

## “150 Years Anniversary of the Establishment of Diplomatic Relations between Switzerland and Japan” (“Anniversary Year”) in 2014 Guidelines to apply for endorsement of events and projects

Bern, 01.07.2013

Switzerland and Japan will commemorate the 150<sup>th</sup> anniversary of establishment of diplomatic relations in the year 2014. The Federal Department of Foreign Affairs of the Swiss Confederation and the Ministry of Foreign Affairs of Japan intend to jointly celebrate this special jubilee with as many Swiss and Japanese people as possible and thus support events featuring and promoting friendly relations and exchange between the two countries. For that purpose, an official logo was selected through a public competition. The application procedure for using the logo is launched. In case an application is accepted, the organizers of the endorsed events are entitled to use the official logo and information on endorsed events will be listed in the official event calendar of the “150 Years Anniversary of the Establishment of Diplomatic Relations between Switzerland and Japan” (the “Anniversary Year”).

### Official anniversary logo

The Swiss cross and the Japanese flag linked by an arch and completed by the number 150 form the official logo for the Anniversary Year. The jury with representatives of both countries chose the design of Swiss graphic designer Francesca Porro, because the graphic elements clearly emphasize the values of the anniversary consisting in deep bonds and joy. The logo is bilingual and available in two sizes. The following language combinations may be chosen: Japanese-German, Japanese-French, Japanese-Italian and Japanese-English.

### Eligibility for endorsement

1. The event/project should take place mainly between January and December 2014 in Japan or in Switzerland. Exceptions may be granted for events/projects which start in autumn 2013 or which continue into the year 2015.
2. The event/project should aim at promoting Swiss-Japanese exchange in various fields (youth exchange, arts and culture, science and education, sports, tourism, economics, politics, etc.), encouraging mutual understanding and strengthening the friendship between Switzerland and Japan.
3. The content and objective of the event/project should be clear and practically feasible.
4. The objective of the event/project should not be to advocate any particular principle, ideology or religion, any political activity or election campaign and must not violate public order or standards of decency.
5. Financial responsibility of the event/project should be fully borne by the organizer.
6. The organizer of the event should submit the application form (cf. below, application procedure).

### Privileges of endorsed events

1. The organizers of endorsed events/projects are entitled to use the official logo in publicity materials (i.e. posters, pamphlets, website, signboards, banners, publications etc.).

2. Endorsed events will be listed on the official calendar of the Anniversary Year on the website of the Embassy of Japan in Switzerland and, if practicable, in other PR material for the anniversary.

### **Application procedure**

1. Necessary documents

- (a) application letter [PDF ] [WORD]
- (b) application form [PDF] [WORD]
- (c) supporting documents clarifying the content of the event including its financial plan
- (d) supporting documents / web links indicating regular activities of the event organizer

2. Form of application

- Submission of application documents via email or per post.

3. Where to submit the application form

- Events in Switzerland:

Japan Information and Cultural Center (JICC)  
Embassy of Japan in Switzerland  
Postfach  
3000 Bern 9  
SWITZERLAND  
E-Mail: japan-swiss150@br.mofa.go.jp

- Events in Japan:

Embassy of Switzerland in Japan  
5 -9 -12 Minami-Azabu  
Minato-ku  
Tokyo 106-8589  
JAPAN  
E-Mail: tok.culture@eda.admin.ch

### **Decision on endorsement**

1. Screening of applications will take approximately two weeks.
2. Results of the decision will be sent to the organizer. Endorsed events will be provided with the logo as digital data along with the guidelines for the use of the logo.

### **Notes**

1. Application forms will not be returned. Applications should be submitted in advance taking into account that the screening process may require more than two weeks.
2. Organizers of endorsed events/projects must submit all publicity material with the official anniversary logo **prior** to printing for review (in accordance with the logo guidelines).
3. Organizers of endorsed events/projects will bear the entire responsibility for their implementation including financial costs and public advertisement. The Embassy of Japan in Switzerland will bear no responsibility for any consequences related to the event/project.
4. Should the event/project be cancelled or a substantive change be made, the organizers are required to promptly inform the Embassy of Japan in Switzerland of the relevant circumstances. In case of substantive changes, the Embassy of Japan in Switzerland reserves its right to withdraw the endorsement.

5. Organizers of events may not use the logo in other events hosted by the organizer without appropriate authorization.
6. After the event organizers are requested to submit a brief report (in free form) on the event including some photos (no video) to the Embassy of Japan in Switzerland. Contents of the report may be referred to on the website of the Anniversary Year.

For questions please contact:

Japan Information and Cultural Center

Embassy of Japan in Switzerland

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