

Green Climate Fund



Logo of the Green Climate Fund



GCF/B.01-13/09/Rev.01

12 March 2013

Meeting of the Board

13-15 March 2013

Berlin, Germany

Agenda item 11

Recommended action by the Board

It is recommended that the Board:

- (a) Takes note of the information presented in document GCF/B.01-13/09/Rev.01 *Logo of the Green Climate Fund*;
- (b) Provides guidance on the issue of a cash prize; and
- (c) Adopts the decision presented in the Annex to this document.

Logo of the Green Climate Fund

I. Introduction

1. At the first meeting of the Board of the Green Climate Fund in Geneva, Switzerland, in August 2012, the Board agreed to take up the matter of the logo of the Fund at its next meeting and invited proposals for a related process.
2. At its second meeting in Songdo, Republic of Korea, in October 2012, under agenda item 13, the alternate member Mr. Farrukh Khan, introduced a proposal on modalities for creating the identity of the Fund through a logo and suggested that the Fund should launch an international competition inviting art and design schools and universities across the world to submit a logo of the Fund that would depict its ideals and character.
3. Following a number of comments raised by the Board members, in particular on whether offering a cash prize was an appropriate way of rewarding the winner and whether it was necessary to convene a selection panel to evaluate the submissions, the Board agreed to take up this matter at its next meeting and invited Mr. Khan to refine his proposal.
4. The Board may wish to further consider the option of a cash prize for the winners of the logo competition, taking into consideration that a cash prize of US\$ 15,000 has been offered by the Carbon Markets and Investors Association (CMIA).

Annex: Draft decision of the Board

The Board, having reviewed document GCF/B.01-13/09/Rev.01 *Logo of the Green Climate Fund*, and subject to comments and amendments made at the meeting:

- (a) Requests the Interim Secretariat to launch an international competition inviting art and design schools and universities worldwide to submit a proposal for a logo of the Fund that would depict its ideals and character;
 - (b) Agrees that the purpose of launching this competition would be to raise awareness:
 - i. Of the Green Climate Fund;
 - ii. Of challenges and threats posed by climate change, in particular among the young generation;
 - (c) Agrees that the logo of the Fund should:
 - i. Reflect the resolve of the international community to address and overcome climate change;
 - ii. Reflect the inclusive and distinct institutional character of the Fund which involves States, private sector and civil society, working together to address the challenge of climate change;
 - iii. Be in line with the objectives of the Fund to achieve a new paradigm through low carbon development pathways and climate resilience;
 - (d) Requests the Co-Chairs to address a letter, containing an entry form, to the heads of such schools and universities, requesting them to inform and invite interested individuals to design the logo of the Fund. Such letters would also be addressed to the ministers of environment and/or climate change to ensure the widest possible circulation of the invitation;
 - (e) Decides that entries for the logo of the Fund should be received by the Interim Secretariat no later than 30 April 2013 and that, at its second meeting in 2013 (June 2013), the Board should constitute a Selection Panel, comprising:
 - (i) Three members/alternate members from the developed countries and three members/alternate members from the developing countries;
 - (ii) A representative of civil society;
 - (iii) A representative of the private sector;
 - (iv) A well-known graphic designer, by invitation and on a pro-bono basis, with substantial experience in designing logos; and
 - (v) The Director of the Interim Secretariat;
 - (f) Agrees that the cost of travel and two-day accommodation for the individual(s)/group or its representative whose logo proposal will be approved by the Board will be borne from the administrative budget of the Fund;
 - (g) Agrees that the approved logo of the Fund and the name of the individual(s)/group who designed it will be displayed at the headquarters of the Fund.
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