

General SBB Conditions of Use for fundraising activities on station premises.

The use of SBB premises is based on the IM 70002 regulation for the use of public areas on SBB premises.

1. Subject matter

Fundraising is defined as a commercial promotion with an ideational background (political, religious, humanitarian, cultural or ecological) by non-profit organisations (known as mixed use). Fundraising in SBB's publicly accessible areas is permitted in specified locations and at specified times. Whether the fundraising is carried out by the non-profit organisation itself or through a third party is irrelevant.

There are separate conditions of use for purely ideational promotions and for purely commercial promotions (General Conditions of Use for ideational promotions on station premises/ General SBB Conditions of use for commercial promotions on station premises).

Definition of terms:

- Fundraising: fundraising encompasses all activities of relationship-building with the purpose of attracting resources.
- Commercial: purely economic use with no non-profit background (political, religious, humanitarian, cultural or ecological).
- Ideational promotions: all activities in pursuit of political, religious, humanitarian, cultural or ecological aims are deemed to be ideational uses, excluding commercial uses.
- Non-profit organisation: this is the charitable aid organisation advertised in the fundraising areas in pursuit of a non-profit aim.
- Event organiser: The organisation that carries out the fundraising via their staff.
- Interlocutor: People who actively address passers-by for the purpose of recruitment.

Uses are not permitted if they

- disrupt the orderly operation of rail services or obstruct access to the railway;
- give rise to a hazardous situation;
- offend against morals and decency;
- infringe protected personal rights;
- detract from the cleanliness of the premises;
- breach legal requirements.

SBB has transferred the management of fundraising areas for commercial purposes to APG|SGA.

2. Application for authorisation

Written authorisation must be obtained in advance for fundraising activities on SBB premises.

An application form is available to event organisers should they need it. This can be accessed via www.apgsga.ch/promotion or can be ordered from APG|SGA .

The authorisation for fundraising activities also serves as identification for event organisers. A copy shall be given in a digital format or on paper to all participating interlocutors. In the event of any identity checks this must be shown to security staff.

The event organiser is responsible for obtaining any further official permits.

3. Conditions for approval

3.1. Allocation of fundraising areas

Booking requests from event organisers for the coming month can be submitted by the 15th day of the previous month. APG|SGA ensures that, wherever possible, equal consideration is given to all non-profit organisations when awarding authorisation.

3.2. Frequency of implementation

A maximum of two fundraising activities per station or location will take place each week.

3.3. Period of occupation

Authorisation for fundraising activities is granted for the duration of one day. This begins when the first train departs and ends when the last train arrives at the respective station.

3.4. Eligible organisations

Zewo-certified non-profit organisations are entitled to carry out fundraising activities at SBB stations, subject to the registration and approval processes.

If a non-profit organisation is not certified by Zewo, SBB is free to request a so-called “non-binding assessment” through Zewo at any time. In this case the non-profit organisation must have Zewo carry out a non-binding assessment with reference to obvious deviations from Zewo standards. The result of the assessment includes an overview of any identifiable deviations from Zewo standards and a recommendation for the non-profit organisation on how to proceed.

Based on the Zewo assessment, SBB makes a decision about access to fundraising on SBB premises for the non-profit organisation. SBB receives a copy of the assessment from zewo and can contact Zewo directly for any possible queries. Not all Zewo principles have to be fulfilled for authorisation to be granted. SBB carries out an overall evaluation of the applicant organisation based on the Zewo assessment. Zewo specifies the documents to be submitted for checks. A description of Zewo’s principles is available on the website www.zewo.ch/en. Costs are borne by the non-profit organisation.

Since the non-binding assessment is not an official assessment by Zewo but rather a voluntary preparatory step for certification, the non-profit organisation may not use the result when dealing with third parties or in external communications.

If the non-profit organisation decides not to continue with the Zewo admissions procedure, SBB can demand a new assessment after two years.

3.5. Quality assurance

All organisations that carry out fundraising activities must have a quality assurance concept. This must be submitted to APG|SGA and SBB for examination. The concept must ensure that interlocutors adhere to all standards during operational fundraising in stations. It must demonstrate how this is trained, controlled and, if necessary, corrected

The following content or processes must be presented in the concept:

- training of the interlocutors and examination of the training content;
- appearance of the non-profit organisation (stand, clothing, lettering);
- guarantee that interlocutors are equipped with the necessary documents (a contract or authorisation document, a download of the fact sheet for the respective station updated to the day, an examination certificate for the e-learning course etc.);
- a personal profile for every interlocutor (number of assignments, established violations of rules and complaints etc.). An assessment of suitability for deployment in stations;
- a definition of how the appropriate canvassing of customers occurs;
- customer complaint management, APG|SGA/SBB: it must be possible for negative findings from customers or APG|SGA/SBB staff to be communicated directly to the event organiser responsible. The event organiser must be able to take the necessary corrective measures without delay;

- the processes for retraining, issuing warnings and excluding interlocutors from being deployed in SBB stations.

If an event organiser works for several non-profit organisations, a general concept applicable to all organisations can be produced.

3.6. Training for deployments as a interlocutor at SBB stations

Working as an interlocutor at SBB stations is subject to many basic conditions, the content of which is taught in a customised e-learning course. A course certificate can be obtained after a final test. The certificate is mandatory for all interlocutors on SBB premises. The course is provided free of charge by APG|SGA/SBB.

4. Termination of fundraising activities

If the APG|SGA/SBB requirements or the present Conditions of Use are violated, the APG|SGA or SBB may withdraw the event organiser's authorisation for fundraising and demand the immediate termination of fundraising activities through the security bodies or their on-site representatives. Non-compliance can in serious cases lead to the refusal of authorisation for future fundraising activities. In these cases, there is no right to a refund for any tariff paid, nor is there claim for damages or loss of profit.

SBB, their security bodies or APG|SGA may stop, postpone or cancel a campaign at any time on account of important operational reasons. APG|SGA informs the event organiser as quickly as possible.

Noise emissions and vibrations from construction work in the stations cannot be ruled out. There is no claim for damages or loss of profit.

5. General

Any emissions, in particular noise, smells, light effect etc., that result from carrying out a promotion, must be reported to and approved by APG|SGA in advance.

6. Locations

6.1. Zones of movement for interlocutors

SBB defines the locations and zones for movement available for fundraising on its premises. No fundraising activities are permitted on platform areas, at access points to platforms, stairs, ramps, lifts, escalators, underpasses, ticket machines, shop entrances and other service points. There are also defined corridors to facilitate the free flow of customers, where they may not be approached or canvassed.

Fundraising must take place exclusively in the assigned area(s). This area is clearly defined for each station by means of a floor plan or a photo montage. Addressing passers-by in the station outside of the designated zone of movement is not permitted.

Fact sheets with the fundraising areas marked are available via the following link:
<https://www.apgsga-promotion.ch/de/planung/>

Fundraising areas are not available in every station due to space and security reasons. APG|SGA maintains a list of currently approved stations on their home page.

6.2. Number of interlocutors per fundraising area

The maximum number of interlocutors per fundraising area as permitted in the authorisation must be observed. It should be noted that this specification may vary by location.

6.3. Principle of rotation

There are several fundraising areas available at certain stations.

The fundraising areas are allocated by APG|SGA and must be occupied as contractually agreed.

6.4. Stand material

A standing counter is permitted as a fundraising stand with the maximum side dimensions of 100 x 100cm. A stand of 3 x 3m may also be permitted in accordance with the authorisation at selected stations.

The event organiser is responsible for the procurement of the stand material, as well as its construction and dismantling. All related costs are borne by the event organiser.

6.5. Labelling

The advertised non-profit organisation and all interlocutors must be identifiable by a clear sign (branded counter, imprint on clothing, sign or similar).

The stand must have an attractive design.

6.6. Exposure to sound

Sound systems in the fundraising area are generally not permitted. Exception: at 3 x 3m stands sound relating to the stand is allowed. This is subject to approval.

7. Donations

Donations for specific aid projects or for non-profit organisations are possible in principle. A specific stand concept must be produced and approved by APG|SGA. It must involve an information stand (at least 3 x 3m) with the possibility of donating money. Active customer canvassing for this purpose is not permitted.

Monetary donations are to be made exclusively via cashless means. The customer must be provided with a receipt and, if requested, a tax exemption certificate for the donation.

8. Organisation

SBB staff do not usually provide personal instruction on site. The locations are to be documented in accordance with the plan or photo montage.

APG|SGA must be notified with the mobile phone number of an on-site contact person from the event organiser, which can be reached at any time during the fundraising activity.

9. Rules of conduct for interlocutors

Interlocutors must conduct themselves politely and decently. A dismissive gesture or a "No, thank you" from a passer-by must be respected. Care should be taken not to approach passers-by multiple times.

Promoters must refrain from aggressive behaviour of any kind, including, for example, blocking someone's way, holding on to someone's arm, calling out to someone from a considerable distance, whistling after someone and similar tactics.

Smoking is not permitted in the fundraising areas. Maintaining a presentable appearance includes ensuring that clothes, bags etc. are not left lying around in the visible area of the stand.

The empty containers for the stand is to be stowed away from the fundraising area and out of the passageways.

10. Cleaning and clearing up

The event organiser is responsible for cleaning the locations and disposing of waste. Any subsequent or extra cleaning costs connected to a completed fundraising activity will be charged to the event organiser.

The event organiser must find out how much material remains undistributed at the end of the fundraising and collect it within one working day. The right to charge subsequent storage fees is reserved.

11. Security

The event organiser is responsible for the security of interlocutors. It must not allow crowds of people to form.

The event organiser must observe and comply with the safety regulations in force issued by the fire prevention authorities (Feuerpolizei) and the cantonal buildings insurance authority (Gebäudeversicherung), as well as with other rail-operations-related requirements.

No flammable liquids or gases may be stored on the fundraising areas nor are naked flames permitted. Decorations and similar materials must be classified as non-flammable. Helium-filled balloons for distribution are prohibited in stations, as is the use of patio heaters and similar equipment.

The use of helium balloons for the purpose of decorating the stand is permitted, but they must be inflated outside the station building. Pressurized gas cylinders are prohibited inside station buildings.

Electrical equipment must be operated by qualified personnel and must comply with the relevant legal standards.

12. Liability

The event organiser shall be liable for any personal injuries, damage to property or financial losses that are attributable to the fundraising campaign.

The event organiser must have liability insurance which covers a damage amount of at least CHF 5 million.

SBB or APG|SGA will not accept any liability for damages to the event organiser or third parties. In particular, SBB accepts no liability for theft or damage in the storage of fundraising material.

13. Supplementary provisions

SBB or APG|SGA may supply third parties with information relating to the planned fundraising, such as its location, date, type, event organiser and non-profit organisation.

Additional provisions set out in local house rules or regulations must be adhered to and are binding. Station regulations must be complied with.

For the duration of the promotion, the event organiser will be permitted to use the WLAN (WiFi) of SBB AG, if it is available.

Neither SBB nor APG|SGA accept any liability for ensuring that WiFi access will be uninterrupted or trouble-free. The event organiser is responsible for ensuring that access to the WiFi network is used in compliance with the law. It is liable to SBB and APG|SGA for any losses arising from illegal use.

Photography and filming in connection with the fundraising activity are permitted and approved. The relevant personal rights of the people being filmed must be observed.

1 January 2021 Edition