

## 3. Application of the Greening brand

### 3.1 Uses of the National Greening brand

The National Greening brand will be used as the face of the National Greening Programme, a programme which aims to achieve greening goals and objectives through partnerships between the greening directorate of DEA and other organisations. Partnerships will be achieved by combining skills, resources and staff hours in an organised, coordinated and strategic manner. Further, the National Greening Programme will provide oversight on the implementation of greening projects and programmes and the impact that these will have on the achievement of national greening objectives, irrelevant of whether or not the National Greening Programme itself was involved in the actual project or programme. In this sense, it becomes a coordination and monitoring point for such activities, as well as an active party.

#### 3.1.1 Implications

Partnerships involve both the use of the brand and financial contributions of some kind, be it staff time, skills and resources or access to project specific funds. Partnerships of this nature require high levels of involvement throughout the process. However, this leads to high levels of control, and, as a partner, joint governance of the process can be expected. This may mean that depending on the size of the project or process, each partnership could require a full time representative – capacity requirements may therefore be highly intensive. Terms and agreements should be agreed upon at the beginning of the partnership, and either a standard set of terms to be used for all partnerships should be developed or differentiated terms will need to be developed on a case-by-case basis.

#### 3.1.2 Challenges & Risks

Whilst partnerships have a lower level of risk in terms of brand integrity due to the high level of involvement in the governance of the project or process, it is cost and time intensive. It therefore requires much greater capacity, both in terms of staff availability and competencies, and budget. Should a problem occur during the execution of the partnership, liability for financial and issue management may become applicable to some degree. Policing the use of the brand and maintaining brand integrity would be a risk-bearing issue, but the Department would have a relatively fast response time given the degree of involvement in the governance of the initiative.

### 3.2 What the National Greening brand will not be used for

The Greening brand is not going to be used as an endorsement or as a sponsorship programme. It will not enable organisations to approach the Department to request endorsements or sponsorships. Whilst organisations will be able to approach the Department with the intention of forming partnerships, specific acceptance criteria will define the type of partnerships that are permissible depending on the particular project, event or process, as per the acceptance criteria. The acceptance criteria are available from the National Greening Directorate on request. It will not, under any circumstances, be applied to goods or services as these will be subject to Indalo Yethu's eco-labelling scheme. Further information on the eco-labelling scheme is available in the National Greening Framework.

The National Greening Programme does not intend to be authoritative, or to represent a group of brands, and would act only as an information coordinator, rather than instructional body, working with, not above, other organisations.

The Department will decide on a case by case basis which brand elements should be used and who will be considered the lead agent on each project, especially during the short term, whilst the brand and programme is undergoing a transitional and introductory phase.