

# Preliminary studies on the concession of the Trademark licenses of the project that identifies the UNESCO World Biosphere Reserve of Monte Peglia

## 2<sup>nd</sup> part

updated 30-10-2019 at 17:00

The Trademark meant for the Reserve's profit-making commercial and productive businesses has the aim:

A) to promote only quality products deriving from sustainable or eco-sustainable agriculture, or from eco-sustainable crafts or industry or services;

B) to promote the UNESCO World Biosphere Reserve of Monte Peglia – Umbria Italian Republic and its possible upgrading projects, and the business activities that are in possession of the requirements which intend to adhere to and make the founding principles of the Reserve;

C) to spread the most appropriate awareness about the quality of the products and services that fall under the conditions of the License;

D) to arouse each and most effective process of awareness, dissemination and promotion of the UNESCO World Biosphere Reserve of Monte Peglia and its founding principles;

E) to contribute to the harmonious development of lasting and cohesive governance systems which promote the enhancement of biodiversity and sustainable models, and the implementation and strengthening of the Paris Agreement on Climate, their essential feature, with the purpose of affirmation at every level of the UNESCO MAB Statutory Framework.

- In particular and always for these purposes it is compulsory for the licensee to use the Trademark by indicating below that the wording
- The ® symbol has to be affixed to the top right of the Trademark
- And hence overall as it follows
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- **It is prohibited to the Licensee to use the Trademark in ways that differ from those specifically and exhaustively indicated.**
- **The Licenses may be signed by qualified Parties recognized by the Management Body, at which Information Points of the Reserve may also be opened.**