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The UK partnership supporting the International Year of Biodiversity 2010



## International Year of Biodiversity – UK Partner application form

For your organisation to partner with IYB-UK please complete the details in both part A (IYB-UK-partner application) and part B (International use logo waiver form) and return two copies – electronic and printed by:

a) sending electronic version to [iyb-uk@nhm.ac.uk](mailto:iyb-uk@nhm.ac.uk)

b) sending a signed copy by mail to  
IYB-UK Application to partner and use IYB logo  
Attn Dr R M Bloomfield  
IYB-UK  
c/o The Natural History Museum  
LONDON SW7 5BD

(Note exceptions in fundraising and commercial entity categories in part B section II)



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## The International Year of Biodiversity LOGO AND WAIVER OF LIABILITY

Proclaimed by the United Nations General Assembly in resolution 61/203, the International Year of Biodiversity will take place in 2010. This year coincides with the 2010 biodiversity target adopted by the Parties to the Convention on Biological Diversity and by Heads of State and Government at the World Summit for Sustainable Development in Johannesburg in 2002. The Secretariat of the Convention on Biological Diversity has been designated as the focal point for the year.

The celebrations will seek to raise public awareness of the importance of biological diversity to human well-being. Within this context the International Year of Biodiversity will seek to encourage a global discussion on the extent to which the goals of the Convention and relevant Millennium Development Goals have been met, including a celebration of successes in achieving the 2010 target. The objective is to have these discussions culminate in a commitment, by the global community, to reinforce these goals beyond 2010.

### I. Design

The logo for the International Year of Biodiversity (IYB) depicts some of the elements of biodiversity, and integrates these with the characters “2010” which is the year of the celebrations and the year of the 2010 biodiversity target as indicated above. The other elements capture examples of biodiversity, both those that contribute to human well-being, as well as those that capture the intrinsic value of biodiversity.

The fish represent the biodiversity of marine ecosystems, and the waves reminding us of the importance of water. Together they demonstrate the



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value of biodiversity for human well-being. The flamingo illustrates the value of biodiversity for ecotourism

The tree figure at the end demonstrates the importance of forest ecosystems. An adult and a child are included to show that humans have a close relationship with biodiversity and that its conservation, sustainable use and the equitable sharing of its benefits are important for present and future generations. One of the hues of green used in the logo is the colour of the logo of the Convention on Biological Diversity. The words: “2010 International Year of Biodiversity” appears at the bottom.

The logo for the International Year of Biodiversity will be available in the six official United Nations languages: Arabic, Chinese, English, French, Russian and Spanish. The logo might be subject to national variations. A national variation of the logo should maintain the core design, but may translate the words: “2010 International Year of Biodiversity” into a local language. The source files for the logo are designed in such a way as to permit the translation. Files of the logo in greyscale are also available.

## II. Uses of the logo

The logo of the International Year of Biodiversity is primarily intended for three kinds of promotional use: information, fundraising and use by a commercial entity, as outlined below:

### *a. Information uses of the logo*

Information uses of the logo are those which are:

- Primarily illustrative
- Not intended to raise funds; and
- Not carried out by a commercial entity

All entities interested in using the International Year of Biodiversity logo for information purposes must apply for approval to the Secretariat of the



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Convention on Biological Diversity. When requesting approval, the entities should provide:

- A short statement of identity (nature of the organization and its objectives.);
- An explanation of how and where the logo will be used.

Before the logo is used for information purposes, a waiver of liability (please see

text below) in accordance with section III below must be signed by the entity requesting to use the logo.

### ***b. Fund-raising uses of the logo***

Fund-raising uses of the logo are those intended to raise resources to cover costs of activities in support of celebrations for the International Year of Biodiversity to be organized in 2010.

Fund-raising uses of the logo may be undertaken only by non-commercial entities. All entities interested in using the International Year of Biodiversity logo for fund-raising purposes must apply for approval to the Secretariat of the convention on Biological Diversity

When requesting permission to use the logo for fund-raising purposes, the entities must provide:

- A short statement of identity (nature of the organization and its objectives);
- An explanation of how and where the logo will be used;
- An explanation of how the fund-raising will take place;
- A summary budget; and
- An explanation of how the proceeds would be allocated to cover costs of activities during the International Year of Biodiversity. Before the logo is used for fund-raising purposes, a waiver of liability in accordance with section III below must be signed by the entity requesting to use the logo.

### ***c. Uses of the logo by a commercial entity***



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The uses of the logo by commercial entities are all those undertaken by or involving commercial entities, as well as any use intended to lead to commercial or personal profit. All commercial entities interested in using the International Year of Biodiversity logo must apply for approval from the Secretariat of the Convention on Biological Diversity. When requesting permission to use the logo, the entities must explain:

- The nature of the company or enterprise;
- The proposed uses of the logo;
- The names of countries/territories where the logo will be used;
- The nature of products/services that the entity produces/sells in those areas;
- How the products relate to disseminating the messages behind the International Year of Biodiversity in 2010;
- What profits the entity is expected to make from the use of the logo; and
- A summary budget, giving the expenses and any proposed royalties or contributions the entity is expected to make to local, national or international activities for the preparations of the International Year of Biodiversity in 2009 or in favour of implementation of the activities of the International Year of Biodiversity in 2010.

Before the logo is used by a commercial entity, a contract must be signed with the Secretariat of the Convention on Biological Diversity. In particular, such contracts must include provisions concerning the waiver of liability in accordance with section III below. Such contracts must also provide the detailed terms and conditions concerning the use of the logo, including the details of the information enumerated above. Additionally, such contracts must contain the United Nations General Conditions of Contract.

### *d. Length of use of Logo*



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The "International Year of Biodiversity " logo will be used during the next 18 months approximately (end of 2009, all of 2010 and the first months of 2011) for publications that the UN may produce with or without external partners in connection with the IYB, including, *inter alia*, posters, brochures, books, videos, flash and PowerPoint presentations, banners, illustrations, and animations. This period includes the preparation phase in 2009 for the International Year of Biodiversity, the celebrations of the International Year of Biodiversity in 2010, and any subsequent reporting in early 2011.

### III. Liability

All entities authorized to use the International Year of Biodiversity logo for the purposes specified herein must agree to the following provisions on waiver of liability:

- 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;
- Neither the United Nations nor the Secretariat of the Convention on Biological Diversity assumes any responsibility for the activities of the undersigned; and
- The entity shall hold harmless and defend the United Nations, the Secretariat of the Convention on Biological Diversity and their officials against any action that may be brought against the United Nations, the Secretariat of the Convention on Biological Diversity or their officials as a result of the use of the logo.

When the logo is used for information and fund-raising purposes, the waiver of liability form must be signed by the entity. When the logo is used by a commercial entity, the above provisions on waiver of liability must be incorporated into a contract to be signed by the entity. All duly signed waiver-of-liability forms and contracts must be received by the Secretariat of the Convention on Biological Diversity before the proposed activities are carried out.



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## IV. Inquiries

For more information contact:

**Biodiversity is Life – UK Partnership (IYB-UK)**

c/o

The Natural History Museum

LONDON

SW7 5BD

Tel: 020 7942 5218 Web: [www.biodiversityislife.net](http://www.biodiversityislife.net)

Email: [iyb-uk@nhm.ac.uk](mailto:iyb-uk@nhm.ac.uk)

For International information see:

**Secretariat of the Convention on Biological Diversity**

Attn: International Year of Biodiversity logo review board

413 Saint-Jacques Street, suite 800

Montreal, QC, Canada

H2Y 1N9

Fax: +1 514 288 6588

Email: [IYB2010@cbd.int](mailto:IYB2010@cbd.int)

## Part A



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## IYB-UK ([www.biodiversityislife.net](http://www.biodiversityislife.net)) partner application form

To join the IYB-UK partnership and benefit from the activities of its secretariat support, you need to confirm your organisation's details, and provide key contact information.

Please complete this form so that we have an up to date list of contacts for your organisation and an outline of your programme information. This will ensure that the right people receive IYB-UK mailings, media information and invitations. Please note that names on the database may be shared with other IYB-UK partners and with media organisations and others in the context of promoting the International Year of Biodiversity.

As a fully registered partner, please help to promote IYB-UK by adding a link from your website to [www.iyb-uk.net](http://www.iyb-uk.net), and by using the IYB logo on all your publicity materials (complete part B to obtain these).

Please fill in all the fields below and return to [iyb-uk@nhm.ac.uk](mailto:iyb-uk@nhm.ac.uk)

<b>Name of organisation</b>	
<b>Postal address line 1</b>	
<b>Postal address line 2</b>	
<b>Postal address line 3</b>	
<b>County</b>	
<b>Postcode</b>	



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<b>Website address –</b> please indicate the URL you would like us to link to from the IYB-UK website, if not your homepage	
<b>MEDIA CONTACT</b>	Key person with whom the IYB-UK secretariat media and communications team should liaise with on IYB-UK media and marketing.
Media contact name	
Media contact email	
Media contact phone	
Additional Media contact names/details	
<b>IYB PROGRAMME CONTACT</b>	Key person leading your IYB programme of activities.
IYB programme contact name	
IYB programme contact email	
IYB programme contact phone	
<b>VIP CONTACT</b>	Key person from your organisation to be invited to VIP events.
VIP contact name	
VIP contact email	
VIP contact phone	



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	(Insert lines for additional VIP recommendations)
<b>IYB PROGRAMME</b>	Please give a broad outline below of your organisation's plans for celebrating IYB
Please indicate activities here if you are NOT A COMMERCIAL ENTITY and only plan to use the endorsement material of IYB for information/education engagement purposes	
Please indicate here if your activities will include fund raising using the IYB identity materials (see PART B)	
Please indicate here if you represent a COMMERCIAL ENTITY/ACTIVITY (see PART B)	

Please indicate that you give consent for the contact information given in this form to be shared with other partners and media contacts for the sole purposes of promoting International Year of Biodiversity? Yes / No



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## PART B

### The International Year of Biodiversity LOGO AND WAIVER OF LIABILITY

Please note:

a) The Secretariat of Convention on Biological Diversity (SCBD) has given permission to the NHM/IYB-UK secretariat to coordinate the issuing of waivers within the UK for the use of the IYB Logo and endorsement materials for activities in category a – information use (see below) only.

Permission to fundraise using these materials (category b), or permission for them to be used by a commercial entity needs to be agreed, where applicable under contract, with the CBD secretariat.

b) That the NHM, IYB-UK in facilitating these category a waivers (for information use) on behalf of the Secretariat of the Convention on Biological Diversity expects 3<sup>rd</sup> parties to accurately represent their activities in relation to section II, and to note the liabilities in section III below. The NHM IYB-UK secretariat is not liable for any misuse of the International Year of Biodiversity logo by IYB-UK partners, all such partners must agree to the provisions on waiver of liability on their own account.

### Waiver of Liability for the Use of the Logo of “the International Year of Biodiversity”

The undersigned acknowledges that, in using the logo for the International year of Biodiversity as explained in its submission dated \_\_\_\_\_ to the Secretariat of the Convention on Biological Diversity:

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;



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- b. neither the United Nations, nor the Secretariat of the Convention on Biological Diversity assume any responsibility for the activities of the undersigned; and
- c. the undersigned shall hold harmless and defend the United Nations, the Secretariat of the Convention on Biological Diversity and their officials against any action that may be brought against the United Nations, the Secretariat of the Convention on Biological Diversity or their officials as a result of the use of the logo.

Signed \_\_\_\_\_

Full Name (block letters) \_\_\_\_\_

Affiliation (block letters) \_\_\_\_\_

Name of Organization \_\_\_\_\_

E- mail \_\_\_\_\_

Date \_\_\_\_\_

**Please send to:**

**Biodiversity is Life – UK Partnership (IYB-UK)**

c/o

The Natural History Museum

LONDON

SW7 5BD

Tel: 020 7942 5218 Web: [www.biodiversityislife.net](http://www.biodiversityislife.net)

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