

IUCN
WORLD CONSERVATION CONGRESS
5–14 October 2008, Barcelona, Spain

**Proposed Amendment to Art. 1 of the IUCN Statutes
concerning the Name of IUCN**

Proposed to the World Conservation Congress by Council.

Action Requested: The World Conservation Congress is requested to:

- a) TAKE NOTE of Council's adoption of the new logo of IUCN; and
- b) ADOPT the proposed amendment to Art. 1 of the Statutes as set forth in the attached Table.

1. Art. 1 of the Statutes sets forth the name of IUCN as follows: "The International Union for Conservation of Nature and Natural Resources (IUCN) (also known as the World Conservation Union)..." (with such name used in each of IUCN's three official languages).
2. IUCN's Certificate of Registration with the Swiss authorities sets forth the following name: "UICN, Union internationale pour la conservation de la nature et de ses ressources (IUCN, International Union for Conservation of Nature and Natural Resources)."
3. Resolution 18.1 adopted by the 18th General Assembly of IUCN (Perth, 1990), provides for (a) "The World Conservation Union" to be used "as a short descriptive title"; (b) "IUCN-The World Conservation Union" to be used "[o]n documents"; and (c) "The International Union for Conservation of Nature and Natural Resources (IUCN), commonly styled The World Conservation Union" to be used on "legal instruments" (Res. 18.1, operative paragraph 3).
4. The previous logo of IUCN, consisting of the "IUCN" acronym and the caption "The World Conservation Union" placed immediately underneath it, was adopted by Council at its 33rd meeting held on 4–6 May 1992.
5. Council and the Director General have discussed on repeated occasions their shared concern over the growing state of confusion that the multiple name forms as well as the mismatch between the acronym and the caption in the logo of IUCN create amongst IUCN's target audiences. Council was provided ample opportunity to appreciate the negative effects from such confusion, and ultimately a common belief was reached that a new logo and a clarified brand name were urgently needed in order for IUCN to raise its profile and to communicate its message more effectively.
6. At its 68th meeting held on 19–20 November 2007, Council established a working group for the purpose of (a) reviewing the considerable work already done on possible options for a new logo and a clarified brand name, and (b) submitting its recommendation to Council through electronic means (the "Working Group").
7. In December 2007, the Working Group decided to recommend to Council that it (a) drop the caption "The World Conservation Union" from the logo and adopt the new big "C" logo, and (b) propose to the World Congress an amendment to Art. 1 of the Statutes, to delete the name "The World Conservation Union" and replace it with "International Union for Conservation of Nature."

8. In January 2008, by mail ballot Council decided to discontinue the use of the then-current logo and to replace it with the new big “C” logo, in accordance with the recommendation of the Working Group.
9. At its 69th meeting held in March 2008, and in accordance with the above considerations and recommendations, Council decided to propose to the World Congress an amendment to Art. 1 of the Statutes, to delete “The World Conservation Union” and replace it with “International Union for Conservation of Nature,” more specifically as set forth in the attached Table.
10. Also consistent with the above, Council decided to propose to the World Congress a motion that would supersede those parts of Resolution 18.1 (Perth, 1990) pertaining to the multiple name forms of IUCN, as noted above (with such a motion being proposed by Council for due consideration by the World Congress).

**PROPOSAL BY THE IUCN COUNCIL TO AMEND
ART. 1 OF THE STATUTES OF IUCN
WCC October 2008**

Current Provisions in the Statutes	Proposed Amendments to Current Provisions in the Statutes	Proposed Final Text of Amended Provisions
<p>1. The International Union for Conservation of Nature and Natural Resources (IUCN) (also known as the World Conservation Union) is constituted in accordance with Article 60 of the Swiss Civil Code as an international association of governmental and non-governmental members. Therefore it has legal personality and may perform any act in conformity with its objectives.</p>	<p>1. <u>IUCN</u>, The International Union for Conservation of Nature and Natural Resources (IUCN) (also known as the World Conservation Union <u>International Union for Conservation of Nature</u>) is constituted in accordance with Article 60 of the Swiss Civil Code as an international association of governmental and non-governmental members. Therefore it has legal personality and may perform any act in conformity with its objectives.</p>	<p>1. IUCN, International Union for Conservation of Nature and Natural Resources (also known as International Union for Conservation of Nature) is constituted in accordance with Article 60 of the Swiss Civil Code as an international association of governmental and non-governmental members. Therefore it has legal personality and may perform any act in conformity with its objectives.</p>