

Agenda item 3(b)
General Programme of Work

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Executive summary

The Secretariat has undertaken a rebranding exercise to reinforce the strategic objective of management and modernization of the Organization.

The resulting rebranding proposal is presented in detail to the Executive Council for endorsement, approval of its implementation, and authorization of legal measures for the protection of specific elements of the strategy as the Organization's intellectual property.

DRAFT DECISION¹

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(document CE/118/3(b) Add.1)

The Executive Council,

Having taken cognizance of the UNWTO rebranding presented by the Secretary-General and its specific elements,

1. *Endorses* the new organizational branding, whose core elements are annexed to the present decision;
2. *Approves* the implementation of the aforementioned rebranding; and
3. *Requests* the Secretary-General to take the necessary steps with WIPO to duly protect the intellectual properties contained in the rebranding proposal under the worldwide and free registration mechanism available for the protection of signs of International Organizations.

¹This is a draft decision. For the final decision adopted by the Council, please refer to the Decisions document issued at the end of the session.

I. Introduction

1. The UNWTO Secretariat has undertaken a rebranding exercise centred on better communicating and expressing the role of the World Tourism Organization (UNWTO) as the United Nations agency responsible for the promotion of responsible, sustainable and universally accessible tourism and its contribution to the 2030 Agenda for Sustainable Development.

II. Development

2. Over the last 18 months the Secretariat has analysed the way the Organization presents itself to the world at large, and in particular, how its communication is perceived, understood and valued by all stakeholders.
3. The findings of this analysis indicate that in the current global context, there is an unprecedented opportunity to scale up the appreciation of UNWTO as (a) a specialized agency of the United Nations, and (b) its leading role in tourism, taking into account the sector's proven contribution to global economic growth, inclusive development and environmental sustainability.
4. In order to further this perception, the Secretariat tapped the expertise of Interbrand, a world leader in branding and strategy.
5. In line with the successful strategies employed by other UN-system funds, programmes and specialized agencies in this regard (UN Women, UN Volunteers, etc.), a rebranding approach based on the concept "UN Tourism" was developed.
6. This builds on the successful renaming of UNWTO's digital newsletter to "UN Tourism News", since September 2019.
7. During the rebranding process, the UNWTO Secretariat applied all prudential measures to mitigate the risk of undue appropriation by third parties of intellectual property created around the "UN Tourism" rebranding concept, until they can enjoy the protection afforded by the World Intellectual Property Organization (WIPO) to the signs of International Organizations.

III. Implementation and protection

8. The Executive Council is invited to endorse the rebranding proposal, approve its active implementation, and authorize the Secretary-General to take the necessary steps to protect its intellectual property elements.
