



**Meeting of the Parties to the  
Protocol to Eliminate Illicit Trade  
in Tobacco Products**

First session  
Geneva, Switzerland, 8–10 October 2018  
**Provisional agenda item 7.5**

**FCTC/MOP/1/21  
21 August 2018**

## **Visual identity of the Protocol**

### **Report by the Convention Secretariat**

#### **Purpose of the document**

This report introduces proposals for the visual identity of the Protocol to Eliminate Illicit Trade in Tobacco Products.

#### **Action by the Meeting of the Parties**

The Meeting of Parties is invited to provide further guidance and consider adopting the annexed draft decision.

Contribute to the Sustainable Development Goals (SDGs), if applicable: SDG 3 and Target 3.a  
Link to the workplan and budget item: 2018–2019: 5.1(b) and 2020–2021: 5.1(b)  
Additional financial implications if not included in the workplan and budget: US\$ 10 000  
Author team(s): Convention Secretariat  
Related document(s):

## BACKGROUND

1. In order to increase the visibility of the Protocol to Eliminate Illicit Trade in Tobacco Products (Protocol) and to provide a visual identity to activities under the Protocol, a logo is proposed for the documentation of the governing bodies of the Protocol. This logo would be used for letterheads, conference and meeting working papers, publications, and other official communication tools of the Meeting of the Parties to the Protocol to Eliminate Illicit Trade in Tobacco Products, as required.
2. This is vital to further differentiate the WHO Framework Convention on Tobacco Control (WHO FCTC) from the Protocol since these are separate treaties with separate governing bodies, workplans and budgets. However, such a design should keep in mind the clear relation between these two legal instruments, its Parties and the Convention Secretariat that serves as secretariat for both instruments.
3. The Convention Secretariat aims for a cost-effective option for a visual identity, and the approach for developing a visual identity should serve as a blueprint for possible future Protocols negotiated under the WHO FCTC as well.
4. To avoid lengthy discussions in its future sessions, the Meeting of the Parties (MOP) might want to consider mandating the Bureau of the Meeting of the Parties to decide on a final design for a possible logo for the Protocol.
5. The Convention Secretariat will continue to use its stamp in all non-official documents and communication tools that address Protocol-related matters in the same way it does with the non-official WHO FCTC matters.
6. Furthermore, the MOP might wish to consider an abbreviation to cite the Protocol for future references. The Intergovernmental Negotiating Body (INB) suggested previously use of the abbreviation “ITP (Illicit Trade Protocol)”. However, this abbreviation fails to highlight that the Protocol is intended to *eliminate* illicit trade and does not reference that the Protocol deals with illegal trade in *tobacco and tobacco products*.
7. Further consideration could be given to the informal title of the “Seoul Protocol” to reference the place where the Protocol was adopted. Although informal, this practice is used with other international conventions and protocols.<sup>1</sup>
8. The MOP is invited to review the suggestion for a visual identity for the Protocol and make a decision on a logo. Following the decision of the MOP, the Convention Secretariat, in consultation with WHO Office of the Legal Counsel, will take the necessary steps for the protection of the logo of the Protocol under Article 6ter of the Paris Convention for the Protection of Industrial Property and in accordance with the Guidelines for the Interpretation of Article 6ter (1)(b) and (3)(b) adopted in 1992 by the Assembly of the Paris Union.

## ACTION BY THE MEETING OF THE PARTIES

The MOP is invited to provide further guidance and consider adopting the annexed draft decision.

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<sup>1</sup> For example: UNECE Convention on Access to Information, Public Participation in Decision-making and Access to Justice in Environmental Matters, is also known as the “Aarhus convention”. Similarly, the related Protocol is informally called the “Kiev Protocol”. The Protocol to the 1979 Convention on Long-Range Transboundary Air Pollution on Further Reduction of Sulphur Emissions is informally known as the “Oslo Protocol”. The Central African Convention for the Control of Small Arms and Light Weapons, their Ammunition and all Parts and Components that can be used for their Manufacture, Repair and Assembly is also known as the “Kinshasa Convention”.

**Annex**

**Draft decision on the visual identity of the Protocol to Eliminate Illicit Trade in Tobacco Products**

The Meeting of the Parties (MOP),

Noting the report prepared by the Convention Secretariat contained in document FCTC/MOP/1/22,

Acknowledging the importance of having a specific visual identity of the Protocol to Eliminate Illicit Trade in Tobacco Products (Protocol),

Recognizing the necessity of obtaining suitable legal protection,

1. DECIDES to mandate the Convention Secretariat to commission a design for the logo of the Protocol and to mandate the Bureau of the MOP to decide on the final design of the logo;
2. DECIDES to adopt an informal abbreviation for the Protocol, associated with the full name of the Protocol, which is “Protocol to Eliminate Illicit Trade in Tobacco Products”, in all six official languages of the Conference of the Parties; and
  - (a) requests the Convention Secretariat to take appropriate measures with a view to preventing the unauthorized use, in particular for commercial purposes by means of trademarks or commercial labels, of the logo, abbreviation and name of the Protocol;
  - (b) requests the Convention Secretariat to present proposed designs to the Bureau elected by the MOP and consult with Parties through the regional coordinators;
  - (c) urges each Party to the Protocol, pending the coming into effect within its territory of any such measure or prohibition, to endeavour to prevent any unauthorized use of the logo, abbreviation and name of the Protocol, in particular for commercial purposes by means of trademarks or commercial labels; and
3. DECIDES to mandate the Convention Secretariat to continue to use its stamp in all unofficial Protocol documentation.

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