

The Third UN World Conference on Disaster Risk Reduction Logo and Waiver of Liability

I. Design

The Third UN World Conference on Disaster Risk Reduction (WCDRR) logo depicts an image of people joining hands to create a chain of action towards building the resilience to disasters. The five colors of the logo represent the five priorities of Hyogo Framework for Action (HFA), which has been playing a central role for the global efforts on disaster risk reduction since 2005.



The words “UN World Conference on Disaster Risk Reduction 2015 Sendai Japan” appear below the logo.

The Third UN World Conference on Disaster Risk Reduction logo is available in the six official United Nations languages: Arabic, Chinese, English, French, Russian and Spanish, and also in Japanese. Interested entities are encouraged to translate the text into local languages, but they will state clearly that they are solely responsible for the accuracy of the translation.

II. Use of the logo

I. Use of the logo by United Nations offices, Funds and Programmes and other subsidiary organs and organizations of the United Nations System

United Nations offices, Funds and Programmes and other subsidiary organs and organizations of the United Nations System may use the Third UN World Conference on Disaster Risk Reduction logo without obtaining prior approval from the UNISDR. However, for reporting purposes, the UNISDR should be informed of events and information materials and items for which the logo is used including, *inter alia*, publications, posters, brochures, videos, pins, T-shirts, etc.

The Third UN World Conference on Disaster Risk Reduction logo must be used only in its entirety. Moreover, if the UN office, Fund and Programme or other subsidiary organ or organization of the United Nations system has its own specific logo, the latter will be displayed side by side with the WCDRR logo. The Third UN World Conference on Disaster Risk Reduction logo and the logo of an organization of the United Nations System should be displayed side by side with the WCDRR logo.

II. Use of the logo by non-UN entities

Entities outside the UN system, including Governments, intergovernmental organizations, not-for-profit organizations, and private sector entities, may use the logo after obtaining approval from the UNISDR in accordance with the requirements outlined below.

The logo of the Third UN World Conference on Disaster Risk Reduction is primarily intended for two kinds of promotional use: a) information, and b) fundraising.

a) Information uses of the logo

Information uses of the logo are those which are:

- Primarily illustrative; and
- Not intended to raise funds.

The Third UN World Conference on Disaster Risk Reduction logo must be used only in its entirety. Moreover, it cannot be used alone but must be displayed side by side with the logo of the entity. The logo of the entity must be given preeminence *via-à-vis* the WCDRR logo and the following sentence must be included below or in the proximity of the entity's logo: “[*the name of the entity*] supports the Third UN World Conference on Disaster Risk Reduction.” The authorization is limited to the use of the WCDRR logo, and the United Nations emblem cannot be used by the entity.

The authorization to use the Third UN World Conference on Disaster Risk Reduction logo does not permit the user of the logo to sub-license or to further authorize the use of the logo to any other entities. Therefore, any non-UN entity interested in using the Third UN World Conference on Disaster Risk Reduction logo must apply for approval directly from the UNISDR.

When requesting approval, the entities must provide:

- A short statement of identity (nature of the entity and its objectives).
- An explanation of how and where the logo will be used, including the names of countries/territories where the logo will be used.
- A waiver of liability (please see the text on p.5) signed by the entity requesting to use the logo.

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 the Third UN World Conference on Disaster Risk Reduction to be organized in 2015.

The Third UN World Conference on Disaster Risk Reduction logo must be used only in its entirety. Moreover, it cannot be used alone but must be displayed side by side with the logo of the entity. The logo of the entity must be given preeminence *via-à-vis* the WCDRR logo and the following sentence must be included below or in the proximity of

the entity's logo: “[*the name of the entity*] supports the Third UN World Conference on Disaster Risk Reduction.” The authorization is limited to the use of the WCDRR logo, and the United Nations emblem cannot be used by the entity.

The authorization to use the Third UN World Conference on Disaster Risk Reduction does not permit the user of the logo to sub-license or to further authorize the use of the logo to any other entities. Therefore, any non-UN entity interested in using the Third UN World Conference on Disaster Risk Reduction logo must apply for approval directly from the UNISDR.

When requesting permission to use the logo for fundraising purposes, the entities must provide:

- A short statement of identity (nature of the entity and its objectives).
- An explanation of how and where the logo 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 Third UN World Conference on Disaster Risk Reduction, including any proposed contributions that the entity would make to the United Nations and/or to local, national or international organizations in support of the Third UN World Conference on Disaster Risk Reduction.
- A waiver of liability (please see the text on p.5) signed by the entity requesting to use the logo.

III. Length of use of logo

The Third UN World Conference on Disaster Risk Reduction logo may be used from July 2014 to 31 March 2015. This period includes the preparation phase in 2014 for the Third UN World Conference on Disaster Risk Reduction and the organization of the Third UN World Conference on Disaster Risk Reduction from 14 to 18 March 2015. The logo may be used beyond March 2015 for any subsequent reporting and in reference to publications about the Third UN World Conference on Disaster Risk Reduction.

IV. Liability

All entities whose request to use the Third UN World Conference on Disaster Risk Reduction logo has been approved 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.
- The United Nations does not assume any responsibility for the activities of the entity.

- The entity shall hold harmless and defend the United Nations and its officials against any action that may be brought against the United Nations or its officials as a result of the use of the logo by the entity.

The waiver of liability form, signed by the entity, must be submitted with the request to use the logo. The entity will not carry out the proposed activities until the request is approved and the duly signed waiver of liability is received by the UNISDR.

V. Disclaimer

- The Third UN World Conference on Disaster Risk Reduction logo is property of the United Nations and the United Nations owns all rights thereto, including its use.
- The Third UN World Conference on Disaster Risk Reduction logo can only be used to identify events and activities related to the Third UN World Conference on Disaster Risk Reduction.
- The Third UN World Conference on Disaster Risk Reduction logo may only be used after a Waiver of Liability for the Use of the Logo of the Third UN World Conference on Disaster Risk Reduction has been received by the UNISDR and the request to use the logo has been approved.
- By using the Third UN World Conference on Disaster Risk Reduction logo, the entity agrees to provide information to the UNISDR on the events or activities for which it is used. This information will be used for reporting purposes on the Third UN World Conference on Disaster Risk Reduction.
- The authorization to use the Third UN World Conference on Disaster Risk Reduction logo or the publication of an event organized by an outside entity on the UN website, <http://www.wcdr.org/home>, does not imply United Nations' endorsement of the planned activities or the outside entity.
- The Third UN World Conference on Disaster Risk Reduction logo 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 United Nations endorsement of the products or activities of a commercial enterprise.
- The United Nations will not assume any responsibility or liability arising from the translation of the text of the logo into non-UN official languages.
- Please give credit to the United Nations when using the Third UN World Conference on Disaster Risk Reduction logo.

VI. Inquiries

Please send inquiries to:
UNISDR (E-mail: wcdrr2015@un.org)

Waiver of Liability
for the Use of the Logo of
“The Third UN World Conference on Disaster Risk Reduction”

The undersigned acknowledges that, in using the logo for the Third UN World Conference on Disaster Risk Reduction as explained in its submission dated _____ to the UNISDR:

- a. The undersigned is responsible for ensuring that the activities of the undersigned 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 does not assume any responsibility for the activities of the undersigned.
- c. The entity named below will hold harmless and defend the United Nations and its officials against any action that may be brought against the United Nations or its officials as a result of the use of the logo.
- d. If the entity translates the text of the logo into non-UN official languages, the entity will state clearly that it takes sole responsibility for the accuracy of the translation. The United Nations does not assume any responsibility or liability arising from the translated text.
- e. The entity will use the logo only after this Waiver of Liability has been received by the UNISDR and the request to use the logo has been approved.

The undersigned is intended to use the logo for either of the below two kinds of promotional use (check as appropriate and write detail explanation. Please attach a written explanation if the space in this form is not enough):

- information uses of the logo
- A short statement of identity (nature of the entity and its objectives).
 - An explanation of how and where the logo will be used, including the names of countries/territories where the logo will be used.

□ fundraising uses of the logo

- A short statement of identity (nature of the entity and its objectives).
- An explanation of how and where the logo 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 Third UN World Conference on Disaster Risk Reduction, including any proposed contributions that the entity would make to the United Nations and/or to local, national or international organizations in support of the Third UN World Conference on Disaster Risk Reduction.

Signed _____

Full Name (block letters) _____

Affiliation (block letters) _____

Name of Organization _____

Email _____

Date _____

Please send the signed form to:
UNISDR (E-mail: wcdrr2015@un.org)