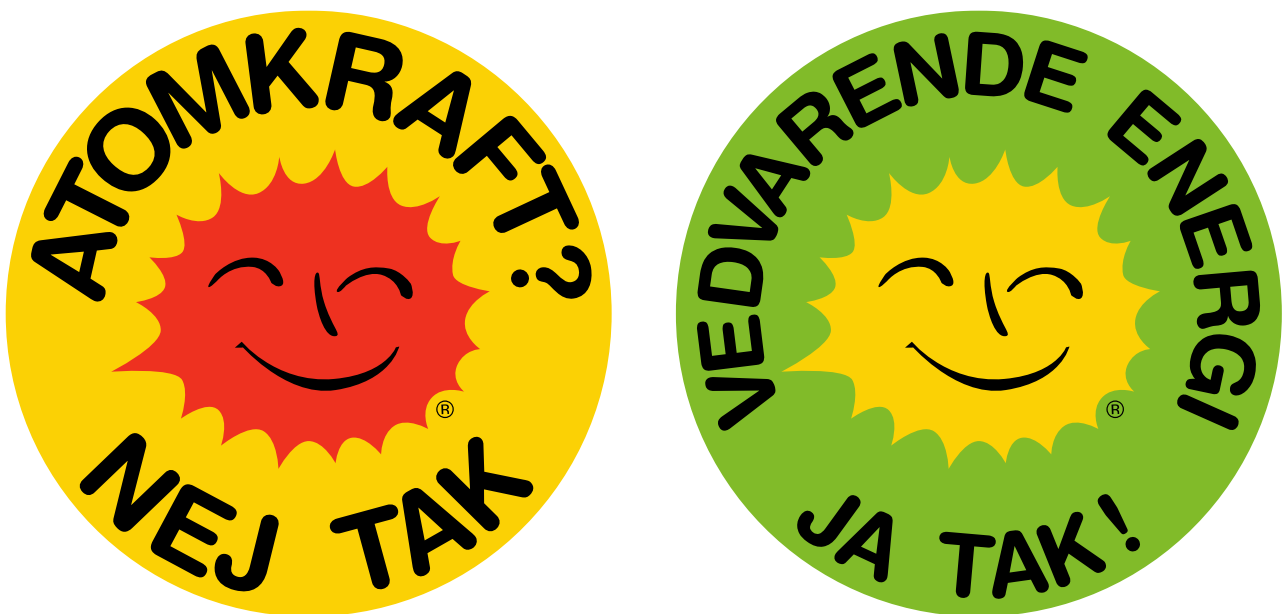


The Smiling Sun

The Smiling Sun was created in 1975 in Denmark. In dozens of countries, the anti-nuclear movement adopted the logo to serve their campaign. In 1977 the Smiling Sun was trademarked. It became the worldwide strongest brand against nuclear power. And still is.

Find out about the history of the Smiling Sun
Understand why the logo is protected
How to become a Smiling Sun user



1. Smiling Sun History

In April 1975 the “Smiling Sun” logo was designed by 21-year old activist Anne Lund in dialogue with fellow activists within the OOA, within the OOA (Organisationen til Oplysning om Atomkraft = Organisation for Information on Nuclear Power). The Logo features a Smiling Sun surrounded by the wording NUCLEAR POWER? NO THANKS - or the similar message in any other language - in colours yellow, red and black. The intention behind the design was, as Anne Lund put it, to create a friendly and open-minded logo, expressing a polite but firm “no thanks” in response to the question raised. It is a logo calling for communication by dialogue.

The Smiling Sun badge was launched at the 1st of May festival 1975 in Aarhus, Denmark’s second largest town. The logo immediately became extremely popular. Anti-nuclear groups from other countries soon asked for Smiling Suns with the message in their respective languages.

Within a few years the logo was translated from Danish into some 40 other national and regional languages and it rapidly became the most common worldwide symbol within the anti-nuclear power movement. It still is. The Chernobyl nuclear melt down in 1986 caused a massive set back for the

nuclear industry worldwide. However, along with the growing issue of climate change, the nuclear industry promoted a comeback for nuclear power. This caused the antinuclear campaign to gain momentum as well. From 2007 new language versions of the Smiling Sun were requested. The 2011 Fukushima catastrophe in Japan gave a remarkable push for additional language versions of the Smiling Sun. The number of language variations has now passed 60.

From 1976 onwards the OOA organized large print runs comprising various language versions, thus keeping production and wholesale prices for campaign groups very low. This way the Smiling Sun became an important and decentralized fundraising tool, when sold as badges, stickers, T-shirts, etc. Distribution and production agreements were made with campaign groups in most Western European Countries and in the USA, Canada, Australia and Japan as well. In 1978 revenues from sales of the Smiling Sun were used to initiate, and for about 10 years partly to finance the work of WISE (World Information Service on Energy), based in Amsterdam, with relays in many countries.

In the years 1975-1985 the OOA has produced some 36 million Smiling Sun items for sale, not to mention the incalculable numbers of Smiling Suns that have appeared on leaflets and posters, in magazines, newspapers, media programmes, websites, etc. From 1978 some foreign groups began producing Smiling Suns on their own. The OOA did not manage to keep track on such independent Smiling Sun activities and has accordingly no record on the volume of such production..

In 1977, the OOA registered the logo as a trademark in Denmark and a number of other countries. By December 2004, the logo became a Registered Trademark within the countries of the European Community. The trademark protection serves to secure the integrity and independence of the logo by reserving its use and profit from sales to the anti-nuclear power movement worldwide and to enable action to be taken against abuse and alteration of the logo by commercial interests, as well as against counter-use by pro-nuclear power campaigns, and against political parties attempting to take possession of the Smiling Sun. Still, the logo has been copied and has inspired an endless number of various messages, which are tolerated as freedom of expression.

In 1980, a Basque group of mountaineers placed a flag with a Basque version of the Smiling Sun on top of Mt. Everest. In Aarhus activists in 1983 painted an 8 metres mural of the Smiling Sun, now recognised as cultural heritage, just around the corner from the flat where the Smiling Sun was first drawn in 1975.

In 2003, The Danish National Museum in Copenhagen included the Smiling Sun in the collections of the museum. An original drawing of the Smiling Sun Logo and a collection of badges and other products are now on display at the museum. The municipal museum at Aarhus has presented the Smiling sun in several publications and has included a variety of Smiling Suns in their permanent exhibition. Major museums and institutes in Berlin, Amsterdam and London have also included Smiling Suns to their collections.

Upon request from a number of NGOs in Germany, Holland and Austria, the OOA Fonden in 2013 decided to authorize a green version of the smiling sun promoting renewable energy. This version is available only in a limited number of languages.

The Smiling Sun Archive (SSA) contains a substantial documentation related to the global use of the Smiling Sun logo 1975-2000 by the OOA and 2000-2021 by OOA Fonden. The archive will continue to collect documentation related to the use of the logo from 2021 onwards. It is organized as a section of the OOA Archive and can be approached by e-mail: ooa-arkiver@gmail.dk

Links:

English Wikipedia: http://en.wikipedia.org/wiki/Smiling_Sun

German Wikipedia: http://de.wikipedia.org/wiki/Lachende_Sonne

2. Logo Protection – Copyright and Trademark Registration

After designing the Smiling Sun Logo in April 1975 Anne Lund handed over all copyrights and any other material and immaterial rights of the logo to the Danish movement against nuclear power, organized within the OOA (Organisation for Information on Nuclear Power), founded on 31st January 1974.

In 1976 the OOA decided to register the Smiling Sun Logo as a trademark in Denmark and in a number of other European countries.

The trademark protection serves the purpose of securing the integrity and independence of the Smiling Sun Logo, to reserve profit from sales and the utilization of the logo in general to the anti-nuclear power movement worldwide and to enable action to be taken against abuse and alteration of the logo by commercial interests, against abuse by pro-nuclear power campaigns and against political parties taking possession of the Logo.

As of 31st May 2000 all rights of the OOA were transferred to OOA Fonden, whose primary task it has been to secure and maintain the copyright and any other rights related to the Smiling Sun Logo. The OOA Fonden entered into user agreements with groups and organisations campaigning against the development and use of nuclear power, offering user rights to the Logo. Commercial companies committed against the use of nuclear power could apply for a license contract allowing for production, distribution and sale of products featuring the Smiling Sun Logo.

Effective from 13th December 2004 the Logo has been registered as EU Community Trademark no. 004193091. As such the logo enjoys trademark protection in all member countries of the European Union. The Logo is trademark registered in the original colours red, yellow and black. The registration is valid for periods of 10 years and will accordingly be renewed in 2024.

The decision to establish OOA Fonden was taken at the very last national meeting of the OOA on 1st April and is closely linked to the decision at the same meeting to dissolve the OOA as of 31st May, 2000. That decision recognised that the OOA had successfully campaigned against and avoided the introduction of nuclear power in Denmark and achieved the closing down of the two reactors of the neighbouring Barsebäck nuclear power plant in Sweden.

OOA Fonden was formally established on 1st July 2002. On 12th December 2002 The Civil Affairs Agency (Civilstyrelsen) acknowledged the establishment of the OOA Fonden identified by CVR no. 2740 9954.

The primary purpose of OOA Fonden has been (1) on a non-profit basis to keep the logo available for the anti-nuclear movement; (2) to maintain the rights of the OOA, especially any copyrights, trademark rights and other rights related to the Smiling Sun logo; (3) to create income from licences granted to commercial companies. OOA Fonden has distributed at least 2/3 of any license income to regional and international activities serving the antinuclear movement. During the period 2010-2019 the OOA Fonden has disbursed 84 grants at a total of DKK 1.210.394 which translates to EUR 161.387. NGOs campaigning against nuclear power are exempted from payment of royalties and have over the last 10 years taken over most of the production of material displaying the Smiling Sun. Accordingly the number of commercial licenses has reduced drastically. The few remaining licenses will be phased out during 2021 and no more commercial licenses will be signed.

Due to these developments it has been decided to close down the OOA Fonden in 2021. All rights related to the Smiling Sun logo will by then be given back to the designer Anne Lund. Any inquiry by NGOs, public institutions or commercial entities concerning user rights and need of master copies of the logo should by e-mail be addressed to sc@smilingsun.org

Links: EU Trademark registration:

3. Guidelines for Users of the Smiling Sun Logo

Any inquiry concerning the use of the Smiling Sun Logo should be directed to sc@smilingsun.org
Master copies of the Smiling Sun logo in any language will be forwarded as per request.

1. Organisations within the antinuclear movement

NGOs campaigning against nuclear power plants and related facilities in the nuclear fuel cycle are free to use the Smiling Sun logo by observing the following basic conditions:

- They may produce, distribute and sell campaign material displaying the Logo in the appropriate language
- They may use the Logo as identification mark in campaigns against nuclear power. This includes any printed matter, advertisements, audio-visual productions as well as own websites
- They may rephrase the text of the Logo, provided that the message explicitly questions or opposes the use of nuclear power or promotes renewable energy
- They are requested to include the symbol ® thus indicating the registration of the Logo
- They are encouraged to forward samples of their smiling sun products and publications to the Smiling Sun Archive

2. News media, cultural and public institutions

News media are welcome to receive a master copy of the Logo for free use as illustration along with articles on nuclear power and energy in general. Likewise publishing companies, film producers, exhibitions and public institutions have permission to use and display the Smiling Sun for free. It is understood, however, that the Smiling Sun is not turned into a logo for the user in question or used for commercial promotion. In any case the user is kindly requested to include the symbol ® and to give credit by adding: © smilingsun.org

The Smiling Sun Archive appreciates receiving samples and other documentation of any use of the logo.

3. Political parties

It has been the strict policy of the OOA to keep the Smiling Sun independent of political parties and oppose any attempt from a political party to take possession of the logo. However, within specific limitations political parties are granted permission to use the Smiling Sun. For that reason the OOA Fonden has agreed upon a code of conduct concerning the use of the Smiling Sun Logo by political parties. This code of conduct still applies.

4. Individuals

Individuals are welcome to use the Smiling Sun for purely private purposes. This covers display on homepages, on facebook and similar social networks as well as individual private banners, stickers, posters etc. Individual users are expected always to include the symbol ® thus indicating the registration of the logo.

Links:

1. Code of Conduct concerning the use of the Smiling Sun Logo by political parties
2. Code of Conduct bezüglich Nutzung der lachenden Sonne seitens politischer Parteien

4. Smiling Sun Sales

The Smiling Sun Archive does not itself engage in selling campaign material with the Smiling Sun Logo. We refer to the services offered by the major national campaign organisations and by the WISE shop: <https://wiseinternational.org/webshop>

When the OOA ceased operation on 31st May 2000 the stock of Smiling Sun material was donated to WISE Amsterdam, to be sold in support of the information work of WISE. Some of that stock is still available from WISE.