

اقتصاد أخضر .. إبتكار .. إستدامة  
Green Growth .. Innovation .. Sustainability

2014-2015

a U.A.E Ministry of Environment & Water initiative

# National Environment Day

## CAMPAIGN OVERVIEW

## About

Our environmental heritage is a responsibility passed down to us by our founding fathers, and as such should be given the utmost attention and care from us and future generations. Our environmental heritage is still alive and pulsating with life around us ranging from unique desert landscapes, to pristine beaches on islands with rare and indigenous species. It is all part of the intricate creation that is interconnected and pulsating with life. This notion is one that is part of the Emirati identity, and is vital for securing a sustainable future both practically and inline with our leadership's vision.

The 2014/15 National Environment Day campaign aims to spread awareness about the NED brand, where all residents of the UAE are encouraged to celebrate and commemorate this landmark day that our founding father has initiated on February 4th, 1997.

**“ Our goal is to leave our audience with the message “It’s Our Turn Now”. All the limitless possibilities that are available through science and technology, will allow us to carry on this responsibility for a sustainable future for our generations to come. ”**

## Intro

For the first time in 18 years, the National Environment Day campaign will utilize a holistic multi-layered approach that features hybrid experiences, and unique concepts. With innovation being the theme for this year, we have created an novel installation that will tour the UAE's busiest malls on weekends. On these days, the campaign team will spread awareness about the NED brand, handing out emblems that are meant to be worn as a marketing technique to commemorate February the 4th. We are also launching the Environmental Ambassador tour that will visit a school out of each emirate, providing a technical workshop on the simple techniques that can lead to sustainable living. Lead by Dr. Emad Saad, this workshop will have practical activities and useful tools for the young future Ambassadors. From every emirate, an Ambassador will be chosen to represent his/her respective emirate on National Environment Day at the stage of the NED ceremony.

**“ The campaign will consist of targeted contact points with the public, using multi-level approaches to create hybrids of traditional and experiential experiences that will truly leave a lasting impact ”**



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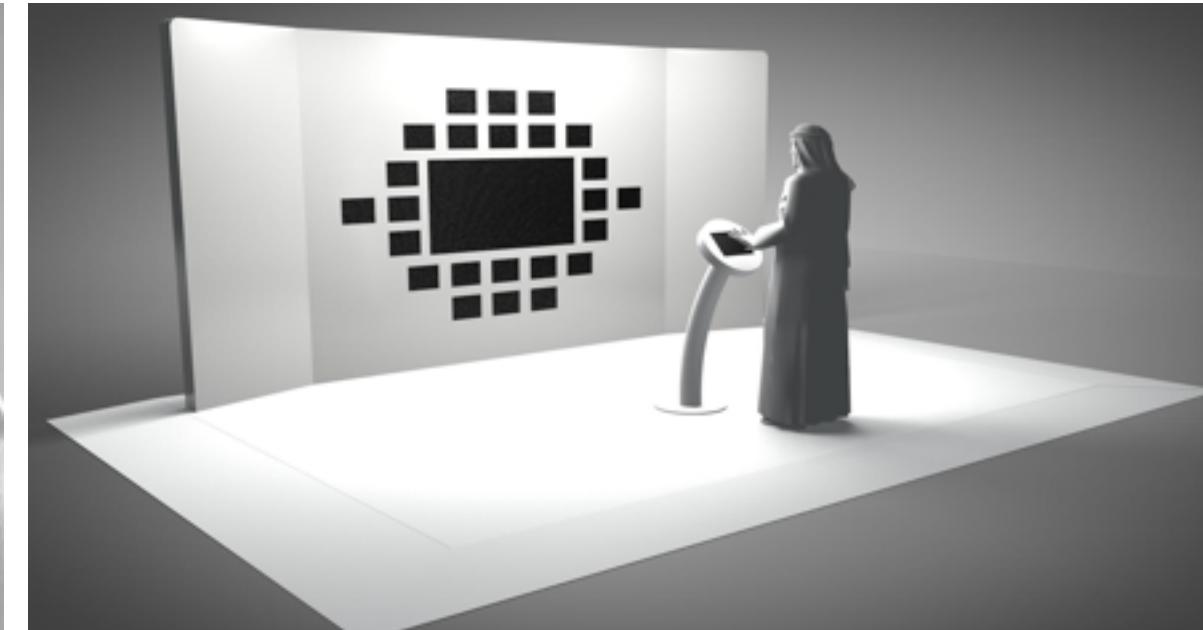
## MAJOR DELIVERABLES

### NED Emblem



The emblem design was created to commemorate the U.A.E's National Environment day. It is in the form of a pin that will be worn, in a similar fashion to the Cancer ribbon worn by millions every year. The emblem's goal is to become a badge of honour, pride and care for the UAE's Environment.

### Interactive Installation

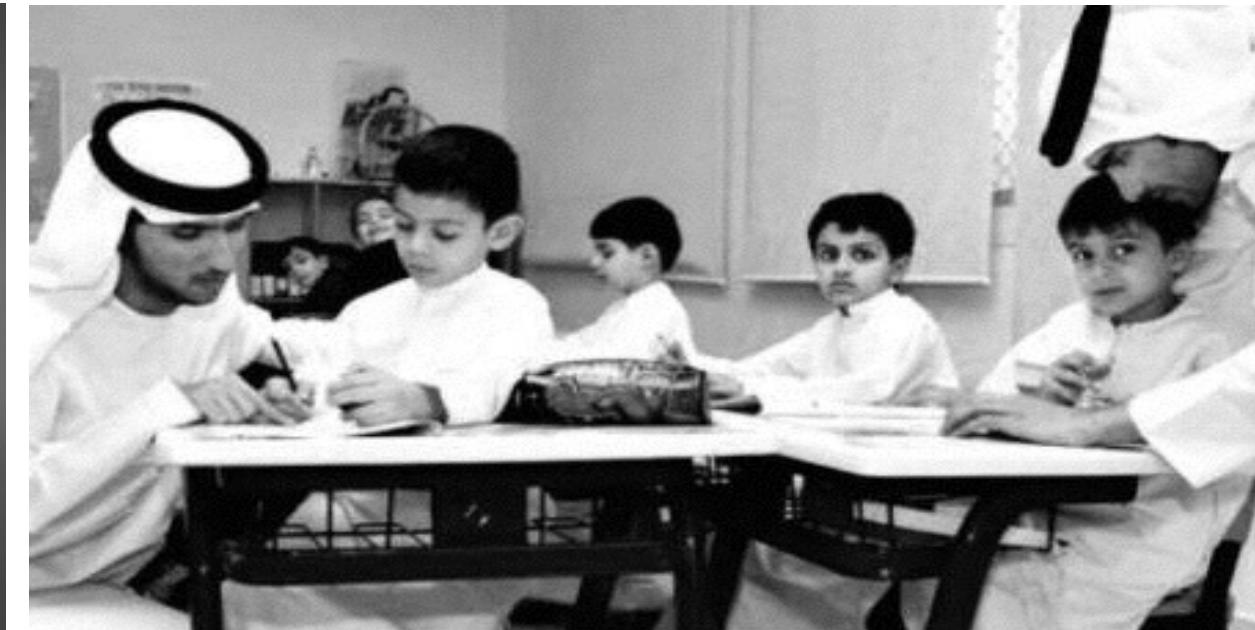


Our proprietary interactive installation will tour the UAE reaching tens of thousands of people, spreading the beautiful message our late Father Sheikh Zayed, and the importance of National Environment Day for every citizen. It will feature an innovative interactive wall that will celebrate the innovations of the past and present and urge us to accept our turn now and make a positive impact to our environment.

At this installation, a team of young locals will be distributing the magnetic emblems to be worn by the masses in commemoration of February the 4th, National Environment Day.

The audience will learn about National Environment Day, with an installation that instills a sense of pride that will translate to a responsibility towards their environment.

### Environmental Ambassadors



The campaign will visit schools across the UAE, delivering insightful yet practical messages to our youth, teaching them hands-on techniques to be more sustainable at home and advocate for awareness about our daily impact on our environment.

Ambassadors from every Emirate will be chosen and trained in the art of diplomacy, to become leaders in their communities that can drive positive change.

### The Event



On this National Environment Day, the UAE will witness a fully revamped ceremony that truly celebrates innovation. Our event will feature a movie premiere specifically made using the latest in cutting-edge visuals, matched with a hybrid sand-art show like never before.

This event promises to create a truly, memorable experience for our esteemed invitees.



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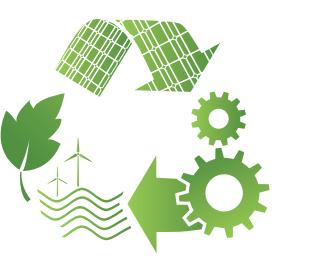


## Theme

The revolving theme will be the passing of the torch from the old and wise founding fathers of the UAE to the modern people of the UAE. The campaign will have visuals that will show how innovations of the past have preserved the nation, and how our generation can continue to do so. The Astrolabe will be the feature technological innovation that will transport the audience through time, visualizing the connection between the people and their environment. It is a joint-responsibility between the leadership and the people, to give their future generations what they deserve.

**“ It's our turn now ” - To care  
- To grow  
- To innovate  
- To sustain**

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### Ambassadors on Stage



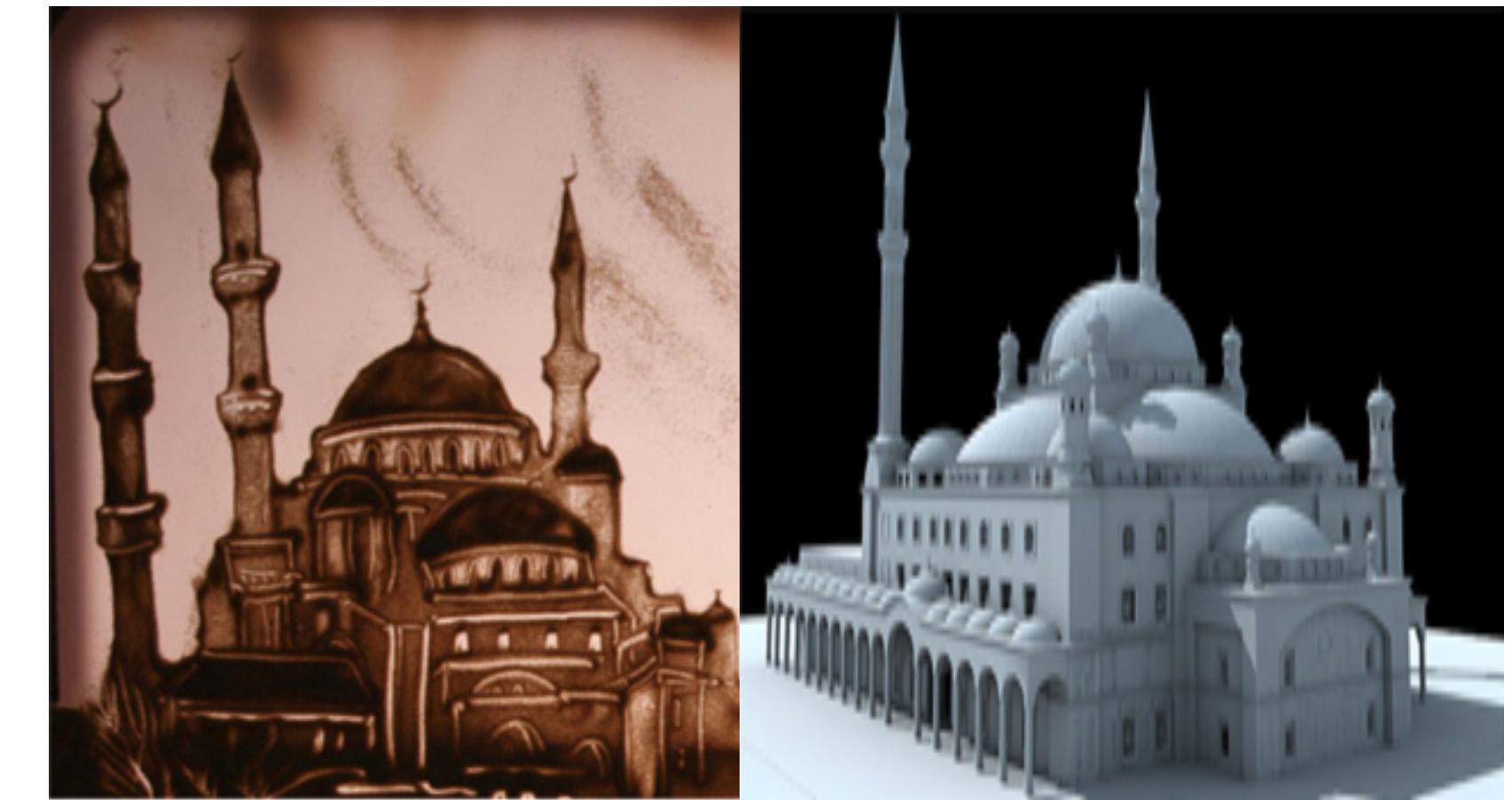
Ambassadors from every Emirate will be chosen and trained in the art of diplomacy, to become leaders in their communities that can drive positive change.

### Short Movie



An inspiring short movie, made using intricate cinematographic techniques will be composed of a beautiful narrative that speaks about our connection with the environment, the innovations of past and future and the need to take our turn in being active participants in its preservation.

### Digital Sand Art



A unique, first seen in the UAE, beautiful hybrid of Sand art and digital compositing is bound to impress.



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## The Interactive Tour

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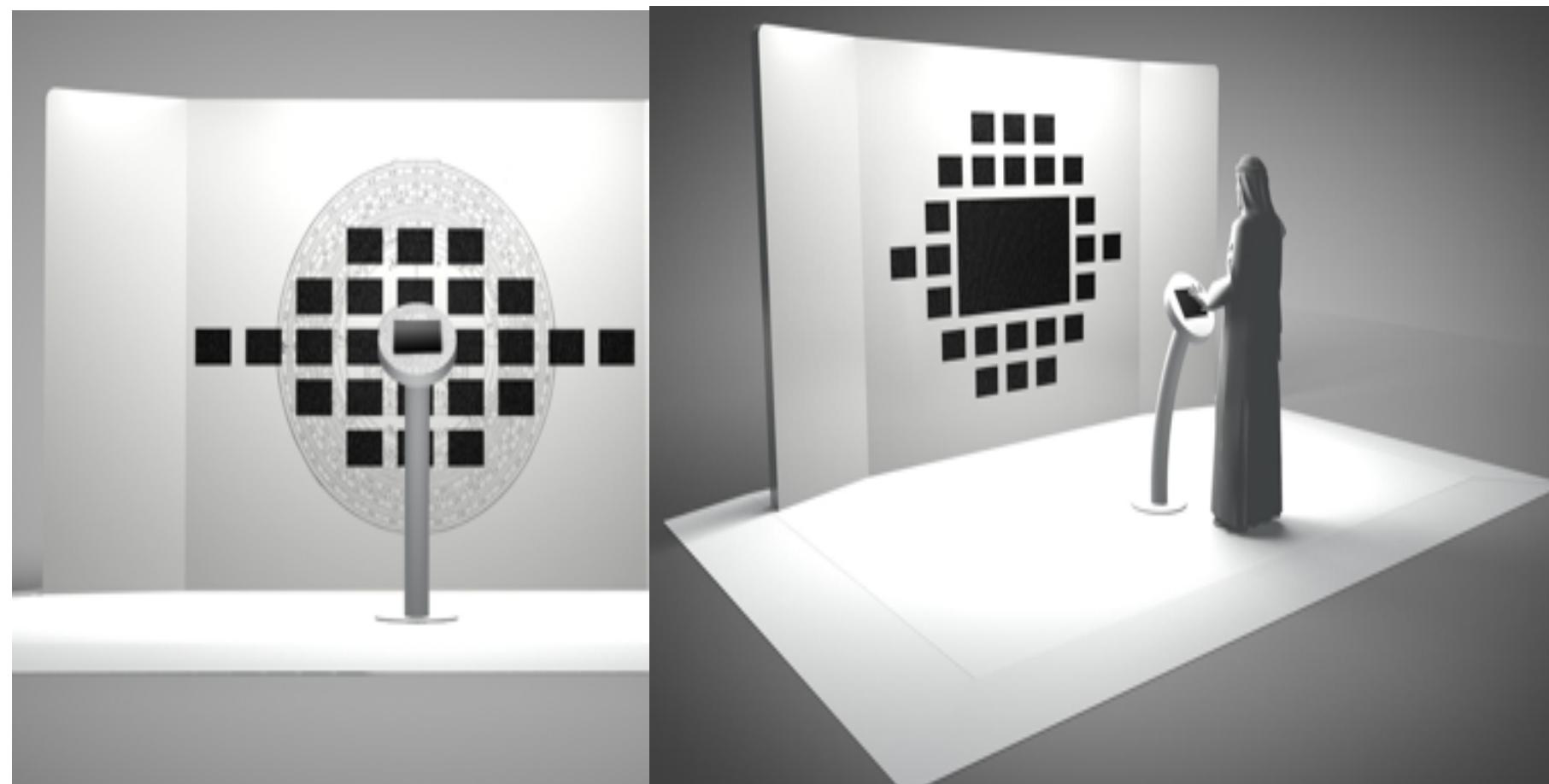
**“ The interactive tour will feature an innovative iPad wall that is touch gesture controlled that will take us on a virtual tour of the major environmental innovations of past and present and urge us to continue our legacy of excellence.”**

2014



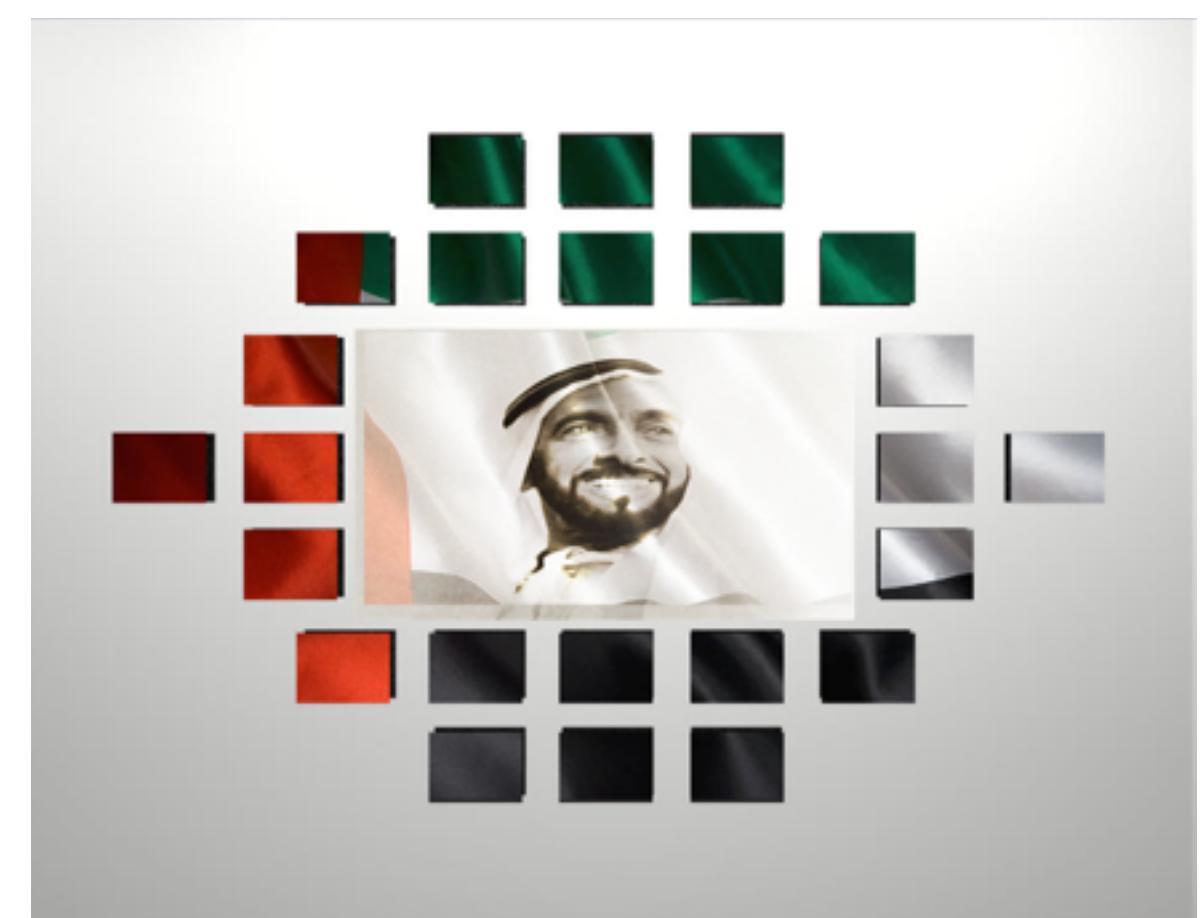


### Interactive Installation



The interactive installation consists of an elegantly arranged array of iPads and an HD screen that will cleverly showcase stunning images of the environment, our legacy and the major environmental innovations of past and present

### Content



The interactive installation will portray images of our past accomplishments and the key people that helped us get to where we are today.

### Interface



A beautiful interactive touch gesture interface that will allow passerbys to control an astrolabe to see the different environmental innovations of past and present.



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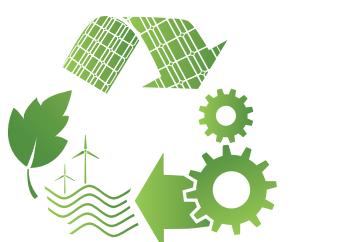
## MEDIA EXAMPLES

### Example Print Media



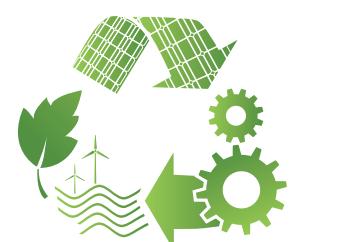
**SOME THINGS STAY THE SAME      LET'S CONTINUE CARING ABOUT OUR ENVIRONMENT**

for illustration example purposes only. Final results  
might be different in content and appearance.



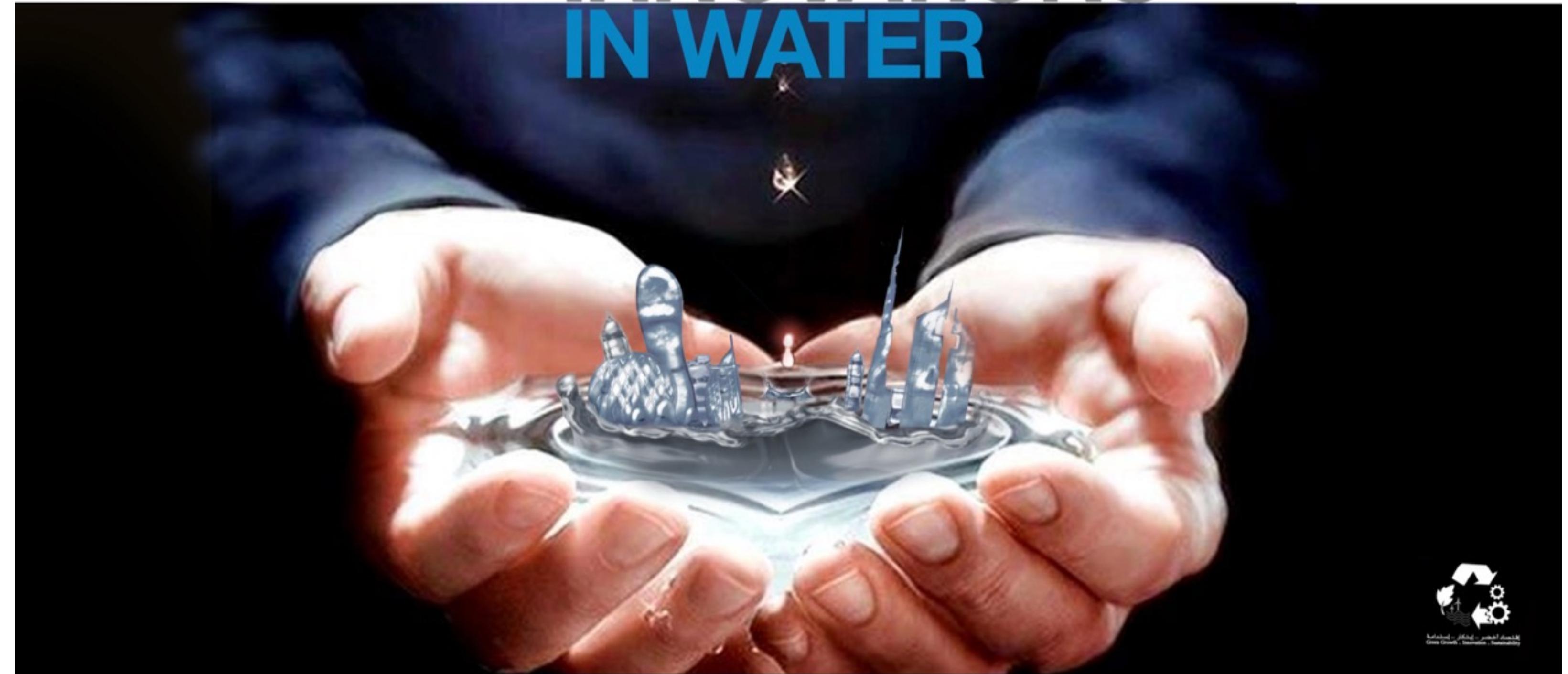
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Example Posters



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The imagery can be also geared to celebrate specific aspects of innovation



for illustration example purposes only. Final results  
might be different in content and appearance.

## Emblem

The emblem's goal is to become a badge of honour, pride and care for the UAE's Environment.

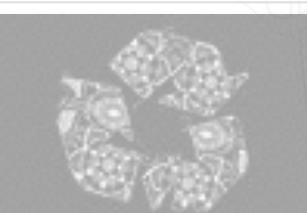
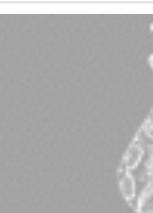
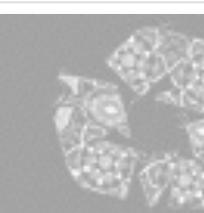
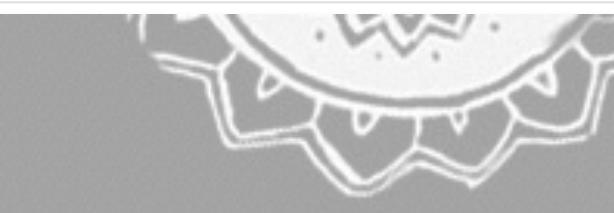
The emblem design will be created to commemorate the U.A.E's National Environment day. It is in the form of a pin that will be worn, in a similar fashion to the Cancer ribbon worn by millions every year. The emblem's goal is to become a badge of honour, pride and care for the UAE's Environment. The main elements of the logo is the Avicennia marina's leaf , a distinct UAE plant species. The particular plant species was chosen as it has a very recognisable and elegant shape, it is abundant in the UAE and it is famous for its ability to tolerate extreme weather conditions, high winds, and various pests and diseases.

**“ A piece of pride and honor worn by people who believe that the environment matters ”**

## Ambassador Tour

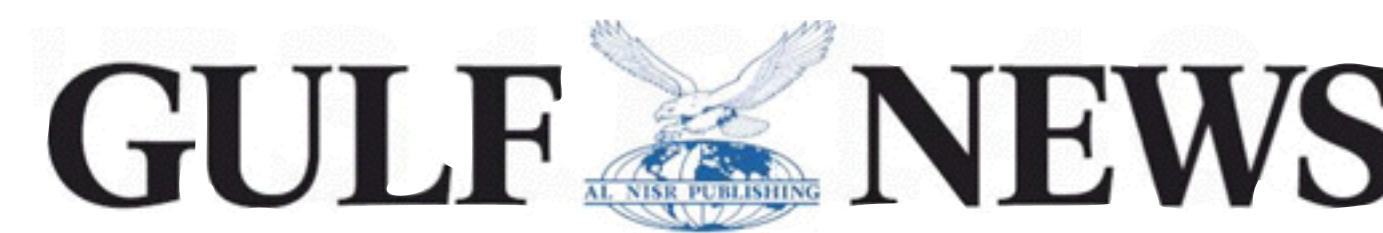
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Exposure



البيان

الإمداد

The National

Khaleej Times

EMIRATES  
Business 24/7

facebook.

Instagram

twitter



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## The website

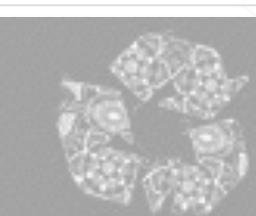
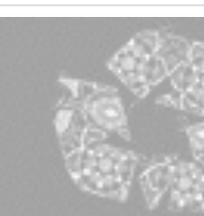
The website will be media rich so that it is always interesting and engaging. Statistics will also embellish the site showing the process of the initiative. The feel will revolve around clean lines and the feel of a current, user experience aware site that will inform and engage its users.

## Media Toolkit

A clear branding guideline on the usage of the emblem, logo and general feel and look of the campaign along with all relevant media will be shared to the governmental partners via the Campaign website. By login into the campaign website any the relevant governmental entities will be able to edit and combine the media assets so that they integrate well with their content. Such assets will include branding guidelines, logos, all press releases and media in regards to NED.

**“ A one stop location to find out everything you need about the campaign ”**

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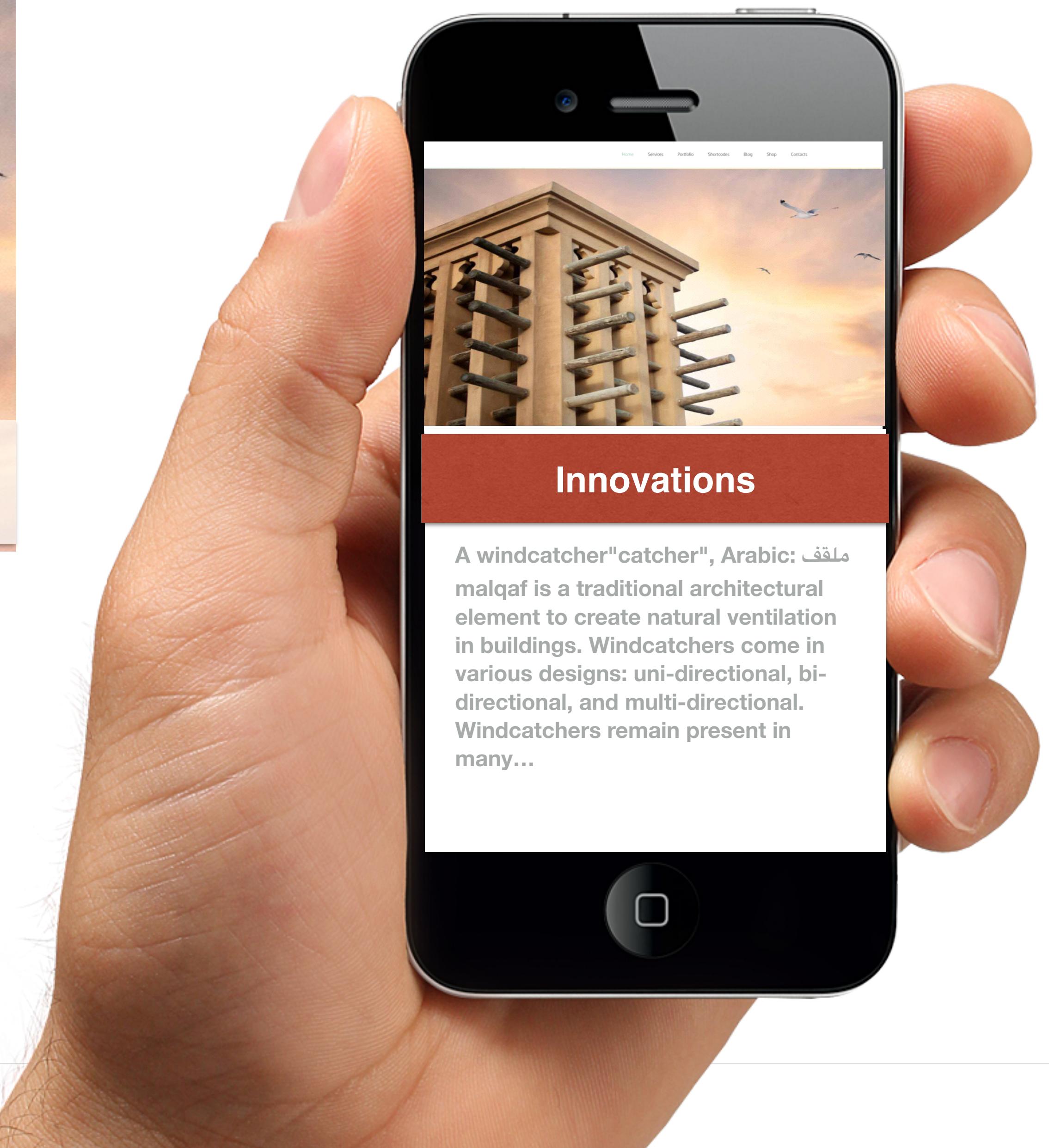


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## The website

Home Services Portfolio Shortcodes Blog Shop Contacts

## Media Toolkit





## Branding Guideline

Our typeface. Print.

**Chalebook**  
The Chalebook type family is our corporate font.  
Not that any of us wear suits too often.  
Chalebook is a nice, simple font, good for  
anything from headlines to text. Use Chalebook  
whenever possible.

# Aa

ABCDEFIGHJKLMNOQRSTUWXYZ  
abcdefghijklmnopqrstuvwxyz  
(...)?@#&@#) 0123456789

**Chalebook bold**  
Chalebook also comes in bold.  
It's called Chalebook bold.

You will need to adjust the kerning a bit.  
The larger Chalebook gets, the more tightly  
it needs to be kerned.

# Aa

ABCDEFIGHJKLMNOQRSTUWXYZ  
abcdefghijklmnopqrstuvwxyz  
(...)?@#&@#) 0123456789

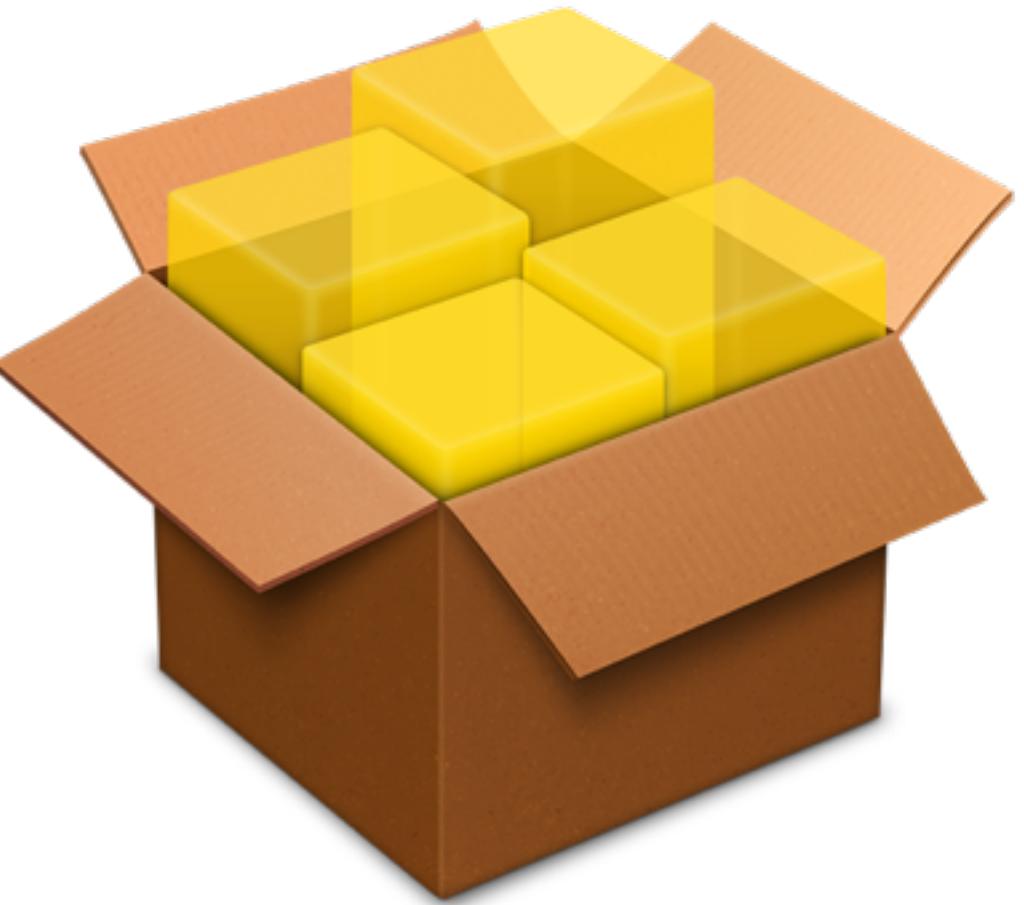
## Media Depository



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## Press Releases



A thorough brand guideline with examples of the proper use of the logo and all pertaining graphical elements of the campaign.

All relevant media, from posters, to the short movie, to radio ads will all be easily found and downloaded from the site.

All relevant press releases will be stored in this depository



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## The event - FEB 4th 2015

The NED ceremony on February 4th 2015 is planned to be held at MASDAR, hosting VIP guests from across the nation that pledge their support to this valuable cause. The event will contain a showcase of the highlights of this year's campaign, followed by a keynote performance from our Environmental Ambassadors, a first-time digital sand art performance, and the premiere of our exclusive HD short movie.

We are truly looking forward to make this year a success, spreading awareness about this pinnacle day, and inviting collaborators from across the nation to continue supporting this campaign that is aligned with the vision of our leaders.

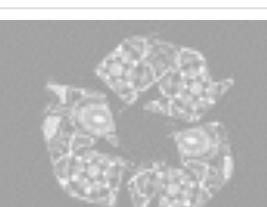
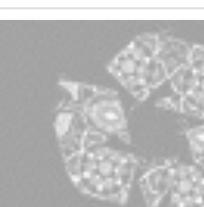
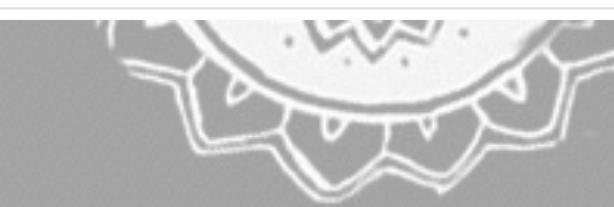
**“ An event where physical and digital come together to celebrate innovations for our Environment, pay due to our forefathers and become active participants in the protection of our future ”**

## The movie

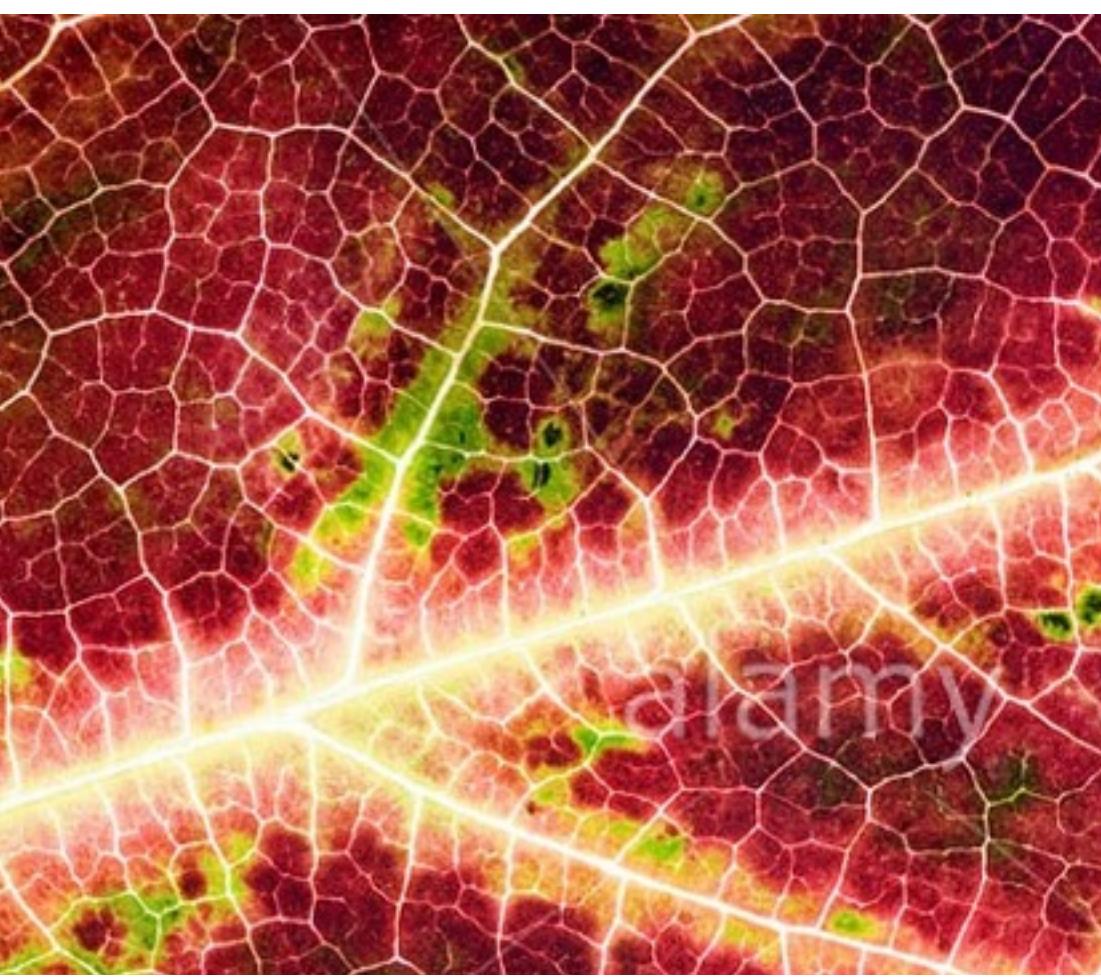
An inspiring short movie, made using intricate cinematographic techniques will be composed of a beautiful narrative that speaks about our connection with the environment, the innovations of past and future and the need to take our turn in being active participants in its preservation. The story of the movie starts with a mysterious old man sitting by the fire across two kids. As the old man's wrinkled face is glistening from the warm fire, we see him take out a mysterious object from his bag. To see the rest, please join us on the February 4th event.

**“ A story about an old man taking us on a journey, using an ancient astrolabe, throughout the UAE environment and its legacy as we slowly discover that we are all essential in continuing to be active parts of a God given Universal machine.”**

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## Movie Mood Board

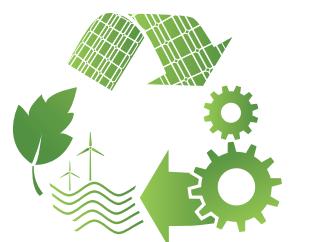


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MASDAR City



An Unforgettable Event



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Coming together is a beginning, staying together is progress, and working together is success



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