

Water Action Decade Logo and Waiver of Liability



WATER ACTION DECADE
2018 - 2028

These guidelines must be provided to requesters. Whenever the special emblem is uploaded on the internet, the guidelines must be uploaded on the same page.

I. Design

The aim of the Water Action Decade, approved by the General Assembly, is to advance implementation and support the use of water for sustainable development, in particular to promote the achievement of Sustainable Development Goal 6. And in this regard, the logo directly addresses the fact that the Decade is about the SDGs, and the use of the SDG Wheel and the drop of water make the obvious link to the SDG brand and Goal 6.

The words “Water Action Decade” appears to the side or under the visual image, depending on whether it is for a vertical or horizontal space, and the years “2018-2028” appear underneath, to ensure that there is an understanding that the duration of this campaign is 10 years, running from 22 March 2018 (World Water Day) to 22 March 2028.

Interested entities are encouraged to translate the text into local languages, provided that they will state clearly that they are solely responsible for the accuracy of the translation.

II. Use of the logo

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 Water Action Decade logo without obtaining prior approval from the UN Department of Public Information Graphic Design Unit.

However, for reporting purposes, DPI 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 Water Action Decade logo must be used in its entirety. Moreover, if the UN office, Fund and Programme or other subsidiary organ or organizations of the United Nations system has its own specific logo, the latter should be displayed side by side with the Water Action Decade logo.

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 DPI in accordance with the requirements outlined below.

The logo of the Water Action Decade is primarily intended for information use.

Information uses of the logo are those which are:

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

The Water Action Decade logo must be used in its entirety. Moreover, it cannot be used alone but must be displayed side by side with the logo of the non-UN entity.

The logo of the non-UN entity must be given pre-eminence *via-à-vis* the Water Action Decade 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 Water Action Decade." The authorization is limited to the use of the Water Action Decade logo—the United Nations emblem cannot be used by the non-UN entity.

The authorization to use the Water Action Decade 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 Water Action Decade logo must apply for approval directly from DPI.

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 form on page 4) signed by the entity requesting to use the logo.

III. Length of use of logo

The Water Action Decade logo may be used from February 2018-March 2028. The logo may be used beyond March 2028 for reporting and in reference to publications about the Water Action Decade.

IV. Liability

All entities whose request to use the 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 DPI.

V. Disclaimer

- The Water Action Decade logo is property of the United Nations.
- The Water Action Decade logo can only be used to identify events and activities related to the Water Action Decade.
- The Water Action Decade logo may only be used after a Waiver of Liability for the use of the logo of the Water Action Decade has been received DPI and the request to use the logo has been approved.
- By using the Water Action Decade logo the entity agrees to provide information to DPI on the events or activities for which it is used. This information will be used for reporting purposes on the Water Action Decade.
- The authorization to use the Water Action Decade logo or the publication of an event organized by an outside entity does not imply United Nations' endorsement of the planned activities or the outside entity.
- The Water Action Decade 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.

VI. Inquiries

Please email inquiries to unwater@un.org.

(The Waiver of Liability is on page 4).

**Waiver of Liability
for the Use of the Logo of
“Water Action Decade”**

The undersigned acknowledges that, in using the logo for the Water Action Decade as explained in its submission dated _____ to the UN Department of Public Information:

- 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 UN Department of Public Information and the request to use the logo has been approved.

Signed _____

Full Name (block letters) _____

Affiliation (block letters) _____

Name of Organization _____

Email _____

Date _____

Please email the signed form to: unwater@un.org