



NELSON MANDELA  
CENTRE OF MEMORY

at the Nelson Mandela Foundation

*Living the legacy*

**CODE OF CONDUCT**

In recognition of the need to protect the name and image of Nelson Mandela, whose name we wish to use in naming a public facility, and/or create a likeness of Mr Mandela, we undertake:

1. **To refrain from using Mr Nelson R Mandela's Name and/or Image for Commercial Purposes or to Solicit Funding.**
  - 1.1 Not to use Mr Mandela's name – Nelson Rolihlahla Mandela – or names associated with him, such as "Madiba" in commercially related projects or initiatives that sell, promote or advertise goods or services of any nature.
  - 1.2 Not to use his image, whether as photographs, drawings, or other reproductions of his likeness, in commercially related projects or initiatives that sell, promote or advertise goods or services of any nature.
  - 1.3 When soliciting funds, even for charitable purposes, not offer/consent to the use of Mr Mandela's name and image in order to promote a commercial brand/product/venture.
2. **Media Solicitations**
  - 2.1 Not to use Mr Mandela's voice and/or image to solicit donations via the public media including Television, print, "telethons" and the internet, without having obtained prior authorisation.
3. **To prevent the use of Mr Mandela's name through derivation or association:**
  - 3.1 Hereby declare that the public space that will bear Mr Mandela's name, and/or where a likeness of Mr Mandela will be established, falls fully within our legal jurisdiction, and undertake to:
    - 3.1.1 Prevent any entity, be it commercial or not for profit, from using the name Nelson Rolihlahla Mandela - or names associated with him, such as "Madiba" - as a result of such entities being located within the said public space.
    - 3.1.2 Take effective measures to stop any such entity from continuing to operate should they have commenced such operations.



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- 3.1.3 Where a likeness of Mr Mandela is created/mounted, be it a statue, painting, or other depiction, the property owner will take the necessary steps to prevent the reproduction of such imagery for commercial purposes
- 3.1.4 Secure specific undertaking from the artist/s that they will neither themselves directly make such reproductions or miniatures, nor license others to make reproductions or miniatures, nor in any other way facilitate the creation/sale of such reproductions or miniatures.

Signed: \_\_\_\_\_

Date: 30. 10. 2017

Name: Beatrix Zurek

Designation: Stadtschulrätin  
(Head of the Department of  
Education and Sports)

Organisation: City of Munich  
Department of Education and Sports

Location of the site to be named after Mr Mandela and/or a likeness will be created:

Städtische Nelson - Mandela - Berufshochschule  
für Wirtschaft