

Green Climate Fund

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# Progress Report of the Logo Selection Panel

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**GCF/B.05/09**

3 October 2013

**Meeting of the Board**

8- 10 October 2013

Paris, France

Agenda item 5

## Recommended action by the Board

It is recommended that the Board:

- (a) Takes note of the information presented in document GCF/B.05/09 *Progress Report of the Logo Selection Panel*;
- (b) Adopts the decision presented in the Annex to this document.

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# Progress Report of the Logo Selection Panel

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## I. Introduction

1. At its March 2013 meeting, the Board requested the Interim Secretariat to launch an international competition inviting art and design schools and universities worldwide, and the broader public through the Fund's website, to submit a proposal for a logo of the Fund (decision B.01-13/12). Through this decision, the Board agreed to constitute at its June 2013 meeting a Logo Selection Panel, supported by the Interim Secretariat.
2. At its June 2013 meeting, the Board constituted the Logo Selection Panel, comprising:
  - (a) Four members/alternate members of the Board: Mr. Adam Kirchknopf (Hungary), Mr. Farrukh I. Khan (Pakistan), Ms. Ludovica Soderini (Italy)\*, Mr. Kwang-Yeol Yoo (Republic of Korea);
  - (b) Mr. Pratim Roy (Keystone Foundation), a representative of civil society\*;
  - (c) Mr. Miles Austin (Climate Markets and Investment Association – CMIA), a representative of the private sector;
  - (d) Mr. Wontaik (Tony) Kim, a well-known brand designer\* and
  - (e) Ms. H la Cheikhrouhou, the Executive Director.
3. At its June 2013 meeting, the Board authorized the Logo Selection Panel to establish a set of criteria to evaluate the competition entries, hold meetings assisted by the Interim Secretariat to conduct its work, assess the competition entries and make a recommendation on the successful logo to the Board at its October 2013 meeting.
4. The purpose of this document is to provide an update of the process and present a draft decision to the Board so that it can move forward on selecting a logo of the Fund.

## II. Progress made

5. The Logo Selection Panel held two video conferences, assisted by the Interim Secretariat. On 28 August 2013, Panel members met via video conference to launch the work of the Panel, select a Chair, establish a work plan and set guidelines for evaluating the entries. During this meeting, the Panel members present at the meeting selected Mr. Farrukh Khan as the Panel's Chair. They agreed on the criteria for evaluating the short list of 15 entries. The 15 entries on the short list, out of 84 entries received during the competition, were those that had met the eligibility requirements. The Panel agreed to circulate the list of criteria for additional input from those Panel members that were not present at the meeting and to reconvene in a few weeks' time to review the short list, with insight from the professional designer member of the Panel.
6. On 20 September 2013, the Panel met again by video conference to review and discuss the suitability of the entries under consideration. The Panel agreed on the need for a clear concept for the logo design that reflects the Fund's objectives. The Panel also agreed that the

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\* Designated after the June 2013 Board meeting. Ms. Soderini was not able to participate in any of the panel meetings. Mr. Kim replaced Ms. Vesma Brekalo, who withdrew from the Panel in August 2013 for personal reasons.

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selected logo must professionally present the Fund's image as an international institution engaged in important work.

7. Following a request by the Chair, the design expert conveyed his view that the entries were not of sufficient professional presentation quality. The design expert assessed that: (a) not all the entries conform with the requested formats, (b) the entries do not lend themselves to replicability in various formats, and (c) with the exception of two entries, the entries are too familiar and lack originality. Panel members agreed with the assessment that none of the entries reflect the originality and aspirations of the Fund. Given this evaluation, the Panel agreed to reject the 15 short-listed entries.

8. The Panel also noted the urgency of the logo selection. The Interim Secretariat expressed the view that the logo's quality and the image it conveys should be top priority, but that the early December 2013 timeline for the opening of the Fund's headquarters in Songdo, Republic of Korea, should also be factored in the decision on selecting a logo. Noting the importance of integrating the logo within the interior design of the headquarters building, the Interim Secretariat recommended cancelling the competition and contracting a professional designer to produce the Fund's logo. Panel members agreed that the urgent need to complete the logo design before the work on the interior design of the headquarters is concluded should be the overriding factor in the decision on selecting a logo of the Fund.

### III. Recommendation

9. The Chair noted, and the Panel agreed, that:

- (a) The competition had been limited by various circumstances;
- (b) The entries were not as unique or original as desired;
- (c) The entries do not clearly portray the image or identity of the Fund; and
- (d) Most of the entries do not reflect the Fund's objectives.

10. Given this situation, and noting both the urgency and the consensus that the logos were not of sufficient professional quality to represent the Fund's image, the Panel agreed to present the Board with a recommendation on how to bring the logo selection to a close.

11. The Panel recommends to cancel the logo competition, as allowed under the competition terms and conditions, and request the Interim Secretariat to hire a professional designer to design the logo of the Fund, under the guidance of the Logo Selection Panel. This would have a budgetary implication

12. <sup>1</sup>, but would provide the advantages of allowing input into the design process, as well as integration with the on-going interior design of the headquarters offices. A further benefit would be the ability of a professional designer to deliver a full slate of logo designs and visibility for the Fund, including colour coding, typographer and logo application guidelines.

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<sup>1</sup> During the October 2013 Board meeting, the Interim Secretariat will present a budget estimate for hiring a designer to design the Fund's logo.

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## Annex I: Draft decision of the Board

The Board, having reviewed document GCF/B.05/09 *Progress Report of the Logo Selection Panel*:

- (a) Notes that the entries received in the logo competition were not adequate to represent the identity and image of the Fund;
  - (b) Decides that the logo competition will be cancelled, as recommended by the Logo Selection Panel;
  - (c) Requests the Interim Secretariat, under the overall authority of the Executive Director, to contract a professional designer to design the logo of the Fund;
  - (d) Requests the Logo Selection Panel to oversee the work on the design of the logo; and
  - (e) Requests the Interim Secretariat to undertake the work necessary to implement the new logo in all communication products of the Fund, once the selection has been made.
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