**Branding Request Form for Initiatives**

* Initiatives such as events, projects, trainings, workshops, communication campaigns, etc. can be branded with the logo to showcase their contribution to the objectives of the One Planet Sustainable Tourism Programme.
* Branded initiatives are disseminated by the Coordination Desk through the Programme’s social media channels.
* The organization requesting branding commits to fill in a brief online form describing the progress achieved at the end of the year, within the framework of the annual reporting portfolio exercise.
* Please complete and email this form to the Coordination Desk oneplanetstp@unwto.org

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| **Title of the initiative** |  |
| **Brief summary**  | *(Max 150 words - objectives, target audience, partners, type of initiative e.g. publication, event, project, etc)*  |
| **Dates of implementation** |  |
| **Geographical scope and location** |  *(e.g. global, regional, national, local, and where)* |
| **How does the initiative contribute to the** [**One Planet – Sustainable Tourism Programme´s objectives**](http://sdt.unwto.org/about-10yfp-stp)**?** | *Max 100 words* |
| **Relationship to and synergies with other relevant work and initiatives** | *Max 100 words* |
| **Which materials will include the logo?** | *(e.g. brochures, certificate, banner, etc)*  |
| **Additional remarks (optional)** | *Max 50 words* |

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| **Submitting organization** |  |
| **Type of organization**  | *(e.g. not for profit, private sector)* |
| **Contact details**  | *(including name, position, address, telephone and email address)* |

**Terms and conditions of use[[1]](#footnote-1)**

The One Planet logos may be used by initiatives (e.g. publications, events, projects, specific activities, etc) that contribute to the One Planet network´s objectives, subject to the following terms and conditions:

* Permission is requested and granted by the Coordination Desk before the logo is used.
* The initiative clearly contributes to the objectives or activities of the One Planet network.
* The logo is not used to imply or suggest unintended endorsement or promotion of the objectives and activities of the user of the logo by the One Planet network.
* The logo is not used for commercial purposes.
* The logo shall be used in its entirety without distorting, modifying or separating its component elements.
* The logo is granted for a specific communications product, initiative, activity or project that contributes to the One Planet network´s objectives; it is not granted to the user/organization for indefinite use.
* Permission to use a One Planet logo does not allow the user rights of exclusive use, nor does it allow them to appropriate the logo, either by registration or any other means.
* The organization requesting branding commits to submit a brief report on the initiative through the annual reporting portfolio exercise.

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| Evaluation criteria | To be completed by the Coordination Desk  |
| The request to use the logo is clearly for an initiative and not for an organization | *true/false* |
| The request does not have commercial purposes | *true/false* |
| The initiative contributes to the objectives of the One Planet – Sustainable Tourism Programme | *true/false* |
| Dates of implementation allow for communication through social media | *true/false* |
| The requesting organization agrees to the terms and conditions, including commitment to report at the end of the year through the Portfolio  | *true/false* |

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| *To be completed by the organization requesting to use the logo*.[ ] I hereby accept and commit to the above terms and conditions of use for the logo on behalf of my organization, including the commitment to fill in an online form on the achievements at the end of the year. **Name of the Organization****Name of the signatory and position:****Date and signature** | *To be completed by the Coordination Desk***.** Authorization granted based on the terms and conditions outlined: **Name of Coordination Desk officer****Date and signature** |
| **Reference of request**  |  |

1. The full Branding Guidelines document can be accessed [here](http://cf.cdn.unwto.org/sites/all/files/docpdf/oneplanetannextothe10yfpbrandmanual.pdf) [↑](#footnote-ref-1)