

Guidelines for the use of the United Nations Decade on Ecosystem Restoration (2021-2030) Visual Identity and Waiver of Liability

I. Background

This document describes the terms and requirements on which the *United Nations Decade on Ecosystem Restoration 2021-2030* (hereinafter, the *Decade*) visual identity,¹ which is property of the United Nations (UN), may be used. By downloading and using the Decade's visual identity you are accepting the terms of the waiver mentioned in this document.

II. General use of the Decade's visual identity

The *Decade's* visual identity must be used in accordance with these guidelines and its Brand Guide.

The *Decade's* visual identity is primarily intended for three kinds of promotional use, namely informational, fundraising and commercial, as outlined below. All non-UN entities that intend to use the *Decade's* visual identity for fundraising or commercial purposes must receive prior approval from the Decade's Core Team, which comprises members from United Nation Environment Programme (UNEP) and Food and Agriculture Organization of the United Nations (FAO) (hereinafter, the "Core Team").

The *Decade's* visual identity may be used for any promotional, communication and educational activities, provided that these activities are consistent with the aims and principles of the *Decade* and compatible with the core values of the United Nations System, including human rights.

The authorization to use the *Decade's* visual identity does not extend to the use of the United Nations emblem, or the logo of any organizations of the UN System, including of UNEP and FAO. Moreover, the authorization to use the *Decade's* visual identity does not permit the authorized entity to sublicense or to further authorize the use of *Decade's* visual identity to any other entities.

The *Decade's* visual identity must be used in its entirety and must not be altered in any way.

i. Use of the Decade's visual identity by United Nations offices, Funds and Programmes and other subsidiary organs and organizations of the United Nations System

United Nations (UN) offices, Funds and Programmes and other subsidiary organs and organizations of the UN System may use the *Decade's* visual identity without obtaining prior approval from the *Decade's core team*.

However, for reporting purposes, the *Decade's core team* should be informed of events and information material and items for which the *Decade's* visual identity is used including, *inter alia*, publications, posters, brochures, videos, pins, T-shirts, and other communication content.

If the UN entity has its own logo, the latter must be displayed alongside the *Decade's* (e.g. co-branding), in accordance with the *Decade's Brand Guide*.

¹ Details for graphic designers on the way the *Decade's* visual identity is to be used are laid out in "*United Nations Decade on Ecosystem Restoration 2021-2030 Brand Guide*."

ii. Use of the Decade visual identity by non-UN entities

Entities outside the UN system, including governments, intergovernmental organizations, and non-state actors, may use the *Decade's* visual identity in accordance with the requirements outlined below.

The *Decade's* visual identity and the logo of the non-UN entity using it must be displayed side by side, in accordance with the *Decade's Brand Guide*. The logo of the non-UN entity shall be accompanied by the following statement: “[the name of the entity] supports the United Nations Decade on Ecosystem Restoration 2021-2030.”

When displaying the *Decade* visual identity with more than one logo, specific rules regarding alignment, placement and spacing apply, which are outlined in the *Decade's Brand Guide*.

a) Informational uses of the Decade's visual identity

Information uses are those which are:

- primarily illustrative;
- not intended to raise funds; and
- not carried out by a commercial for-profit entity.

Non-UN entities may use the *Decade* visual identity for informational purposes without obtaining prior approval from the *Decade's core team*.

b) Fundraising uses of the Decade's visual identity

The uses of *Decade's* visual identity for fundraising purposes are those that are intended to raise resources to cover the costs of activities in support of the *Decade*. They may only be undertaken by non-commercial not-for-profit entities.

All non-UN entities interested in using the *Decade's* visual identity for fundraising purposes must send a request for approval to the *Decade's core team* providing the following information:

- a short statement of identity (nature of the entity and general information regarding its membership and its objectives);
- an explanation of how and where the *Decade's* visual identity will be used;
- an explanation of how, when and where the fundraising will take place;
- a summary budget;
- an explanation of how the proceeds would be allocated to cover costs of activities in support of the *Decade*, including any proposed contributions that the entity would make to the United Nations and/or to local, national or other international organizations in support of the *Decade*; and
- A waiver of liability (please see the text below) signed by the entity requesting to use the *Decade* visual identity.

c) Commercial uses of the of the Decade's visual identity

Commercial uses of the *Decade's* visual identity are all those undertaken by, or involving, commercial for-profit entities, as well as those intended to lead to commercial or personal financial profit.

All non-UN entities interested in using the *Decade's* visual identity for commercial purposes must send a request for approval to the *Decade's* core team providing:

- a short statement of identity (nature of the company and its activities);
- an explanation of how and where the logo will be used;
- the names of the countries or territories where the logo will be used;
- the nature of the products or services that the company produce or sell in those areas;
- what profits the company expects to make from the use of the logo;
- a summary budget;
- any proposed contributions that the company would make to the United Nations and/or to local, national or other international organizations in support of the *Decade*; and
- a waiver of liability (please see the text below) signed by the entity requesting to use the visual identity.

Proposals for commercial uses of the *Decade's* visual identity will be reviewed by the *Decade* core team on a case-by-case basis.

IV. Length of use of the *Decade* visual identity

The *Decade's* visual identity may be used until December 31, 2031, or advised otherwise by the *Decade's* core team. It may be used beyond December 31, 2031 for reporting and in reference to publications about the *Decade*.

V. Liability

All non-UN entities authorized to use the *Decade's* visual identity, whether for informational, fundraising or commercial purposes, acknowledge that:

- The entity is responsible for ensuring that the activities are carried out in accordance with the applicable law and for ensuring that the appropriate insurance is maintained to cover the risks arising out of such activities.
- The UN, UNEP and FAO, do not assume any responsibility for the activities of the entity.
- The entity shall hold harmless and defend the UN, including UNEP and FAO, and their officials against any action that may be brought against the UN, including UNEP and FAO or their officials as a result of the use of the *Decade's* visual identity by the entity.
- The *Decade's* visual identity is the property of the UN and the UN owns all rights thereto, including its use.
- The *Decade's* visual identity can only be used to identify events and activities related to the *Decade* up until December 31, 2031, or advised otherwise by the *Decade's* core team.
- The *Decade's* core team reserves itself the right to use, for reporting purposes, the information provided by the entity regarding the events or activities for which the visual identity is used.
- The authorization to use the *Decade's* visual identity does not imply endorsement by the UN, UNEP or FAO of the activities for which the visual identity is used, the entity organizing the activities or any of its products or services.

- The *Decade's* visual identity may not be reproduced for the purpose of self-promotion, or obtaining any commercial or personal financial gain, nor may it be used in any manner that implies endorsement by the UN, UNEP and FAO of the activities for which the visual identity is used, the entity organizing the activities or any of its products or services.
- The UN, UNEP and FAO will not assume any responsibility or liability arising from the translation of the text of the *Decade's* visual identity in non-UN official languages.

VI. Enquiries

Please send enquiries to:

United Nations Decade on Ecosystem Restoration 2021-2030

Core Team

Email: restorationdecade@un.org

Waiver of Liability for the use of the visual identity of the United Nations Decade on Ecosystem Restoration 2021-2030

The undersigned acknowledges that, in using the visual identity for the United Nations Decade on Ecosystem Restoration 2021-2030 (hereinafter 'the Decade', as explained in its submission dated _____ to the Decade's core team that is composed of members from the United Nations Environment Programme (UNEP) and the Food and Agriculture Organization of the United Nations (FAO):

- a. The undersigned is responsible for ensuring that the activities are carried out in accordance with the applicable law and for ensuring that the appropriate insurance is maintained to cover the risks arising out of such activities.
- b. The United Nations (UN), UNEP and FAO do not assume any responsibility for the activities of the undersigned.
- c. The entity named below will hold harmless and defend the UN, including UNEP and FAO, and their officials against any action that may be brought against the UN, including UNEP and FAO, or their officials as a result of the use of the Decade's visual identity.
- d. If the entity translates the text of the Decade into non-UN official languages, the entity will state clearly that it takes sole responsibility for the accuracy of the translation. The UN, UNEP and FAO do not assume any responsibility or liability arising from the translated text.
- e. The entity will use the [insert campaign] only after this application form and Waiver of Liability have been received by the Decade's core team and the request to use the Decade's visual identity has been granted.

Signed

Name of Entity

Full Name (block letters)

Email

Affiliation (block letters)

Date

Please send a signed form to:

Core Team

United Nations Decade on Ecosystem Restoration 2021-2030

Email: restorationdecade@un.org