

## Eugene 08: Creating a Lasting Logo Legacy for Sustainability

### Assignment

Assist the 2008 Olympic Track & Field Sustainability Committee in researching the use of logos that identifies the sustainability aspects of community events, investigate the legal process of establishing a brand and how it could be incorporated with associated logos in publications and other marketing tools that promote a public event.

To identify at least two placement opportunities that feature sustainability practices in any of the identified areas:

- ♦ Transportation
- ♦ Energy
- ♦ Water
- ♦ Waste
- ♦ Social Justice
- ♦ Labor
- ♦ Purchasing
- ♦ Community Legacy

### Objectives

To provide findings that would compliment the goals and objectives of the Sustainability Planning Committee, which is to “recommend policies and practices that will help integrate the concepts of sustainability into the planning process of all sub-committees working on Eugene’s 2008 Olympic Trials” so that this event becomes a “showcase of sustainability for local participants as well as the International sport community, and ensure sustainable legacies for our local

communities.” The logo is one element of this sustainability project that would give identity and meaning to its sustainability efforts.

## Research

The Event Management Marketing Team, comprised of Kim Johnson, Miriam Jordan, and David Rae were assigned to research various aspects of the objectives. The author focused on the following questions:

1. Is there a national or trademark brand for sustainable/green practices?

In a meeting with Matt Dyste, Director of Brand & Trademark Management for the University of Oregon on March 6, 2007, it was suggested that research be done to verify a national brand or trademark for “sustainable,” or green practices is not already in place for this type of public event. Suggested areas for review include,

- International Olympic Committee. There is extensive information about the International Olympic Committee (IOC) structure, programming, and marketing strategies. An article about leaving a legacy of sustainable practices was presented At a Joint Conference of the IOC/IUA in May 2001, by Chairman of HOK Sport Rod Sheard. He spoke on this concept, addressing four categories – environmental, financial, social and physical. Testimonials on the importance of leaving a sustainable legacy were featured throughout this site, [http://multimedia.olympic.org/pdf/en\\_report\\_640.pdf](http://multimedia.olympic.org/pdf/en_report_640.pdf)
- In the “Rules of Conduct Applicable to all Cities Wishing to Organise the Olympic Games,” dated 2005, rules are clearly outlined on the approved use of a logo by the Applicant and Host Cities. <http://www.olympic.org/common/search/asp/match.asp?process=pick&pickInfo=cmd%3Dlogpick%26url%3Dhttp%3A%2F%2Fmultimedia%2Eolympic%2Eorg%2Fpdf%2Fen%5Freport%5F696%2Epdf%26matchID%3DREm17220070321065239849%2Er3>

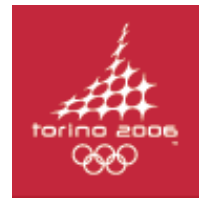
The rules indicate that it is possible to produce a logo to be included in marketing publications and other associated logos pertaining to the 2008 Olympic Trials in Track & Field by a public entity.

- Sydney 2000. In his report, David Rae outlined examples of best sustainable practices for the Sydney Olympic Park that offers a solution to Sydney's population growth and an increase in the quality of life. Johnson also presented her findings on this event.



[http://www.olympic.org/uk/games/past/index\\_uk.asp?OLGT=1&OLGY=2000](http://www.olympic.org/uk/games/past/index_uk.asp?OLGT=1&OLGY=2000)

- Torino Winter Games 2006. Of all the web pages that address past, present, and future Olympics, the Torino Winter Games 2006 provided the most comprehensive report on sustainable practices, in addition to extensive tourism and marketing information regarding this programming. The Torino Winter Games 2006 also provided a diverse logo collection.



Torino Winter Games 2006 - continued



(Green Logo)



(Tourism Eco Label)



(Volunteer Logo)



(Paralympic Logo)

[http://www.torino2006.org/ENG/OlympicGames/spirito\\_olimpico/hector.html](http://www.torino2006.org/ENG/OlympicGames/spirito_olimpico/hector.html)

- Beijing 2008. This site contains a wealth of information about the upcoming Olympics August 8 – 24, 2008. Information about the environment featured stories on water conservation, air pollution reduction efforts, as well as green construction of the Olympics site.



(Official Logo)



(Green Logo)

<http://en.beijing2008.cn/80/67/column211716780.shtml>

- Vancouver/Whistler 2010. The XXI Olympic Winter Games will take place February 12 to 28, 2010. There are about seven reports that address the sustainability practices at previous games.



[http://images.google.com/imgres?imgurl=http://www.olympic.org/common/images/games/vancouver/logo\\_vancouver.jpg&imgrefurl=http://www.olympic.org/uk/games/vancouver/index\\_uk.asp&h=169&w=230&sz=7&hl=en&start=1&tbnid=pFL2n-yEOqGH6M:&tbnh=79&tbnw=108&prev=/images%3Fq%3DVancouver%2BOlympic%2BGames%2BLogo%26gbv%3D2%26svnum%3D10%26hl%3Den%26sa%3DG](http://images.google.com/imgres?imgurl=http://www.olympic.org/common/images/games/vancouver/logo_vancouver.jpg&imgrefurl=http://www.olympic.org/uk/games/vancouver/index_uk.asp&h=169&w=230&sz=7&hl=en&start=1&tbnid=pFL2n-yEOqGH6M:&tbnh=79&tbnw=108&prev=/images%3Fq%3DVancouver%2BOlympic%2BGames%2BLogo%26gbv%3D2%26svnum%3D10%26hl%3Den%26sa%3DG)

- City of Eugene. The City of Eugene web site is one of the more comprehensive, user-friendly, and thorough sites that address all of the key quality of life issues that were addressed at the State of the City address in January 2005. Several committees have been meeting and planning to develop and present reports on various aspects of sustainable living. <http://www.eugene-or.gov/portal/server.pt?space=CommunityPage&control=SetCommunity&CommunityID=680&PageID=0>
- Eugene 08 web site. This site has the potential of becoming an interactive and dynamic tool to provide education and information on the various projects that is overseen by Co-Chair of the Eugene 08 Local Organizing Committee Vin Lannana. The site should reflect the progress being made by all its committees, including the sustainability committee, and to begin marketing the beauty and culture of Eugene/Lane County. <http://www.Eugene08.com>
- Other web sites. There were many sites that address the sustainability issues in event planning. Inputting “sustainable and green logo,” there were about 1 million entries on this topic. After review of several sites, there appears to be no national “sustainability” brand or trademark. A narrower search is needed to focus on the trademark issues of “sustainable” or “green” logos.

2. Would a sustainability/green logo be part of the public domain and if so, what entity would maintain the branding process?

In the August 2006 Report and Recommendations to the Eugene City Council and Community of Eugene from the Sustainable Business Initiative Task Force, under Section 11, Form Partnerships, it was recommended that the City of Eugene “takes a leadership role in forming a partnership with Lane County, the Eugene Chamber of Commerce, private companies, and local educational institutions to educate the public about the value of sustainable practices, produces and services and exemplary sustainability businesses through,” among other steps, “a sustainable Eugene logo.” However, the report did not address further the sustainable logo concept in its recommendations. After further review of the City of Eugene web site, no definitive logo was presented.

It appears now is a good time to align with the City of Eugene in its efforts to partner with community organizations in maintaining a sustainability logo that would then be in the public domain and would allow other organizations that will be producing community events to have at least one element that features sustainability practices within established criteria (that would include, but not limited to transportation, energy, water, waste management, social justice, labor, purchasing, and community legacy. Together with other stakeholders, a plan can be finalized to develop

and implement a process that invites community-wide input and participation. This would ensure a brand that can be embraced and utilized for many years to come.

3. What placement opportunities would be available and would create a lasting legacy?

The author and Kim Johnson met with LTD representatives Will Meuller (Planning) and Angie Sifuentes (Marketing) to discuss LTD's participation in Eugene '08. It was agreed a logo can be placed on LTD's promotional and marketing materials.

### **Pending Data**

- ◆ Meeting with Jan Oliver
- ◆ Follow up meeting with Matt Dyste
- ◆ Complete report on meeting with LTD representatives
- ◆ Complete report on two meetings of the 2008 Olympic Track & Field Sustainability Committee (February 16 and March 16, 2007)

### **Preliminary Findings**

- ◆ Initial research reveals that there is no national brand or trademark that designates a sustainability "seal of approval."
- ◆ In a community-wide effort such as this Sustainability Planning Committee, the brand would likely be part of the public domain, but an entity would need to be identified to initiate and maintain the branding process.
- ◆ There is general support in having a "green logo."
- ◆ Additional research is required to complete this assignment.

### **Recommendations**

- ◆ Develop a sustainability logo with stakeholders and community involvement.
- ◆ Align with the City of Eugene and the work of the Sustainable Business Initiative Task Force report in implementing a sustainability logo.

- ♦ Continue communication between committee chairs to move actions through.
- ♦ Post “green/sustainable” language on the website.
- ♦ Confirm placement opportunities that would feature sustainability practices.
  - Transportation
  - Waste management
  - Community legacy
- ♦ Assign a student to help with communications.
- ♦ Continue ongoing research.