



The Sports for Nature initiative aims to mobilise sports, of all sizes and in all geographies to take action for nature. Therefore, the agency needs to highlight how the brand and its application will help incentivise sports, while promoting their progress and achievements. In addition, it should guide our engagement with the broader sporting community, including key decision makers, influencers, event organisers, brands, suppliers and spectators alike.

Specifically, the agency will need to:

Component 1:

Develop a brand strategy that will speak to sports and build a narrative that will facilitate their commitment to take action for nature.

convey to reach sports and its key stakeholders (the regulators, sponsors, spectators, etc.), reinforcing the opportunities for sports, the industry and nature.

Identify possible key messages and tag lines to support the Sports for Nature initiative, its signatories and other stakeholders.

Component 2:

Design a logo that is easy to recognise and replicate by partners and sports signatories.

