

BRANDING SUSTAINABILITY

Our Story

Dawn Dewar

Sustainable Transport Manager

University of East Anglia



Once upon a time

- TravelSmart campaign (2002)
 - No budget
 - Hand drawn logo
 - Smartshare permits for car share scheme
 - Website
- 2005 “Travelbug” is born



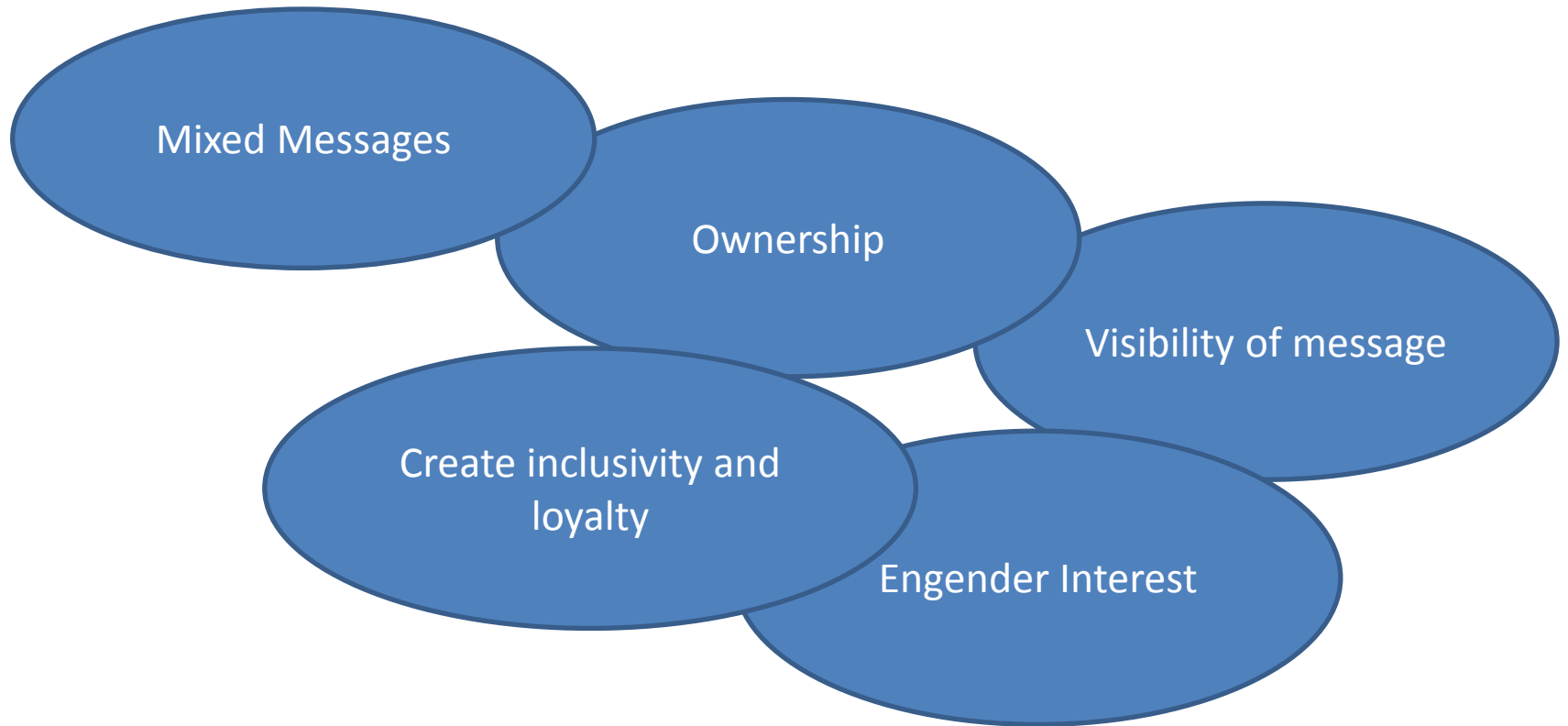
Growth and Focus



Mixed Messages



Growth and Focus



The Challenge

- Required a “brand” to represent
 - “sustainability” as a whole
 - individual areas of activity, energy, recycling etc.
 - green champions network
 - Pledges
 - campaigns
- Understandable and relevant to all sections of the University community
- Flexible with longevity
- Work in a range of formats including, posters, stickers, freebies etc.
- And above all FUN

The Daddy!



Have you got the Travelbug yet?

Presenting The Family



CarbonCrew
Reducing Our Impact



CarbonCrew
Reducing Our Impact



CarbonCrew
Reducing Our Impact
www.carboncrew.uesc.ac.uk



A Christmas message from the **CarbonCrew**...

'Tis the day before Christmas and everything's quiet; no PC's running, no non-essential lights. Remember, if it's not needed switch it off over the Christmas and New Year break.



CarbonCrew
Reducing Our Impact
www.carboncrew.uea.ac.uk

Join the CarbonCrew...
Sign up and help us at
www.carboncrew.uea.ac.uk
email us carboncrew@uea.ac.uk
or follow us at [facebook.com/carboncrew](https://www.facebook.com/carboncrew)

A little **thank you** for turning your computer off.

And, don't forget to switch off all non-essential electrical appliances during the Christmas and New Year break.



CarbonCrew
Reducing Our Impact
www.carboncrew.uea.ac.uk



Norwich has the same average rainfall as Addis Ababa

Water is precious. Make every drop count; otherwise everyone will be counting the cost.

Addis Ababa receives on average 1089 mm (42.9 in) of precipitation annually or 91 mm (3.6 in) each month.

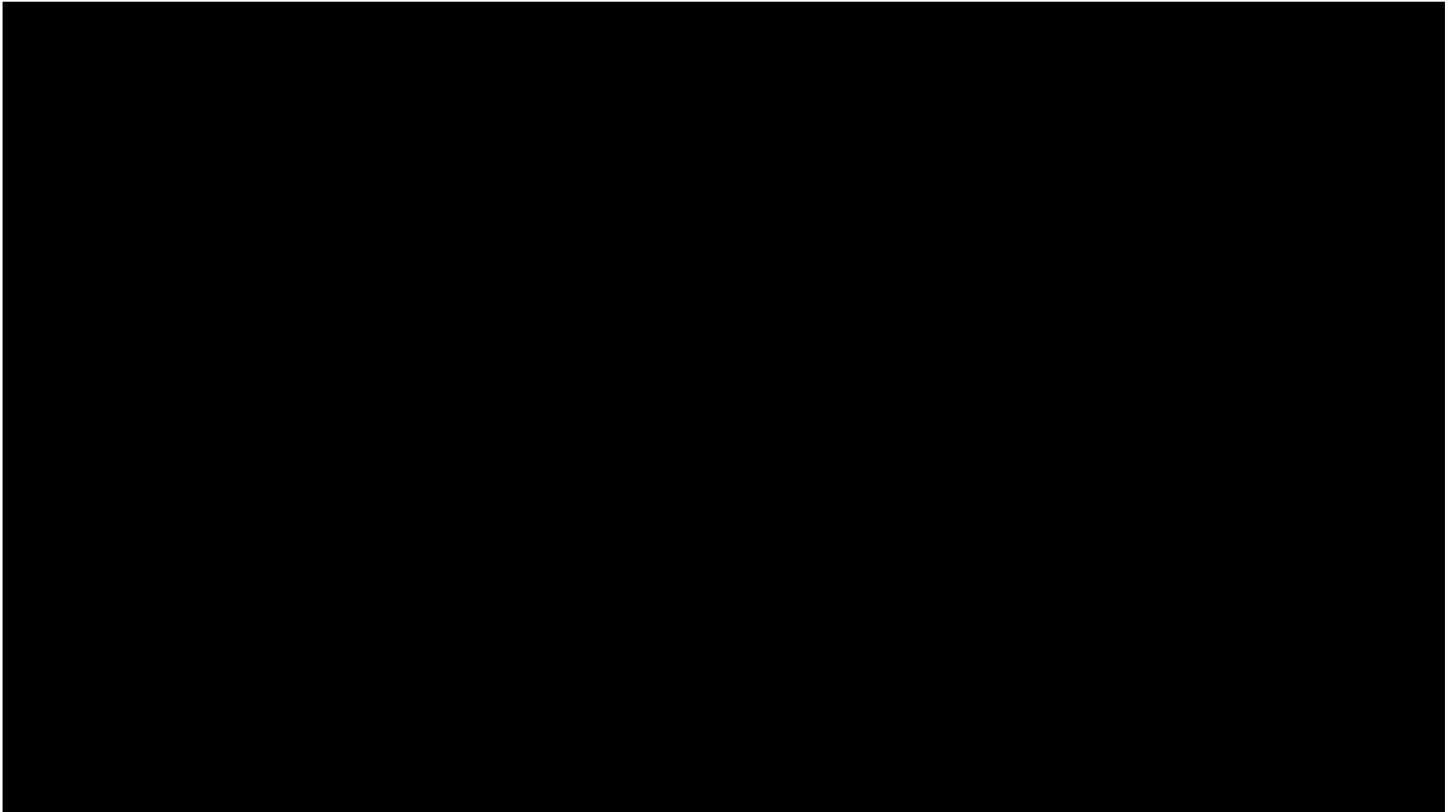


Encouraging people to do more...
To find out more and to join the CarbonCrew community sign up and help us at www.carboncrew.uea.ac.uk or email us carboncrew@uea.ac.uk

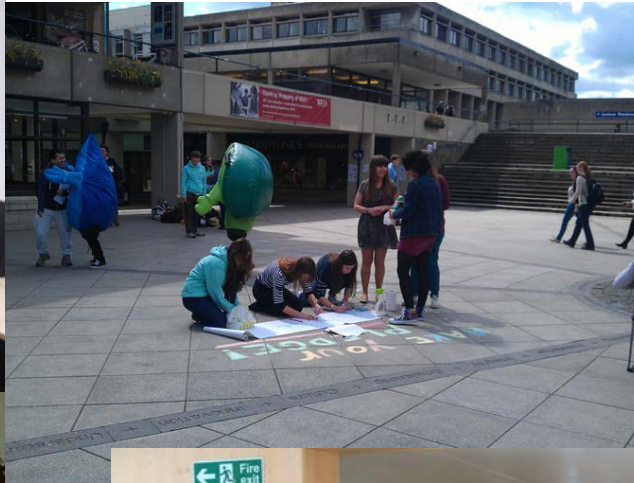


CarbonCrew
Reducing Our Impact

And now meet the Crew!



The Carbon Crew Volunteers



The Obstacles

- Image clash with corporate face
- Engagement with academics
- Managing the Brand
 - Over population! Everyone wants a “bug”
- Print costs – less impact in black & white
- Where next?

Carbon Crew Benefits

- Uncomplicated
 - pictures can speak louder than words!
- Transferrable to external service providers
 - bus shelters in the city centre
 - refuse lorries
- Visibility & Engagement in Wider Community
- Adoption of concept by other Estates departments



Judging Success

- 79% of staff recognised the logo as relating to sustainability activity
- 76% of staff knew how many characters made up the logo
- Over 100 Carbon Crew volunteers
- Range of annual “Carbon Crew” events including the student led Pledge for the Planet Day
- Campaigns = Results

Thank You

