# Request Form for Patronage from the Blue Shield and the use of Blue Shield’s Name and Logo

**Policy Details**

**Scope**:

The document applies to all relationships between companies, foundations or individuals and BSI that involve support to BSI, encompassing partnerships and collaborations: such as operational collaboration and knowledge exchange, joint advocacy, innovation projects, staff secondments, training and joint programming.

* 1. The term ‘partnership’ includes all relationships between BSI and a company, organisation, or foundation, in which BSI grants the partner the possibility of using its name, logo or image in its communication and promotional materials, thereby potentially creating a public association of image between the company and BSI.
  2. The term "Companies" encompasses private firms and their foundations, as well as state-owned enterprises. The process outlined for screening corporate donations also applies to screening donations from individuals, foundations, and organisations.

**Modalities**:

BSI will take decisions as to whether to accept or refuse partnerships in the best interest of the Blue Shield, and in compliance with all relevant legislation. BSI will not accept partners who engage in illegal activities, or accept those where such acceptance could damage the reputation of the Blue Shield. The BSI Board will carry out due diligence on proposed partnerships.

Along with its proactive and systematic monitoring system for partners, BSI aims to maintain a frequent, transparent and constructive engagement with partners. Arrangement modalities between BSI and a company should not lead to the impression that BSI endorses a company, its products, policies or services. BSI cannot grant formal "exclusivity" to any company in the framework of a partnership.

* 1. The blue shield logo embodies the blue shield emblem, which is protected under the 1954 Hague Convention. It is important to recall that the emblem is first and foremost an internationally recognised symbol of protection during armed conflicts. BSI **CANNOT** grant permission for the use of the Blue Shield emblem alone. All partners must abide by the rules applying to the use of the blue shield logo, as set out in [**The Blue Shield Logo and Style Guidelines**](https://theblueshield.org/download/the-blue-shield-logo/).
  2. Alliances where a partner is permitted to use the BSI name or logo must be put in writing, with the roles and responsibilities of each party clearly laid out. Such agreements shall contain a termination clause for both parties. BSI always reserves the right to withdraw from a partnership on very short notice upon evidence that a partner does not meet the ethical principles of the Blue Shield, and has the potential to cause significant reputational damage.
  3. BSIs partnerships should be transparent. In addition to the screening process (e.g. multiple sources of information, committee-based decision making leading the screening and monitoring of partners), a register of partnerships is shared with all Board members and the General Assembly.

**Patronage Process**

1. Please complete this form with as much detail about your proposed project or activity as possible. Be very clear how it is related to the goals and activities of the Blue Shield, and why the project/activity will be of interest or benefit to the Blue Shield.
2. If you wish to attach additional information, please feel free. However, you must reference any additional documents in the form to indicate how and why they are relevant.
3. Once complete, send the completed form (and any referenced attachments) to the Blue Shield Secretariat at  
   [Blueshield.international@theblueshield.org](mailto:Blueshield.international@theblueshield.org)
4. The secretariat will confirm receipt of the documents, and will review the form and any referenced attachments. They may ask you for more details to support your request.
5. Your application, together with any additional information, will then be passed to the Board for review. The Board meets (virtually) every second month. You may be asked to attend a Board meeting to present your project. Please be aware that the dates and times of Board meetings are set at the start of each year, and cannot be changed.
6. The Board may ask for more information in person during the meeting, or via a follow-up email. If the information provided does not answer all of the Board’s questions, the Board may defer a decision to a later meeting while further information is provided.
7. If your request is approved, you will be appointed a liaison from the Board to assist coordination with the Blue Shield.

# Request Form

|  |  |  |  |
| --- | --- | --- | --- |
| 1. **Administrative Details** | | | |
| * 1. Name and address of requesting / lead organization |  | | |
| * 1. Legal identity of your organization and its registration number |  | | |
| * 1. Website and social media (if applicable): |  | | |
| * 1. Name of principal contact/s |  | | |
| * 1. Contact email address and phone number |  | | |
| 1. **Activity Details** | | | |
| * 1. Name of the proposed activity / project |  | | |
| * 1. Start and end date of the proposed activity |  | | |
| * 1. Project Team and Institutions / organisations   Please indicate the names and addresses and a contact email of all project/activity partners |  | | |
| * 1. Project Partners/Sponsors   Please indicate the names and addresses of all project/activity partners or sponsors (not funders) |  | | |
| * 1. Please give information on the scale of the proposed activity.   (For example: is it international, national, regional or local in scope) | | | |
| * 1. Please provide a full description of the proposed activity (Max 600 words)   Please provide as much detail as possible – for example, type of project/event, length of event, number of events and location of them, number of expected attendees/audience, and so on. | | | |
| * 1. Please indicate the key audience of your proposed activity/project.   (For example: are they researchers/scientists/academics; teachers/educators/trainers; students/youth; politicians/decision makers/civil servants; or development agencies such as NGOs and IGOs?) | | | |
| * 1. The key goals of the Blue Shield are laid out in Article 2 of the Blue Shield 2016 Articles of Association. Please tick those which apply to your project. | | | |
| * protect cultural and natural heritage – tangible and intangible – from the effects of conflict and environmental disaster; | |  | |
| * promote the ratification of, respect for, and implementation of, the 1954 Hague Convention and its two Protocols; | |  | |
| * raise awareness of the importance of protecting heritage in emergency situations; | |  | |
| * promote and provide relevant training (to heritage professionals, the armed forces, other emergency responders, and those involved in preventing the illicit trafficking of looted objects); | |  | |
| * promote community engagement with and participation in protecting cultural property; | |  | |
| * encourage co-operation with, and between, other relevant entities involved in emergency situations. | |  | |
| * 1. Arising from its mission and goals, the Blue Shield delivers its commitment through six areas of activity. Please tick those which apply. | | | |
| 1. Law, policy development and implementation | |  | |
| 1. Education, training, and capacity building | |  | |
| 1. Proactive protection and risk preparedness | |  | |
| 1. Emergency response in disaster, domestic emergencies, and armed conflict | |  | |
| 1. Stabilisation, post-disaster recovery, and long-term/ongoing support | |  | |
| 1. Co-ordination (of Blue Shield and with other relevant organisations) | |  | |
| * 1. Please describe how your project meets Blue Shields Goals and Areas of Activity. (Max 300 words) | | | |
| * 1. The Blue Shield’s commitment to protect cultural property is framed in the context of the ethical principles set out in the Blue Shield Strasbourg Charter, detailed here:  <https://theblueshield.org/about-us/ethics-approach-principles/>   Please describe how your project adheres to our ethical principles: | | | |
| Joint Action: | | | |
| Independence: | | | |
| Neutrality: | | | |
| Professionalism: | | | |
| Respect for cultural identity: | | | |
| * 1. Is the project or activity expected to make a profit?   Yes / No | | | |
| * 1. If yes, how are the profits to be spent / distributed? | | | |
| 1. **Funding Details** | | | |
| * 1. Are all of the financial and technical means guaranteeing the successful implementation of the proposed activity in place at the time of this request? Please describe in detail (Max 300 words). | | | |
| * 1. If you have external funding, or are currently applying, please detail the funder (and, if relevant, when the funding decision will be made). | | | |
| * 1. If you do not currently have funding, please explain the funding strategy and timescales (Max 400 words). | | | |
| 1. **Blue Shield Staff Involvement** | | | |
| * 1. Please indicate if / what involvement is requested from the Blue Shield. | | | |
| * 1. Please check if there is a Blue Shield national committee in your country / the country you are working in. Are you in touch with them about this project? Please describe their role.  (<https://theblueshield.org/about-us/around-the-globe/>) | | | |
| * 1. Even if not part of the original proposal, please indicate if there are optional opportunities for the Blue Shield Board, Secretariat, or national committee in your country to actively participate in your activity or project. | | | |
| 1. **Use of Logo and Media** | | | |
| * 1. Please indicate on what publicity and promotional materials you are asking permission for the Blue Shield logo to be used.   (For example: invitation letters, printed programmes, banners, websites, etc.) | | | |
| * 1. Please elaborate on the media visibility of your proposed activity (Max 300 words).   (For example: will there be any media coverage; if so, in which media and at what level?) | | | |
| * 1. If you are requesting use of the Blue Shield logo, please confirm you have read and understood the guidance on the use of the Blue Shield Logo, and the circumstances under which it may be used.   The Guidance document may be downloaded here: <https://theblueshield.org/download/the-blue-shield-logo/> | | | **YES**  **NO** |
|  | | | |
| Signed by: | Dated: | | |

**\*\*Please now send this completed form to the Blue Shield Secretariat at**

[**Blueshield.international@theblueshield.org**](mailto:Blueshield.international@theblueshield.org)