
In 2025, the UNESCO 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions celebrates its 20th anniversary. This milestone year is an opportunity to reflect on the Convention's impact over the past two decades, highlight its achievements in fostering creativity and cultural diversity, and explore its role in addressing contemporary challenges and opportunities. The anniversary also emphasizes the importance of protecting and promoting cultural expressions as drivers of sustainable development and peace. The overall theme of the anniversary year is

To commemorate this occasion, a special logo has been designed.

UNESCO networks, National Commissions for UNESCO, and partners are invited to join these celebrations by submitting to the Secretariat their proposed activities, and use the appropriate logos on communication materials produced for related events and activities.

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A National Commission can use the 20th anniversary of the 2005 Convention logo for events and activities organised in 2025 and linked to the 20th anniversary.

However, to avoid the repetition of the UNESCO logo, National Commissions are asked to avoid using the UNESCO logo for the National Commission and the 20th anniversary of the 2005 Convention logo at the same time.

For events organized in support of the 20th anniversary of the 2005 Convention, stakeholders are invited to send an email to convention2005@unesco.org to request the dedicated logo, together with the following _____, duly filed out.

- The 20th anniversary of the 2005 Convention logo is the intellectual property of the United Nations Educational, Scientific and Cultural Organization (UNESCO). UNESCO The Ers i/P A