



Brief set by

Fossil Fuel Non-Proliferation Treaty

Create a banner of hope for the planet

Deadline

20 March 2024, 5pm GMT

The backstory

Fossil fuels are the primary cause of the climate crisis, responsible for 86% of carbon emissions that are warming our atmosphere.

Despite this, governments continue to allow and subsidise fossil fuel companies to open up new coal, oil and gas projects. The world's climate treaty – The Paris Agreement – doesn't even mention coal, oil and gas once.

That's why momentum is building for a new treaty explicitly focussed on managing a fast and fair transition away from fossil fuels to clean, renewable energy. Just as 50 years ago the world used a treaty to defuse the threat of nuclear weapons, today the world needs a Fossil Fuel Non-Proliferation Treaty.

This bold new proposal is supported by a bloc of 8 nation states, and thousands of organisations and institutions including the European Parliament and the World Health Organisation. It seeks to unite people globally, drawing inspiration from the iconic peace symbol that has symbolised nuclear disarmament for 65 years. It's time for a new universal symbol to champion a fossil-free future.

The Fossil Fuel Non-Proliferation Treaty Initiative is a movement already backed by 1800+ organisations, 75+ major cities and more, that is calling for a global mechanism to phase-out fossil fuels fast and fairly. But this movement needs to continue to grow. It needs to empower global audiences to stand up to the fossil fuel industry. And what is a better unifier than creativity?

The peace symbol was created in 1958 by Gerald Holtom and became an international unifier in the demand for nuclear disarmament. The CND peace sign is one of the most widely known symbols in the world. For 65 years, it has been shorthand for peace and hope on every corner of the planet. The icon has now inspired multiple generations to envision a peaceful future, free of nuclear weapons. Now the time has come to create the same powerful iconography for the global phase-out of fossil fuels.

What's the challenge?

Create symbols of hope, unity & action that could be a banner icon for the fossil fuel free movement with the potential to transcend language and capture people's imaginations by becoming part of the cultural zeitgeist.

You can develop either a single symbol or a series, but you will need to also showcase how they will be used across both physical and digital spaces, including how the symbol/s could play into a wider campaign identity, and showcase ways in which wider audiences could adopt your symbol.

Who are we talking to?

The symbol/s you develop will need to engage multiple audiences around the globe including:

Equipping climate activists with a powerful communication tool;

Motivating and engaging citizens of the world who are concerned about climate change but not actively calling for solutions;

Empower individuals in the creative industry to stand up to the fossil fuel industry who have often used design to seek profit at the expense of the planet.

Cutting across multiple languages and diverse cultures and regions.

Things to think about

A message of hope

In a world of doom and gloom messaging around climate change, these symbols should inspire hope of a fossil-free future, not just focus on extinction, crisis and despair.

Be a stand out

In order to stand out, it is important to speak differently to every other messaging campaign around. People are fed up, they are (rightly) losing faith, and they want someone to be honest with them whilst still providing a tangible path forward.

Inspire a new kind of feeling that feels immediate, tangible and not 'someone else's problem' – much like the way anger was used in the 60s and 70s when it came to nuclear power or equality.

Exist in the now

We're living in a time where memes, logos and symbols are everywhere, and have been adopted en-masse by younger generations wanting to make a statement about who they are and what they stand for – from green scarves of the women's rights movement across Latin America, to the three-fingered salute from The Hunger Games adopted by pro-democracy campaigners in Southeast Asia. How can your symbols use this shared cultural understanding to do the same for a Fossil Fuel Non-Proliferation Treaty?

The important stuff

Present:

Your symbol design(s), including your design process and why they will appeal to the key audiences.

At least 5 examples of how your symbol(s) would be used across different platforms, including examples of how you would get wider audiences to engage with and adopt it/them.



What and how to submit

Read ***Preparing your entries*** before you get started for full format guidelines.

Main (essential):

Either a **presentation video** (max. 2 min) OR **JPEG slides** (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).

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Further information

Further information about the Fossil Fuel Treaty proposal available at fossilfuel treaty.org

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