

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 a conceptual background (especially, political, religious, humanitarian, cultural or ecological) by non-profit organisations (known as mixed use). Fundraising in SBB AG'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 conceptual promotions and for purely commercial promotions (General conditions of use for conceptual promotions on station premises, General SBB conditions of use for commercial promotions on station premises).

Definition of terms:

- Promotion: A promotion covers all temporary activities intended to activate/advertise a product (e.g. consumer goods or services), in particular to increase awareness. This is small scale for SBB AG in terms of space requirements as well as personnel and administrative costs.
- Fundraising: Fund collection or fundraising includes all relationship-building activities (recruitment of members) with the purpose of attracting resources.
- Commercial: A purely economic purpose with no charitable background (in particular, political, religious, humanitarian, cultural or ecological).
- Conceptual promotion: Activities that pursue political, religious, humanitarian, cultural or ecological aims, among others, based on voluntary work and thus excluding employment or commercial use.
- Non-profit organisation: This refers to the charitable aid organisation advertised in the fundraising areas, and which is pursuing of a non-profit aim.
- Organiser: The company / organisation that carries out the promotion with its staff.
- Promoter: Promoters are people who inform passers-by about a product or service for advertising purposes or provide them with a product sample or flyer, if appropriate.
- 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;
- are not in line with common decency;
- infringe on protected personal rights;
- detract from the cleanliness of the premises;
- contravene legal regulations; or
- involve sound systems

2. Consent

Written permission is required for all fundraising activities on SBB AG premises. Bookings must be submitted online at <https://promo.sbb-immobilien.ch/fundraising/>. Login details will be provided in advance by SBB via email.

The minimum processing time for the application is **7 working days**. For applications submitted later than this, the timely processing of the permit cannot be guaranteed.

The organiser must issue the permit to all participants. The permit must be presented to SBB/Transsicura staff and/or the transport police upon request.

It is the responsibility of the organisers to obtain any other official permits required (food hygiene inspectorate, fire and commercial inspectorate, sound system etc.).

At large stations, other promotional activities may take place at the same time – in separate areas.

2.1. Tariff

SBB charges a fee for fundraising in accordance with the applicable tariff. The tariff takes into account the commercial and conceptual aspect of the fundraising activity. The costs include the fee as specified in the order confirmation. VAT is also payable.

A 50% discount on the commercial tariff is offered if fundraising takes place within a stand space for commercial promotions. In this case, the conditions of use for commercial promotions apply instead of the conditions of use for fundraising activities.

The authorisation and the invoice are issued separately. SBB must receive the payment before the fundraising begins. Otherwise, the fundraising cannot be carried out.

Car parking, waste disposal, clean-up etc. are not included in the hire of fundraising areas (exceptions possible).

2.2. Conclusion of contract / cancellation

The contract is concluded upon delivery of the order confirmation by SBB AG. The order cannot be canceled under any circumstances.

3. Conditions for granting approval

3.1. Allocation of fundraising spaces

Booking requests for the coming month can be submitted from 8:00 a.m. on the 15th of the previous month.

3.2. Implementation cadence

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

3.3. Rental period

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. Early termination of the fundraising activity does not entitle the organiser to a tariff reduction.

3.4. Authorised organisations

ZEWO-certified non-profit organisations are automatically entitled to carry out fundraising at SBB stations.

If a non-profit organisation is not certified by ZEWO, SBB AG is free to request a “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. The ZEWO assessment must be available before the promotion is carried out.

On the basis of the ZEWO assessment, SBB AG decides whether or not to approve the requesting organisation's fundraising activity. SBB AG 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. The requesting organisation is considered in all its aspects based on the ZEWO assessment. ZEWO designates the documents that must be submitted for the examination. The description of ZEWO principles can be viewed at www.zewo.ch. Costs are borne by the requesting 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 cannot 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 AG 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 SBB AG for verification at the time of the booking enquiry. The concept must ensure that the interlocutors adhere to all provisions in the station during the fundraising operation. 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 interlocutors and examination of the training content;
- presentation of the non-profit organisation (in particular, their stand, clothing and signage);
- a guarantee that interlocutors are equipped with the necessary documents (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.);
- personal profiles for all interlocutors (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;
- complaint management: it must be possible for negative findings from customers or SBB staff to be communicated directly to the organiser responsible. the organiser must be able to take the necessary corrective measures without delay; and
- the processes for retraining, issuing warnings and excluding interlocutors from deployment in SBB stations.

If an 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. Information on this topic is provided in a tailor-made [e-learning-course](#). A course certificate is awarded following a final test. The certificate is mandatory for all interlocutors on SBB premises. The e-learning course is provided free of charge by SBB AG. Interested non-profit organisations can register for this at promotionen_events@sbb.ch.

3.7. Monetary 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 SBB AG. It must be a promotional stand (at least 3 x 3 metres). For tariff information, see section 2.1.

Active customer canvassing for this purpose is not permitted.

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

Fundraising activities such as bake sales or similar events organized by schools or private individuals are not permitted.

4. Termination of fundraising activities

If the SBB AG requirements or the present conditions of use are violated, SBB AG may withdraw the 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 a right to claim for damages or loss of profit.

SBB AG or their security bodies may stop, postpone or cancel a campaign at any time on account of important operational reasons. SBB AG informs the organiser as quickly as possible. There is no right to claim for damages or loss of profit.

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

5. General

In open areas outside SBB premises, authorisation from the municipality and/or the Canton may be required, depending on local regulations.

6. Special fundraising regulation

Due to the simple conditions and the high frequency of fundraising campaigns, the organiser can reach an agreement with the contact from Facility Management regarding how registrations can be carried out most efficiently. This can differ from the registration process (6.1) mentioned in the beginning.

7. Locations

7.1. Counters and zones of movement for the interlocutors

SBB AG defines the location of the counter and the associated zone of movement for the interlocutors in each fundraising space. 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. For security reasons, an appropriate distance (usually 5m) must be maintained between the entry and exit points of stairs, escalators, ramps etc. Guide lines for the blind must be kept clear by a minimum distance of 60cm. Corridors enabling the free flow of customers are also defined.

Fundraising must take place strictly within the assigned area. 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 the designated zone of movement is not permitted.

Fundraising cannot be carried out in every station due to space and security reasons.

At some stations, several fundraising areas are available. Fundraising must take place exclusively at the contractually assigned location.

More detailed information is available online at <https://promo.sbb-immobilien.ch/en>.

7.2. Number of interlocutors per fundraising area

The maximum number of interlocutors per fundraising space as permitted in the authorisation must be observed.

7.3. Stand material

A standing counter with maximal dimensions of 100 x 100cm is permitted as a fundraising stand. Advertising flags etc. are permitted, but they must be an integral part of the counter. Advertising material is not permitted away from the counter.

No distributed items of any kind (including flyers, booklets, etc.) may be handed out to passers-by during fundraising campaigns.

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

7.4. Identification – branding

The advertised non-profit organisation and all interlocutors must be identifiable by clear signage (branded counter, print on clothing, a large sign bearing the name or similar). Interlocutors without clearly identifiable signage are excluded from fundraising.

8. Rules of conduct for interlocutors

The interlocutors must behave 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 station. Maintaining a presentable appearance includes ensuring that clothes, bags etc. are not left lying around in the visible area of the stand.

Empty transport containers for the stand are to be stowed away from the fundraising area and out of the passageways.

9. Cleaning and clearing up

The 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 organiser.

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

10. Safety

The organiser is responsible for safety during the fundraising event. They must not allow crowds of people to form.

The 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.

11. Liability

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

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

SBB AG will not accept any liability for damages incurred by the organiser or third parties. In particular, SBB accepts no liability for theft or damage in the storage of fundraising material.

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

12. Supplementary provisions

Information relating to the planned fundraising activity, such as the location, date, type of activity, organiser and non-profit organisation, may be passed on to third parties by SBB AG.

Photography and filming in connection with the fundraising activity are permitted and regarded as having been approved. The personal rights of the persons recorded must be respected. A special authorisation must be obtained for filming in stations: [Filming for commercial purposes | SBB News](#)

If available, the organiser has the option of using the SBB AG public internet access (WiFi).

Some promotional stand spaces are equipped with sockets for LAN cables. If the organiser wishes to use these, it must register its interest at an early stage. Use is subject to a charge.

SBB AG accepts no liability for uninterrupted and disruption-free WLAN (WiFi) and/or LAN access. The organiser is responsible for ensuring that access to the WLAN (WiFi) and/or LAN network is used in compliance with the law. The organiser is liable to SBB AG for any damages resulting from unlawful use.

SBB AG reserves the right to amend the conditions of use at any time.

Insofar as there are no mandatory statutory provisions to the contrary, Bern is the exclusive place of jurisdiction.

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