

## **Brand Use Eligibility Policy**

### **Eligibility for Use of the Imagine Education au/in Canada Brand<sup>1</sup>**

#### **1) PURPOSE**

- a) Governments<sup>2</sup> must exercise due diligence in order to reinforce the message of the excellence of education in Canada and to avoid any misuse or abuse that would tarnish Canada's reputation in the international education community.

While understanding that an education brand has maximum impact when it is used by a large number of institutions, the purpose of the Brand Use Eligibility Policy is to ensure that only institutions that provide assurance of high-quality education, and the organizations that represent them, are eligible to use the brand.

- b) The Brand Use Eligibility Policy is intended to give effect to the broad outline of agreement as contained in the exchange of letters between the Chair of ACDME, John Kershaw (May 9, 2008), and the Deputy Minister of International Trade, Marie-Lucie Morin (August 22, 2008).

#### **2) PRINCIPLES**

- a) The high quality of the educational services offered by institutions in Canada is an integral part of the identity conveyed by the education brand. For the brand to be effective in terms of marketing and to communicate the excellence of Canada's international-education sector, it should provide other countries and prospective international students the assurance that institutions that use the brand:
  - i. consistently provide high-quality education programs;
  - ii. deal with international students in accordance with recognized codes of practice;
  - iii. are subject to quality-assurance mechanisms that monitor adherence to these standards.
- b) Decisions regarding eligibility for brand use will be guided by recognized national and international standards of quality and practice, such as the Canadian Degree

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<sup>1</sup> The Department of Foreign Affairs and International Trade (DFAIT) and the Corporation of the Council of Ministers of Education, Canada (CCMEC), reserve the right to revise, amend, and interpret this document as required.

<sup>2</sup> Governments refer to the federal government, represented by DFAIT, and provincial and territorial governments, represented by CCMEC. Imagine Education au/in Canada is a protected trademark. This brand is the property of DFAIT. The brand is licensed to the provinces and territories through CCMEC by an official Master Licence Agreement. Any unauthorized reproduction is prohibited.

Qualifications Framework, the Procedures and Standards for New Degree Program Quality Assessment (CMEC framework), and the Organisation for Economic Co-operation and Development's (OECD's) and the United Nations Educational, Scientific and Cultural Organization's (UNESCO's) Guidelines for Quality Provision in Cross-border Higher Education.

- c) Given the need to protect the brand identity, all eligible institutions and organizations must have written authorization in the form of the appropriate sub-licence in order to use the brand.

### 3) IMPLEMENTATION

- a) Phase 1 (fall 2008): The provincial and territorial governments, their respective ministries and departments, their collective instrument, CMEC, and federal government departments and agencies (including, but not limited to, DFAIT, Citizenship and Immigration Canada [CIC], Canadian Heritage, Industry Canada, the Canadian International Development Agency [CIDA], and Human Resources and Skills Development Canada [HRSDC]) are authorized to use the brand. All governments must use the brand in a manner that reflects the brand-use technical guidelines.
- b) Phase 2 (fall 2009): Eligible institutions (as identified by provinces/territories) and organizations may apply through the CMEC Secretariat for authorization to use the brand.

In Phase 2, eligibility is exclusively limited to:

- i. institutions that provide educational services delivered in Canada and are recognized and funded by and accountable to provincial/territorial governments (via mechanisms such as the reporting to government in order to receive public funding, certification, presence of government appointees on governing boards, and/or internal processes such as program reviews);
- ii. private institutions that offer degree programs and that are designated under a government-recognized or government-mandated quality-assurance regime or other relevant legislation, and that provide assurance of consumer protection and a standard of practice in the treatment of students;

*Note: Where designation is specific to the degree program rather than to the institution in its entirety, authorization to use the brand will also be specific to the program ("partially authorized").*

- iii. private schools (funded or not) in Canada authorized and/or certified to deliver provincial/territorial curricula;

- iv. national, provincial/territorial, or regional nongovernmental organizations (NGOs) whose membership comprises exclusively educational institutions eligible to apply to use the brand are also eligible to use it and must apply through the CMEC Secretariat.

*Note: Education-sector NGOs with non-educational entities as members are eligible for a sub-licence, but are subject to conditions of use that may be imposed by CMEC or by the provincial government.*

- c) Phase 3: The Federal-Provincial Consultative Committee on Education-Related International Activities (FPCERIA) is committed to reviewing the eligibility of categories of institutions to add eligible institutions that meet the principles noted above.
  - i. As the provinces and territories have jurisdiction over education, the recognition of adequate quality assurance shall be a judgment of the relevant province or territory, within the framework of the principles noted above.
  - ii. Decisions regarding eligibility will be guided by recognized national and international standards of quality and practice.

Any public or private institutions that provide language-training programs in Canada and that have been subject to either a government-recognized or government-mandated quality-assurance regime or other relevant legislation and provide assurance of consumer protection and a standard of practice in the treatment of students should be approved.

*Note: For the purposes of this article, CMEC and provincial/territorial governments recognize Languages Canada's accreditation. Any language-training institution that is accredited by that organization is eligible to apply for a sub-licence, subject to authorization by the federal or provincial/territorial government. This does not in any way hinder or limit the ability of a province/territory to impose its own quality-assurance or consumer-protection mechanisms as a substitute for the Languages Canada accreditation at any time.*

- d) In practice, the following groups of institutions are eligible to apply to use the brand and constitute, at present, the "pan-Canadian baseline":

#### **In Phase 2**

- i. postsecondary institutions funded by and accountable to government;
- ii. private degree-granting postsecondary institutions specifically authorized to offer degrees under a government-recognized process that includes quality assurance; where the authorization is specific to the degree program rather than to the

institution in its entirety, eligibility to use the brand will also be specific to the program;

- iii. public school boards or districts funded by and accountable to government;
- iv. independent and/or private schools in Canada authorized to deliver provincial/territorial curricula.

### **In Phase 3**

- v. institutions engaged in language-training programs that are subject to quality-assurance verification and accredited by Languages Canada;
- vi. in the future, FPCCERIA may also seriously consider the inclusion of additional categories of institutions or approved quality-assurance standards; these discussions will be framed by the information outlined in a required “Roadmap for Inclusion in the Canada Brand” document.

On January 1 of each year, each province/territory must submit to the CMEC Secretariat a list of institutions in that province/territory that meet the requirements of this policy and, therefore, are eligible to apply to use the brand. The CMEC Secretariat will share the lists provided by provinces/territories with the federal brand manager (DFAIT).

## **4) AUTHORIZATION BY GOVERNMENTS**

Each institution that meets the conditions outlined in section (3) is eligible to apply for authorization to use the brand by completing the on-line application through the brand’s extranet, at <http://imagine.cmec.ca>. Upon receipt of the application, the CMEC brand manager will verify the eligibility of the institution with the respective provincial/territorial list and ensure that the representative(s) of the applicant institution have undergone the required training on the brand’s technical guidelines. If the institution is eligible and has representatives trained in the use of the brand, the brand manager will ask the federal and provincial/territorial government representatives for their authorization.

Authorized institutions that engage in inappropriate actions that may endanger the reputation of Canada abroad or that do not abide by the sub-licence conditions may be subject to the revoking of the sub-licence at any time at the request of either the federal government representative or the provincial/territorial government representative.

## 5) SUMMARY OF OPERATIONS

As an effect of this eligibility policy, all educational institutions would fall under one of three groups:

- a) Non-eligible institutions: institutions that do not meet the criteria for eligibility under the terms of the policy;
- b) Eligible but non-authorized institutions: institutions that meet the criteria for eligibility under the terms of the policy but have not been authorized to access the brand; this may occur for any number of reasons, including:
  - i. institutions' failing to request authorization to use the brand;
  - ii. institutions' failing to meet requirements to access the brand (such as mandatory training or signing a lease agreement); and
  - iii. institutions' being precluded from access to the brand by decision of governments (examples of this might include a province excluding certain institutions from access, or the federal government removing institutional access due to inappropriate actions of the institution abroad);
- c) Authorized institutions: institutions that meet the criteria for eligibility under the terms of the policy and have applied and been authorized by CMEC to use the brand.

Governments have the right to:

- i. refuse to authorize an eligible institution or organization to use the brand;
- ii. withdraw authorization to use the brand from an eligible and previously authorized institution or organization; or
- iii. place conditions of use upon an authorized institution or organization.

## 6) USE OF THE BRAND AT PROMOTIONAL EVENTS ABROAD

- a) All promotional events or education-sector trade missions organized by DFAIT/missions abroad must use the brand. Trade missions or education delegations to an education fair or tour organized by a province/territory shall be under the brand if the province/territory so desires (not compulsory).
- b) No non-eligible institutions are to be located in the Canada pavilions at recruitment or signature events or participate in education-sector trade missions unless there is clear and written consent of the province/territory where the institution is located.

- c) Provinces/territories and/or DFAIT/missions abroad organizing education fairs may allow eligible but unauthorized institutions to participate in the fairs/pavilions in the branded sections of these events.
- d) Provinces/territories and/or DFAIT/missions abroad may also invite private schools authorized to use the curriculum of a province/territory abroad, as well as non-education entities (banks, airlines, insurance companies, etc.), to participate in events as sponsors. Such entities must be positioned separately (in a non-branded area) to ensure that their non-branded status is clear and evident.

An NGO that comprises eligible and non-eligible institutions:

- i. is not eligible to use the brand until such time as its client base reflects the list of institutions that may be eligible to use the brand (either the ineligible institutions are excluded from membership or the list of eligible institutions is expanded in future phases);
- ii. may be authorized to use the brand when:
  - (i) it is organizing an event that consists solely of institutions eligible to use the brand and for that event only; or
  - (ii) it is contracted and is acting as an agent for a federal or a provincial government department, and for that purpose only.

**Addendum to the Brand Use Eligibility Policy**  
**Eligibility for Use of the Education au/in Canada Brand**

**7) INTERPRETATION**

The purpose of this section is to set out how elements of the eligibility policy should be interpreted and applied. While there are many different types of events that may fall under this section (e.g., fairs, forums, expositions, conferences, trade shows, round tables), all broadly fall under two categories for the purposes of interpreting this policy:

- a) Multinational events where numerous countries are represented, and Canada — either by coordination of the federal government, collaboration by provinces and territories, or both — establishes a pavilion within the larger fair that showcases the Imagine Education au/in Canada brand. Examples include the Association of International Educators (NAFSA), the European Association for International Education (EAIE), and the Asia Pacific Association for International Education (APAIE).
- b) Canada-only events organized by DFAIT/missions abroad that showcase the Imagine Education au/in Canada brand. Examples include fairs organized by Canadian embassies.

With respect to multinational events, the following points apply:

- i. The policy applies only to institutions' ability to take part in the "Canada Pavilion" of the event; institutions may choose to participate outside of the Canada Pavilion.
- ii. Each Canada Pavilion shall have a branded area (which includes signage indicating inclusion in the Imagine Education au/in Canada brand) and, where necessary, a non-branded area (where elements of the Imagine Education au/in Canada brand are not present).
- iii. Institutions that are not eligible to use the Imagine Education au/in Canada brand will not be able to participate in the Canada Pavilion.
- iv. Institutions that are eligible to use the Imagine Education au/in Canada brand, and have requested authorization to use the brand but have been refused authorization, will only be eligible to participate in the non-branded areas of the Canada Pavilion.
- v. Institutions that are eligible to use the Imagine Education au/in Canada brand and have been granted authorization will be eligible to participate in the branded area of the Canada Pavilion.

With respect to Canada-only events, the following points apply:

- i. Wherever physically possible, each event must have a branded area (which includes signage indicating inclusion in the Imagine Education au/in Canada brand) and a non-branded area (where elements of the Imagine Education au/in Canada brand are not present).

- ii. Institutions that are not eligible to use the Imagine Education au/in Canada brand will not be able to participate in the event.
- iii. Institutions that are eligible to use the Imagine Education au/in Canada brand, that have requested authorization to use the brand but have been refused authorization, will only be eligible to participate in the non-branded areas of the event.
- iv. Institutions that are eligible to use the Imagine Education au/in Canada brand and have been granted authorization will be eligible to participate in the branded area of the event.

These distinctions apply only to services provided in the context of the eligibility policy and do not necessarily apply to other services provided by the Trade Commissioner Service. Institutions that are not eligible to take part in Canada-only events organized by the Government of Canada may still be eligible to receive other services provided by DFAIT.