



International PPP Centre of Excellence

Guidelines¹ on the use of official titles in emails, on business cards and other mediums

October 2019

A. Introduction

1. The UNECE greatly appreciates the time and efforts that all Bureau members and other PPP experts with formal titles (e.g. members of the PPP Business Advisory Board, Project Team leaders) provide to the achievement of the UNECE Programme of Work on Public-Private Partnerships (PPPs).
2. It is in the interest of the Working Party on PPPs and the International PPP Centre of Excellence for Bureau members and other PPP experts with formal titles given by the Working Party or by the UNECE secretariat to disseminate the People-first approach to PPPs in order to raise awareness and interest in the UNECE PPP work in support of the Sustainable Development Goals (SDGs). This however needs to be done in a coordinated manner following UN protocols, rules and regulations.
3. For this reason, the UNECE allows certain individuals to use a formal title in their emails and on business cards. This document sets out some guidelines on the use of such titles in both written and electronic communication. These rules also apply to social media.

B. Who can use a UNECE PPP title?

4. Members of the Bureau of the Working Party on PPPs (Chair(s) and vice-Chairs)
 - a. Each of these titles are attributed by the Working Party and are recorded in the report of the sessions with a clear decision number. If doubts arise, you must be able to indicate the Working Party session date and the corresponding decision number.
5. Project Team leaders
 - a. This title is attributed by the Bureau or by the Working Party and communicated by the secretariat to individuals leading the work of project teams developing PPP standards, recommendations and guidelines. If doubts arise, you must be able to refer to the correspondence with the secretariat and/or sessions of the Working Party.
 - b. The length of use of the title is usually defined by the project itself and terminates when the project has been officially concluded by the Bureau/Working Party, or if the Bureau changes the project leadership.
6. Members of the UNECE PPP Business Advisory Board
 - a. This title is officially attributed in writing by the UNECE secretariat to an individual and is recorded on the UNECE website.
7. Additional cases authorized in writing by the UNECE Secretariat.

¹ These guidelines were prepared by the UNECE PPP Secretariat.

- a. The UNECE secretariat may consent the use of a title not foreseen in section B above. This must be done in writing and should have a clearly specified period of time in order to be valid. The secretariat can revoke this use prior to the end of that period without warning and without needing to provide a justification.
8. This list is exhaustive. NO ONE ELSE may use a UNECE PPP title.

C. Conditions of use

9. The use of the title is only authorized while the individual is fulfilling the prescribed function. All use of the title must terminate when the mandates are completed. This includes the destruction of any physical supports that have this title (i.e. business cards) at the end of the mandate.
10. It is not possible to use any of these titles in the past tense. For example, “Former Chair” or “Former Project Team Leader” or “Former member of the PPP Business Advisory Board” is not authorized.
 - a. The use of the title is only during the period that the individual actually holds the title (unless the UNECE secretariat has defined an exception to the individual in writing).
11. No UN logo of any kind can appear in conjunction with this title. The use of the UN logo is regulated by the UN. Only the UNECE secretariat can authorize the use of the UN logo or any other official logo/template. In general, no one can use the UN logo on an email signature or a business card except employees of the UN.
12. The titles mentioned in section B can be used on their own in email signatures or business cards or with other titles in email signatures only (not on business cards). However, if other titles are also listed on email signatures, the main employment should appear first (see section E below for some concrete examples).

D. How and where can this be used?

13. This title can be used, in compliance with the conditions established in this document:
 - a. On email signatures
 - b. On business cards
14. This title cannot be used in a manner which could be interpreted in any way as a validation by the UN or by UNECE of any particular solution.

E. Examples of correct and incorrect use

15. Examples of correct use in email signatures are in Figures 1, 2 and 3.



Figure 1: correct use of a UNECE PPP title in an email signature



Alexander Bazhenov (Mr.)
Founding partner and Chairman of the Supervisory
Board
and
Member of the UNECE PPP Business Advisory Board

Figure 2: correct use of a UNECE PPP title in an email signature



Kaimeng Li

Project Team Leader
PPP Standard on Urban Rail

Figure 3: correct use of a UNECE PPP title in an email signature

16. Examples of incorrect use in email signatures are in Figures 4 and 5.



Ms. Diana Porter
Member of the UNECE PPP
Business Advisory Board

Figure 4: incorrect use of a UNECE PPP title in an email signature
No UN logos can be used in association with this title



Leo McKenna
Former Chair, UNECE Team of Specialists on
Public-Private Partnerships

Figure 5: incorrect use of a UNECE PPP title in an email signature
Titles cannot be used after the end of the official mandate

17. Example of the correct use on business cards is presented in Figure 6. All unused business cards at the end of mandate must be destroyed. If in doubt, please request confirmation from the UNECE secretariat before ordering such business cards.



Figure 6: correct use of a UNECE PPP title on a business card
ONLY the UNECE PPP authorized title can be presented – no other organization title or logo should be on the card

18. Examples of incorrect use on business cards are in Figures 7, 8 and 9.

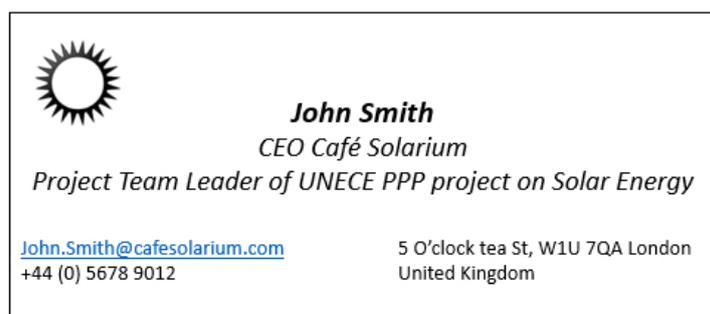


Figure 7: incorrect use of a UNECE PPP title on a business card
The UNECE PPP authorized title cannot be cumulated with another title on a business card; no other organization logo can be used on a business card.



Figure 8: incorrect use of a UNECE PPP title on a business card
It is forbidden to use the UN logo.



John Doe <i>Vice-Chair of UNECE</i>	
John.Doe@sparklingwater.org +41 (022) 5678 9012	Av. de l'eau pure 100, Genève Suisse

*Figure 9: incorrect use of a UNECE PPP title
Only pre-defined titles can be used; "vice-Chair of UNECE" is not an authorized title*