

# Aichi Biodiversity Targets Icons Guidelines



## Use of the Aichi Target Icons by UN offices

### Use of the Aichi target Icons (Icons) 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 icons without obtaining prior approval from the [Secretariat of the Convention on Biological Diversity](#). However, for reporting purposes, the Secretariat of the Convention on Biological Diversity and the Secretariat of the Biodiversity Indicators Partnership should be informed of events and information materials and items for which the icons are used including, inter alia, publications, posters, brochures, videos, pins, T-shirts, etc.

The icons must be used according to the graphic use provisions indicated above.

## 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 icons after obtaining approval from the Secretariat of the Convention on Biological Diversity in accordance with the requirements outlined below.

The icons are primarily intended for two kinds of promotional use: a) information, and b) fundraising.

### a) Information uses of the icons

Information uses of the icons are those which are:

Primarily illustrative and not intended to raise funds.

The icons must be used in their entirety, that is, the graphic elements that comprise each of the icons must not be displayed in a disassembled manner.

The following sentence must be included in the publication:

**“Copyright BIP/SCBD”**.

The authorization to use the icons does not permit the user of the icons to sub-license or to further authorize the use of the icons to any other entities. Therefore, any non-UN entity interested in using the icons must apply for approval directly from the Secretariat of the Convention on Biological Diversity.

All entities interested in using the icons for information purposes must apply for approval to the Secretariat of the Convention on Biological Diversity. 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 icons will be used, including the names of countries/territories where the icons will be used.
- The Waiver of Liability

## **b) Fundraising uses of the icons**

Fundraising uses of the icons are those intended to raise resources to cover costs of activities in support of implementation of the Aichi Biodiversity Targets.

The icons must be used in their entirety, that is, the graphic elements that comprise each of the icons must not be displayed in a disassembled manner.

The authorization to use the icons does not permit the user of the icons to sub-license or to further authorize the use of the icons to any other entities. Therefore, any non-UN entity interested in using the icons must apply for approval directly from the Secretariat of the Convention on Biological Diversity.

Before the icons are used for fundraising purposes, a Waiver of Liability must be signed by the entity requesting to use the icons.

All entities interested in using the icons for fundraising purposes must apply for approval to the Secretariat of the Convention on Biological Diversity. When requesting permission to use the icons 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 icons 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 implementation of the Aichi Biodiversity Targets, 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 targets.
- The Waiver of Liability

## Length of use of icons

The icons may be used from May 2011 to December 2021. The icons may be used beyond early 2021 in reference to publications about the Aichi Biodiversity Targets.

## Liability

- All entities whose request to use the Aichi Biodiversity Targets icons has been approved for the purposes specified herein must agree to the following provisions on the 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 icons by the entity.
- The Waiver of Liability form, signed by the entity, must be submitted with the request to use the icons. The entity will not carry out the proposed activities until the request is approved and the duly The Waiver of Liability is received by the [Secretariat of the Convention on Biological Diversity](#).

## Disclaimer and inquiries

- The icons are property of the United Nations and the United Nations owns all rights thereto, including its use.
- The icons can only be used to identify events and activities related to the implementation of the Aichi Biodiversity Targets.
- The Biodiversity icons may only be used after a [Waiver of Liability](#) for the Use of the Icons has been received by the [Secretariat of the Convention on Biological Diversity](#) and the request to use the icons has been approved.
- By using the icons, the entity agrees to provide information to the [Secretariat of the Convention on Biological Diversity](#) and the Secretariat of the Biodiversity Indicators Partnership on the events or activities for which it is used. This information will be used for reporting purposes by the Secretariat of the Convention on Biological Diversity and the Secretariat of the Biodiversity Indicators Partnership.
- The authorization to use the icons or the publication of an event organized by an outside entity on the website of the [Convention on Biological Diversity](#) and / or the Secretariat of the Biodiversity Indicators Partnership does not imply United Nations' endorsement of the planned activities or the outside entity.
- The icons 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.
- Please give credit to the United Nations when using icons.

Download the Aichi Biodiversity Targets Icons: <http://www.cbd.int/sp/targets/icons/>

Electronic Waiver of liability: <http://www.cbd.int/sp/targets/icons/waiver>

Print-out Waiver of liability: below

**Please send inquiries to:**

Secretariat of the Convention on Biological Diversity  
Coordination unit for the United Nations Decade on Biodiversity  
413 Saint-Jacques Street, Suite 800  
Montreal, Quebec, H2Y 1N9  
Canada

Tel: +1 514 288 2220

Fax: +1 514 288 6588

E-Mail: [secretariat@cbd.int](mailto:secretariat@cbd.int)

Web: [www.cbd.int](http://www.cbd.int)

## Waiver of Liability

Waiver of Liability for the Use of the Aichi Biodiversity Targets Icons.

The undersigned acknowledges that, in using the icons for the Aichi Biodiversity Targets 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 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 icons.

e. The entity will use the icons only after this Waiver of Liability has been received by the Secretariat of the Convention on Biological Diversity and the request to use the icons has been approved.

Signed

Full Name (block letters)

Affiliation (block letters)

Name of Organization

Email

Date

Please send the signed form:

By email

[secretariat@cbd.int](mailto:secretariat@cbd.int)

Or by fax

+1 514 288 6588

Or by mail

Secretariat of the Convention on Biological Diversity

Coordination Unit for the United Nations Decade on Biodiversity

413, Saint Jacques Street, suite 800

Montreal, Quebec, H2Y 1N9

Canada

The Waiver of Liability can be filled online. It is available at

[www.cbd.int/sp/targets/icons/waiver](http://www.cbd.int/sp/targets/icons/waiver)