

**CASE STUDY: ICCAS PROJECT**

**BRANDING THE PROJECT**

***GRENADAPTS***



**Submitted**

By

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| **Integrated Climate Change Adaptation Strategies (ICCAS): Thematic Report** | | | |
| **Title:** Branding the Project Grenadapts | | **Period:** Mid 2016 – | |
| **IMPLEMENTING AGENCIES** | | | |
| United National Development Programme (UNDP) | **Ministry of Education Human Resources Development & Environment, NAWASA** | | German Development Cooperation (GIZ), BMUB |

**Background**:

The Integrated Climate Change Adaptation Strategies (ICCAS) project was designed to provide a holistic approach to climate change adaptation and mainstreaming in Grenada. The overall aim of the ICCAS project was to increase resilience of vulnerable communities and ecosystems to climate change risks on the three islands: Grenada, Carriacou and Petite Martinique. The project, which has four Components, used a comprehensive, integrated approach for analysing and implementing adaptation strategies. It also used a unique approach of establishing the institutional and operational framework for building adaptation and resiliency with direct support for the implementation of small-scale adaptation initiatives through a community based climate change adaptation fund which contributed immensely in informing ordinary citizens about the impacts of climate change and demonstrating through actual interventions, how they can initiate various activities, in their homes, schools and communities to build resiliency.

The complete ICCAS Programme was comprised of four (4) components out of which a number of projects were conceived and executed as part of the Community Climate Change Adaptation Programme. These projects can be grouped along the following themes:

* + Agriculture and water
  + Marine and coastal areas
  + Education and awareness
  + Flood mitigation
  + Recycling
  + Land degradation

**Role of Branding in the Program**

The idea of having a logo for the Grenada Climate Change initiatives originated with GIZ and first arose in 2013. The idea was developed to distinguish the Grenadian approach and program from the others in existence since there were a proliferation of climate change projects regionally and internationally. The logo for Grenadapts was developed by a local public relations, marketing and advertising company. The logo was launched officially in 2014 to be used on billboards, buses and all activities associated with the project. However, over time the concept of the logo was broadened to include its use on all projects associated with climate change in Grenada.

It was felt that:

* Using standard logo would immediately brand a particular project as climate change related even when the projects were being undertaken by different groups or under differently funded programs.
  + For this reason, the logo had two forms one which included the ICCAS name and one which didn’t and therefore could be used on any project
  + The concept was that all projects/activities should use the GRENADAPTS logo alongside their own logo if they had one.
* It allowed for Grenada’s climate change work to be immediately identified within Grenada, regionally and internationally.
  + The original focus of the logo was to create awareness within the local community but over time the logo has become recognizable regionally and internationally.
  + Grenada has become a leader among small island states in its approach to climate change and the logo has helped to brand its approach.

**Impact of Branding on the Program**

The Grenadapts logo is being used to mark all climate change adaptation activities conducted by the Government of Grenada and since its launch in May 2014, different Grenadian newspapers have published articles and advertisements on climate change and adaptation options. It is has become recognizable at both a regional and international level and Grenada has become recognizable as a small island state with a clear vision and program to address the issue of climate change.

**Positive Lessons that can be Extracted**

1. The use of a logo suggests the issue of climate change to those who see it.
2. It is uniquely associated with Grenada and thus raises Grenada’s profile in the climate change arena. Grenada is the only island state currently using this unique branding strategy.
3. The use of the logo beyond just the ICCAS project has helped to promote the Grenadian idea of an integrated approach to climate change across sponsors, ministries, various groups and projects.
4. The support and sponsorship of the Permanent Secretary in the Ministry of the Environment proved to be a key factor in promoting and then expanding the use of the logo beyond its original application.

**Areas for improvement for future Branding Exercises**

The biggest issue with the use of the logo was that when initially developed and promoted there was no designated clearing house and defined policy for its general use. This means that some agencies or projects that should be using the project do not do so for various reasons:

* They may not have been properly briefed on its use
* They don’t have access to its artwork etc and don’t know how to access
* There is no central clearing house or government agency that automatically handles its use or communicates on its use.
* The UNDP has ownership of the logo but they are not a government agency and thus cannot mandate its use outside its own projects

**Key Comments on GRENADAPTS from Stakeholders**

The Prime Minister Dr. Mitchell said at the Logo Launch; “The new logo will help us to make climate change and our adaptation efforts more visible to everyone here in Grenada”. The Acting Permanent Secretary in the Ministry of the Environment Merina Jessamy, also noted that the logo will become the symbol for the island’s climate change initiatives and “when you see the logo you will know that it is sending a message about climate change”.

**Resources:**

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Location of Project: Caribbean/OU/Grenada/St Andrew

MHT: What is the Major Habitat Type for this partnership? Farming community?

Types of Partners: Government, Place-based NGO, International NGO, Community Based Organization etc.

Priority:

Date: May 2018

Links : <http://www.nowgrenada.com/2014/05/grenadapts-climate-change-initiative-formally-launched/>

<https://soundcloud.com/grenadapts>

<https://www.facebook.com/ICCASGrenada/>