed lies with the relevant directorate or body.

13. All other uses of the OECD brand require the prior authorisation of the Organisation, under the conditions described below. In the absence of such prior authorisation, under no circumstances may the OECD brand be used by a third party in a manner that would imply that the Organisation associates itself with such third party.

Sponsorship granted by the OECD

14. Sponsorship granted by the OECD is defined as the authorised use of the OECD brand, in the context of specific events, projects, programmes, advertising or editorial content that are neither organised nor co-organised by the Organisation.

15. The Council delegates the responsibility for granting sponsorship to the Secretary-General.

16. The following criteria shall be taken into consideration when deciding whether to grant sponsorship:

- the external event should serve the objectives of the Organisation;
- there should be no significant risks to the image and reputation of the Organisation as a result of such sponsorship, especially with regard to real, potential or apparent conflicts of interest. The risk assessment should take into account that conflict of interest risks may be heightened when the event is organised by a non-governmental organisation or a private enterprise; and
- the sponsorship shall be limited in time and should be granted judiciously.

³ See [SG/LEG\(2005\)1](#).

⁴ See PAC Guidelines for Joint Websites, 7 January 2009.

17. In cases where the sponsorship entails a financial contribution, this shall be treated in conformity with the Organisation's Financial Statutes.

Institutions under the auspices of the OECD

18. The Council may authorise an external institution to work under the auspices of the OECD and to use the Organisation's name and logo accordingly. Institutions that may work under the auspices of the Organisation include, but are not limited to, external institutions or programmes that carry out activities in continuation of work initially undertaken by the Organisation.

19. The criteria listed above for the granting of the Organisation's sponsorship may be used *mutatis mutandis* by the Council in deciding whether an external institution may work under the auspices of the OECD. In addition, the Council may take into account considerations such as potential financial implications for the Organisation, the duration of the authorisation or any other relevant terms on which it may wish to condition such authorisation.

OECD Entities outside Headquarters⁵

20. The Secretary-General, following consultation with the Council, may authorise an entity to label itself as an OECD entity [see [C/M\(2005\)22/PROV](#), Item 294]. An "entity" is defined as any physical installation of a stable nature situated outside the Headquarters of the OECD and characterised within the framework of the Programme of Work and Budget by one or more of the following elements: partial or total financing through the budget of the OECD (Parts I or II, including voluntary contributions or grants), recruitment of OECD staff members to be located at the entity, and/or use of the name or logo of the OECD as part of their identity.

21. An Inventory of OECD Entities located outside Headquarters is regularly updated and submitted to the Council for information.

III. Speaking on behalf of the OECD

22. OECD staff shall abide by the Regulations, Rules and Instructions which set out the basic principles, rights and duties applicable to them. These basic principles, rights and duties are further developed in the OECD Code of Conduct. Among these is the obligation of integrity and loyalty to the Organisation, which includes the obligation of staff to refrain from inappropriate use of the OECD name or logo. Staff are also required to adhere to the relevant Regulations, Rules and Instructions in making any public statements concerning the Organisation or its activities.

23. Guidelines for dealing with the media [[C/INF\(2009\)14](#)] are reproduced in Annex II to this document for information.⁶

⁵ See [C\(2005\)135](#) and [C\(2005\)135/CORR1](#) and [C\(2005\)135/CORR2](#) and [C/M\(2005\)22/PROV](#), Item 294.

⁶ For Subsidiary bodies and Delegation of Members, see also the Manual for the Guidance of Chairs of Subsidiary Bodies of the Organisation, last updated in 2011.

ANNEX I

THE OECD BRAND
(as of 25 May 2012)
LA MARQUE OCDE
(au 25 mai 2012)

I. The logo / le logo



II. The name / le nom

Organisation for Economic Co-operation and Development

Organisation de Co-opération et de Développement Economiques

III. The brand platform / la plateforme de marque

1. Mission / mission : Better policies for better lives / *Des politiques meilleures pour une vie meilleure*

2. Vision / vision: A stronger, cleaner, fairer world / *Un monde plus fort, plus sain, plus juste*

3. Means / moyens : The OECD measures, analyses and compares to drive better policies for better lives. / *L'OCDE mesure, analyse et compare pour impulser des politiques meilleures pour une vie meilleure.*

4. Values / valeurs:

A. Objective – Our analyses and recommendations are independent and evidence-based.
Objectivité – Nos analyses et nos recommandations sont indépendantes et factuelles.

B. Open – We encourage debate and a shared understanding of critical global issues.
Ouverture – Nous encourageons le débat et la compréhension mutuelle sur des questions cruciales pour le monde.

- C. Bold – We dare to challenge conventional wisdom starting with our own.
Audace – Nous osons mettre en question les idées reçues, à commencer par les nôtres.
- D. Pioneering – We identify and address emerging and long term challenges.
Prospective – Nous identifions et abordons les défis nouveaux et les enjeux à long terme.
- E. Ethical – Our credibility is built on trust, integrity and transparency.
Ethique – Notre crédibilité est bâtie sur la confiance, l'intégrité et la transparence.

ANNEX II

GUIDELINES FOR DEALING WITH THE MEDIA

*Document [C/INF\(2009\)14](#), noted by the Council on 11 December 2009
[[C/M\(2009\)23/PROV](#), Item 316 a)].*

I. Preamble

1. OECD Communications Strategy calls for the Organisation to communicate both general messages related to its overall mandate and specific messages directed to particular audiences or related to the priorities set by members. Delivering such messages involves a genuine exchange of information and views, not only with governments, but with other key interlocutors such as the media, civil society, parliamentarians, and the business, labour and academic communities.
2. This document groups existing guidelines¹ for dealing with the media and updates them where appropriate.

II. Principles

3. OECD is committed to openness and transparency in its activities generally, and this applies also to its dealings with the media. Where appropriate, OECD should not merely react to events, but be proactive in contributing to public debate on issues of international importance. This calls for sensitivity and responsiveness to the concerns both of member country governments and of the public at large, and a willingness to address potentially delicate and complex issues openly and in factual terms.
4. Effective communications require a clear understanding on the part of the various actors of their roles and responsibilities and where the boundaries lie. This is particularly important in cases where sensitive issues affecting the reputation of the Organisation or the interests of a member country require a well co-ordinated response, balancing the need for transparency with the requirement to protect diplomatic processes. On such occasions, responding to media interest in an open and timely fashion provides the best protection against misinterpretation of the facts by others.

¹ Current guidelines addressing various aspects of communication with the media can be found in the: (1) “Manual for the Guidance of Chairs of Subsidiary Bodies of the Organisation”, which addresses the roles and responsibilities of Committee and other Chairs and Bureaux; (2) OECD Communications Strategy [[C\(2008\)200](#), Parts I and II], which addresses the principles and implementation of OECD communications across the Organisation; and (3) the brochure “OECD Communications with the Media”, which is distributed to all OECD staff, providing advice on how to deal with journalists.

III. Roles and responsibilities

The Secretariat

5. The Secretary-General speaks for the Organisation and its members on matters of policy. The Secretary-General is responsible for institutional communication with member governments and for statements of policy. In this capacity, the Secretary-General speaks to the media frequently, both at and away from OECD headquarters. The Director of the Public Affairs and Communications Directorate (PAC) speaks to journalists on behalf of the Secretary-General, when appropriate.

6. The Director of PAC is responsible for the co-ordination of messages put forward by the Organisation, with a view to achieving a comprehensive and coherent presentation of the Organisation and its activities by international and national media. PAC is responsible for issuing OECD news releases, under the authority of the Secretary-General, and for ensuring a high standard of presentation and clarity of content.

7. PAC media officers at OECD headquarters and in the four OECD Centres are the primary point of contact for all media enquiries. They are authorised to respond to routine enquiries and may be identified as “an OECD spokesman” or by name and title. They have general responsibility for fostering positive relations with the media. They pursue a proactive strategy with a view to encouraging the publication and broadcasting of news items and features on OECD work and activities. They organise interviews for journalists with OECD staff and act as a liaison point between the media and OECD Committees. They assist journalists in obtaining rapid responses to substantive or technical enquiries, providing data and contextual explanation and where appropriate identifying relevant experts and putting them in direct contact with the journalist concerned.

8. Experts in author directorates are encouraged to be in contact with the media. Subject to the approval of their managers, this can involve both responding to specific media inquiries and cultivating long-term relationships with journalists specialised in their areas of competence. In all cases, Secretariat staff is called upon to exercise professional discretion. Where sensitive issues are concerned, Secretariat staff should co-ordinate with PAC media staff, sticking to the facts of the case in any contacts with journalists and avoiding expressing personal opinions. Directorate staff informs PAC media officers of contacts with journalists, with a view to assisting in maintaining a comprehensive overview of the Organisation’s relations with the media. They also assist by contributing information that helps to update PAC’s centralised media database. In association with HRM, PAC organises message development courses and media training for directors and experts dealing with the media. A handbook, *OECD Communications with the Media*, is given to new members of staff on their arrival at the Organisation.

Committees

9. Committees are encouraged to reach out to the media on the occasion of high-level or ministerial meetings, when an important publication is to be launched, or when called for by public interest in their work.

10. Responsibility for contacts with the media is vested in the Chair/Bureau, under the authority of the committee. Before contacting the media, the Chair sets out to committee members the strategy and main messages s/he intends to employ and seeks their views. The final decision on the content of his/her communications with the media lies with the Chair, giving consideration to the views and concerns thus expressed. The Chair/Bureau works with the relevant author directorate and PAC on the drafting of news releases, the organization of news conferences and the creation of websites. The relevant author directorate ensures the technical and substantive accuracy of any information provided to the media, while PAC

provides advice from a media/communications perspective. PAC has responsibility for issuing news releases and launching special websites, and for ensuring that these meet high standards of presentation and clarity of content. In co-ordination with the Chair/Bureau and the relevant directorate, PAC has responsibility for operational contacts with the media.

Delegations

11. Delegations have an important role to play in transmitting information about OECD and its work to audiences in their home countries. This includes informing national media and responding to their enquiries. Delegations may choose to organise news briefings in relation to events, publications or issues of particular interest in their countries. They also have a role to play in fostering positive relations with journalists specialised in their country or region of the world and in promoting the reputation and output of the Organisation.

12. PAC media officers at OECD headquarters and in the four OECD Centres support national delegations in their activities. Where appropriate, they refer journalists to delegations for information and comment on relevant issues. Delegations inform PAC's media division about relevant contacts with journalists and assist in keeping them abreast of developments in the media landscape in their country. They also assist PAC in maintaining its centralised media database up to date and advise on specific media contacts that can be of particular value in communications terms.