



environmental affairs

Department:
Environmental Affairs
REPUBLIC OF SOUTH AFRICA

National Greening Brand Guidelines



**NATIONAL
GREENING**



1. Introduction

The purpose of this document is to introduce the National Greening brand, developed by the Department of Environmental Affairs for the National Greening Programme. This document sets out why the brand has been developed, and guidelines for how and when it should be applied.

1.1 Origins

The World Summit for Sustainable Development (WSSD), held in Johannesburg in 2002, was a major international event hosted by the South African government. Due to its focus on sustainability, there was a concerted effort to organise it as a green event. It was in many respects a pilot and a number of important lessons were learnt. This became a model for greening future events.

Since then there has been an international focus on the sustainability of major events, such as the 2006 World Cup hosted in Germany and the 2008 Olympics hosted in Beijing, China. The South African government has become increasingly cognisant of the importance of event greening, with a sustainable focus on events such as the 2009 Climate Change Summit.

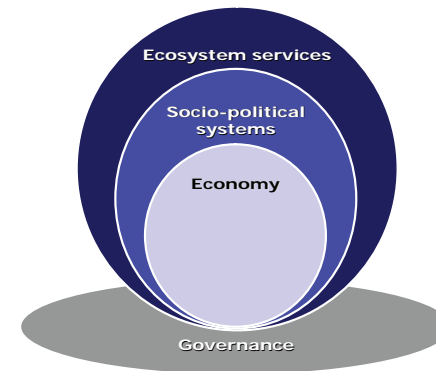
The 2010 FIFA World Cup™ presented the next significant opportunity to stage a green event and was actualised through the Green Goal Programme. The Green Goal Programme is owned by FIFA and is comprised of eight themes – energy, water, waste, tourism, biodiversity, infrastructure, carbon offsetting, and participation, communication, education and public awareness. With the aim of supporting this programme, the Department of Environmental Affairs (DEA) made a widespread call to its stakeholders to partner with both the Department and the host cities to implement projects in those eight thematic areas.

Realising the importance of ensuring that the opportunities for partnering on greening projects went beyond the 2010 FIFA World Cup™ in terms of both scope and duration, the Department has developed the National Greening Programme. The National Greening Programme has been developed with the purpose of ensuring that greening projects within South Africa are supported and implemented in a coordinated and supportive environment. In order to support and promote the National Greening Programme, the Department has developed the National Greening brand, representing the sustainable and responsible use of natural resources, in line with the objectives of the National Greening Programme.

1.2 Defining greening

In many respects, the term 'greening' is synonymous with sustainability, which refers to the reconciliation of the three pillars of sustainability, namely environmental, social and economic demands. This view is presented in the illustration alongside, using three concentric circles with the outer layer representing ecosystem services, which embodies the environmental factors, and the sustainable use of ecosystem goods and services. The next layer incorporates socio-political systems and at the centre of the system lies the economy. These layers rest on a governance platform, which supports the system through good corporate and co-operative governance.

Greening requires the incorporation and application of environmental principles and best practice into planning and practice. It means taking into consideration the environmental impacts of decisions taken and investments made, and ensuring that the negative environmental impacts of these decisions are minimised. In so doing, natural resources are conserved; they are also used more efficiently, and less pollution is produced. Furthermore, it seeks to ensure that the impacts of greening are beneficial from both a social and economic point of view through community involvement and local economic development. It is possible to achieve all three objectives simultaneously.



2. Defining the Greening brand

2.1 Defining a brand

A brand is the sum of all the tangible and intangible messages provided through a variety of media informing the target audience of the purpose, values and personality of either an organisation or service offering. A brand is both the physical elements such as logo, corporate colours and slogans, as well as the values that stakeholders associate with the brand, such as reliability, quality, exclusivity, trustworthy, environmentally friendly, etc.

Tools used to convey the ethos of brand are based on the core brand element – the logo. The logo sets the tone and implied personality for a brand. Secondary elements such as the corporate colours, and typography are based directly on the logo or in harmony with the logo. The logo and secondary elements are then used to create brand's corporate identity – all of the elements form a set of rules or guidelines, such as the corporate colours that can be used, where, when and how logos and slogans can be used as well as defining the unacceptable usages.

A brand has a personality. This includes a set of values, often based on the vision and mission statement of an organisation. When creating a brand, it is important to ensure synergy between the brand identity and the brand values. These will be influenced by what the brand is offering, who it is offering it to and the market within which it operates. Brand values will influence the media used to promote the brand or convey branded messages. It is therefore important that a brand and its values are reflected in all forms of communications with key stakeholders.

2.2 Defining the National Greening brand

The National Greening brand has been designed to embody its roots, values and purpose. It is designed in the shape of a leaf which, as a representation of a tree, is symbolic of greening. There are eight themes within the National Greening Programme and the logo has been designed to represent the amalgamation of these themes into the concept of greening. The leaf has been structured using various segments, each segment is a colour from the National Flag. The geometric structure represents one of the key themes of the National Greening Programme, infrastructure. The colours of the flag achieve a sense of identification for South Africans. This in turn should encourage the sense of 'buy-in' to the values and purpose of the brand, encouraging another of the key themes, public participation. Each of the colours speak to one or more of the key themes. Green represents biodiversity, blue represents water conservation and management, red and yellow represent energy efficiency, carbon offsetting and waste management. The remaining theme, tourism, is represented by a mix of the other themes which relate to tourism, such as water management and carbon offsetting.

2.2.1 Brand purpose and values

The Greening brand is attached to its parent brand, the National Department of Environmental Affairs (DEA), and therefore its values and purpose are derivatives of the DEA brand. The Greening brand has been developed as the 'face' of the National Greening Programme, representing the programme's goals, objectives and values. The brand values, as derived from the National Greening Programme, are sustainability, collaboration, participation and communication. The purpose of the brand is to identify the involvement of the National Greening Programme in greening projects and programmes whereby synergies and partnerships have been utilised to coordinate the achievement of greening objectives. The aim of the brand is to promote positive greening activities and acknowledge best greening practice whilst monitoring and coordinating the attainment of aims and objectives that speak specifically to a green mandate for South Africa.

2.2.2 Brand personality

The personality of the National Greening brand, whilst retaining elements of the National DEA brand, specifically conveys an approachable, professional, knowledgeable and collaborative persona. Slightly less formal than its parent brand, it is inclusive and looks for common goals with a greening focus and the means to achieve them.



2.2.3 Brand target audience

Target audiences for the brand include stakeholders that are both internal and external to the Department. Internal stakeholders would include those within the Greening Directorate that are responsible for the ownership and implementation of the brand, as well as those based in other DEA directorates. Those within the Greening Directorate should have the closest understanding and affiliation with the brand as their actions whilst interacting with other stakeholders, in part, convey the brand identity itself. Other internal stakeholders should come to associate the National Greening brand with DEA and the coordination of the attainment of greening goals.

External stakeholders should experience the National Greening brand as an approachable, knowledgeable and coordinated source on current demands within the greening environment and the opportunities for involvement are available. The National Greening brand should become synonymous with DEA and with the assurance that where the brand is experienced, best practice greening is taking place in a coordinated and effective manner. External stakeholders would typically be government departments, parastatals, sectoral organisations and the general public, with a particular focus on those most affected by environmental issues.

