

Report

Report to:	Climate Change and Sustainability Committee
Date of Meeting:	25 August 2021
Report by:	Executive Director (Finance and Corporate Resources)

Subject:	Launch of Climate Change Action Logo
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1. Purpose of Report

1.1. The purpose of the report is to:-

- ◆ Present to the Committee a new logo which has been developed to promote the council's work to recognise and tackle the climate emergency, and to encourage appropriate actions by residents and others

2. Recommendations

2.1. The Committee is asked to approve the following recommendations:

- (1) that the logo, attached as Appendix 1, and how it will be used on Council materials be noted.

3. Background

- 3.1. On 25 September 2019, following the consideration of a motion to the full Council, it was agreed that this Committee should be established as part of a statement of intent on the climate change emergency.
- 3.2. In recognition of the importance given to this issue by Elected Members, in February 2020, the Communications and Strategy service added Climate Change to the list of communications campaigns it carries out on behalf of Resources.
- 3.3. Previously, communications support for this area had been delivered on an ad hoc basis, principally in support of actions by officers responsible for leading on sustainability within Community and Enterprise Resources. As a formal campaign, the communications work in the area benefits from have a lead communications officer acting as an "account manager", liaising with relevant officers across the council and co-ordinating the efforts of all parts of the Communications and Strategy service.
- 3.4. Work carried out as part of the Climate Change communications campaign so far includes messaging on engine idling – now an annual campaign that, last winter, focused on the health benefits of switching off engines – and active travel – most recently related to cycle lane improvements in East Kilbride.

4. Development of a Climate Change Campaign Logo

- 4.1. Given not only the importance, but also the likely longevity of the council's work on climate change and, therefore, the campaign to support it, it was decided to develop

a logo. The intention being to create an image that could be applied to any materials relating to any aspect of the council's actions in this area

- 4.2 A logo of this nature should be eye-catching and immediately representative of the brand or message it represents. In a commercial situation, logos can summarise a company or product. In an example such as this, effective use of such a logo helps pull together different strands of work being undertaken by different parts of a large organisation under one umbrella.
- 4.3 The development of the logo was undertaken in-house by Communication and Strategy's Graphics team, working in consultation with the campaign lead and officers in Community and Enterprise Resources.
- 4.4 The concept was devised using behaviour change research that showed many people feel that the climate emergency is too big for them to make a difference. The research also showed that citizens need to see policy to help back up the behaviours we want from them. The idea of the logo is to add it to any webpages and printed material we have that relates to climate change. A citizen seeing a web page on recycling or picking up a leaflet about electric vehicle charging points will see the logo and know that what we are asking them to do relates directly to climate action.
- 4.5 The results of this work are presented at Appendix 1. This shows the logo on its own in larger scale and also in a variety of examples of how it might appear in context on materials produced for relevant parts of the council's work – posters, banners, online and on council reports.
- 4.6 As Committee members will see, the logo comprises an hour glass alongside the message that "Time is running out!" This represents the urgency of the climate change emergency and the need to address it now. Furthermore, the contents of the hourglass are the Earth itself, dripping down into the vacuum below. This is emphasised by the blue-green colour palette, though the words "Climate Change" stand out in bold orange – a colour acknowledged in marketing as a good colour for a call to action.
- 4.7 The design will lend the logo to a range of materials going forward. For example, it will work well online and in animation form. It is considered that, if used correctly and imaginatively, it will prove particularly popular with the younger audience that is a key audience for the Climate Change campaign.

5 Employee Implications

- 5.1 There are no employee implications as such, but the logo will be used on internal communications, where appropriate, to encourage staff awareness and positive actions in relation to climate change.

6 Financial Implications

- 6.1 There are no additional financial implications.

7 Climate Change, Sustainability and Environmental Implications

- 7.1 The purpose of the logo is to promote the work of the council, and efforts undertaken alongside partners and our communities, in tackling climate change. By engaging with the public its aim is also to inspire others, especially local residents and businesses, to do their bit as part of the wider effort.

8 Other Implications

- 8.1 No other implications are expected.

9 Strategic Environmental Assessment

- 9.1 No SEA will be required. It is worth noting that while the logo may be used on printed materials, it is principally seen as a digital tool.

10 Equality Impact Assessment and Consultation Arrangements

- 10.1 This report does not introduce a new policy, function or strategy or recommend a change to an existing policy, function or strategy and, therefore, no impact assessment is required.

Paul Manning

Executive Director (Finance and Corporate Resources)

23 July 2021

Link(s) to Council Values/Ambitions/Objectives

- ◆ Ensure communities are safe, strong and sustainable
- ◆ Promote sustainable and inclusive economic growth and tackle disadvantage

Previous References

- ◆ None

List of Background Papers

- None

Contact for Further Information

If you would like to inspect the background papers or want further information, please contact:-

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