



**Staffordshire
County Council**

PROJECT

Our Climate, Our County, Our Choice

CLIENT

Development Services Directorate, Staffordshire County Council

BRIEF

To develop a single visual identity that would be used to communicate climate change across Staffordshire.

OUR RESPONSE

The development of this identity was driven by key stakeholders but Counter Context's approach enabled members of the public to be involved in the creative design process. The challenge was how to provide Staffordshire's large population with the opportunity to be involved in the creation of a single identity that will encapsulate the county's response to climate change. This ambitious challenge was met through the delivery of a practical work programme which involved:

- bringing key stakeholders together to begin the process of creating the identity. This process culminated with the creation of 3-4 outline ideas for the identity.
- asking members of the public to consider:
- what climate change means to them,
- what climate change means to their community,
- what they think climate change means to Staffordshire.

Members of the public were able to contribute to this process via Discussion Groups convened around the county and via a dedicated website that encouraged the involvement of community members who were not able to access the discussion groups.

This unique work programme resulted in the creation of a final identity which was agreed by the members of the Staffordshire Strategic Partnership.

SUCCESSSES

Once this 'brand' had been developed it was initially used to create an engaging and informative online portal. This portal provides everyone in Staffordshire with a single electronic resource that they can access to find out about the local impacts of climate change and how they can adapt to different climate challenges. This public information hub was designed to be engaging, encouraging people to contribute to the site to create a comprehensive community resource.

