



# JOIN THE #CLIMATEISWATER INITIATIVE LOGO USE CHARTER

## What is the purpose of the label and logo?

The label and logo symbolize an informal alliance of diverse organizations that, together, wish to send clear and strong messages about the role of water in climate change during the CoP21 and beyond.

You can acknowledge and join the initiative as a partner by using the logo and the hashtag **#ClimateIsWater** in association with your actions and events or social media platforms.

## Who can apply?

Any organization with an event or initiative directly related to water and climate change.

## What are the criteria for granting the label?

- The event or initiative should directly relate to the issue of water and climate change.
- The event will most likely be organized in conjunction with CoP21 onsite or offsite.
- The event or initiative must have a confirmed status.

## How can you apply?

The logo can be requested from the World Water Council Secretariat as the coordinator of the initiative. To appear in the program of water-related events organized in conjunction with CoP21, please send your application including information on title, date, time, organizer(s) or partner(s), location (clarifying which country, city, site, room etc.), link to the event if applicable, and a short project description covering objectives and planned actions. A copy of final materials containing the logo should be forwarded to the Secretariat for reference.

Applications should be sent by e-mail only to **climateiswater@worldwatercouncil.org**.

Please note that the granting of the label does not imply official endorsement of any event or initiative by any of the **#ClimateIsWater** partner organizations and does not entail any financial support.

## Visibility

A list of all labelled events will be circulated regularly within the initiative's efforts including during the "Water Day" at Cop21 and will be posted on AGWA's website at **alliance4water.org/events/cop21**

