

# Biodiversity is life

Brussels, 18<sup>th</sup> of September 2009

Dear colleagues,

The International Year of Biodiversity (IYB) is approaching and as this event is very important to EDIT partners, EDIT-PA is pleased to pass on some information regarding the communication in 2010.

The Convention on Biological Diversity has created a particular communication kit for the IYB. This kit comprises messages and a logo. EDIT-PA recommends strongly their usage. To facilitate the application, EDIT signed the agreement for non commercial use on behalf of all EDIT partners.

In the attachment you will find the logo and the official communications guidelines of the CBD. If you wish to use the logo for commercial or fundraising purposes, you will have to contact the CBD and sign additional agreements. Contact details and rules on the usage of the logo can be found further down in this letter (see attachment).

Please, pass on this information to your staff. If you have further questions, feel free to contact me.

Best wishes,

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## The International Year of Biodiversity Logo

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.

### The logo 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 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.

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



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- 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 must be signed by the entity requesting to use the logo. This has been done for all EDIT partners.

## b. Fundraising uses of the logo

Fundraising 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. Fundraising uses of the logo may be undertaken only by non-commercial entities. All entities interested in using the International Year of Biodiversity logo for fundraising purposes must apply for approval to the Secretariat of the convention on Biological Diversity. When requesting permission to use the logo for fundraising 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 fundraising 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 fundraising purposes, a waiver of liability must be signed by the entity requesting to use the logo. This needs to be done by EDIT partners individually. Please find the contact details of the CBD below.

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

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



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waiver of liability. 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

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.

## 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 fundraising 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.

## Inquiries

Secretariat of the Convention on Biological Diversity  
Attention: The International Year of Biodiversity logo review board  
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