

PRESS RELEASE

For Immediate Release

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SustainableQatar – Logo Release and Rebranding

Doha, Qatar – September 30, 2019

Right on the heels of the 2019 United Nations Global Climate Summit in New York, SustainableQATAR is releasing its logo and launching its new brand as one of Qatar's active volunteer organizations offering concrete and realistic steps toward reducing greenhouse gas emissions on the grassroots level.

SustainableQATAR, an independent action-based think and do tank founded in 2008, provides actionable knowledge to create extraordinarily powerful personal stories of individuals taking actions that credibly reduce carbon emissions in daily lives and contribute to a regenerative future where environmental sustainability becomes the motor for a healthy economy, one person at a time.

President of SustainableQATAR, Katrin Scholz-Barth, said "One of our flagship projects, The 52-Weekly Challenges, offers all Qatar residents 'mind-changing' solutions for climate action through concrete weekly challenges that champion environmental sustainability and carbon emission reduction. Everyone who is excited about and takes pride in contributing to a regenerative development of the country, is invited to participate in tweaking daily habits to assist in favorably positioning Qatar to host the first-ever carbon-neutral FIFA World Cup in 2022."

The newly launched SustainableQATAR Young Ambassadors© program involves students ages 8-15 years old and raises the bar on youth climate action. In the one day academy students learn from certified SustainableQATAR Young Ambassadors on how to reduce carbon emissions, make a personal pledge and thereby create a sustainable future for all.

The SustainableQATAR logo symbolizes "**Qatar to the Power of Sustainability**"

The mosaic celebrates Qatar's local heritage by utilizing one of the important geometric patterns of Islamic Art, because it is an art to recognize, celebrate, and realize the significant power and potential of sustainable human, social, economic, and environmental-sustainable development, as outlined in the Qatar National Vision 2030.

The use of the 'repeat units' of the geometric mosaic pattern borrows from Islamic art, which expresses nature and objects by its spiritual qualities; and not its physical and material qualities. Despite the simple basic shape of the individual four-sided polygons, a more complicated structure emerges in the mosaic as Qatar aspires to a sustainable future in a fragile desert environment.

The individual four-sided polygons represent the "**Power of One,**" of every individual living in Qatar to help push the boundaries on environmental sustainability, to turn

awareness into a new level of consciousness because **Strength is in the Numbers** and because personal actions are infinitely scalable when everyone participates.

The more complicated structure of the whole mosaic represents the over 80 different nationalities that come together in Qatar, a country of merely 2.75 Million people and 350 thousand nationals, to ultimately unite in the closed circle inscribed in the 'Q'.

The confident and happy color combination of greens and blues in the logo celebrates Qatar's distinctive and powerful position. Geographically located on the northeastern coast of the Arabian Peninsula – surrounded by blue waters and skies as well as thriving green mangroves that give life to a unique marine and terrestrial ecosystem and biodiversity. The colors further symbolize clarity, strength, determination, and independent new beginnings for building resilience in a fragile desert environment, not because of natural resources limitations, but in spite of it.

“Our logo’s message *Qatar to the Power of Sustainability* emphasizes that personal actions matter and it’s a fantastic and very powerful tool! It is soft power. It’s simply risk reduction by combining two essential dimensions: environmental sustainability and social impact that strengthens Qatar’s resilience, creating intact human communities and intact ecosystems. It is MAGIC and everyone can be a superhero exercising daily superpowers,” Scholz-Barth said.

With the logo and rebranding, SustainableQATAR aspires to continue to shape and influence environmental sustainability through personal actions and help cultivate a thriving participatory society and community engagement as part of smart governance, because residents are invested and proud. We have a choice to create a Qatar to the Power of Sustainability. We are Qatar.

Art Director [Gabriele Bickl](#) at DesignGarden in Hamburg, Germany conceptualized and designed the logo for SustainableQATAR.

“Our sincere wish and dedication is for SustainableQATAR, supported by our amazing advisory board, to continue its mission to provide actionable knowledge and create extraordinarily powerful personal stories of individuals taking action in daily lives and thereby assist Qatar, as a signatory to the 2015 Paris Agreement, to credibly reduce carbon emissions and reaching the Sustainable Development Goals (SDGs) and fully operationalize the Paris Agreement by 2020 with nationally determined contributions in line with reducing greenhouse gas emissions by 45 per cent over the next decade, and to net-zero emissions by 2050,” Scholz-Barth emphasized.

The organization is inviting all residents of Qatar to join in making SustainableQATAR accessible, actionable, and quantifiable, because everyone can make a difference in the world, one person at a time! For more information please visit www.SustainableQATAR.com

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[SustainableQATAR Logo CMYK.pdf](#)



[SustainableQATAR Logo sRGB.jpeg](#)



[SustainableQATAR Logo sRGB.png](#)



[SustainableQATAR Team 1](#)



SustainableQATAR Executive Committee ready for action. Hala Ahmed, MaryBeth Stuenkel, Erica Ramorino, Katrin Scholz-Barth, and Shiban Khan). Photo Courtesy: Kai-Henrik Barth

SustainableQATAR Team 2



SustainableQATAR Executive Committee. (Katrin Scholz-Barth, MaryBeth Stuenkel, Erica Ramorino, Shiban Khan, and Hala Ahmed). Photo Courtesy: Kai-Henrik Barth

SustainableQATAR Team 3



SustainableQATAR Executive Committee. (Hala Ahmed, MaryBeth Stuenkel, Shiban Khan, Katrin Scholz-Barth, and Erica Ramorino). Photo Courtesy: Kai-Henrik Barth

SustainableQATAR Team 4



SustainableQATAR Executive Committee. (Hala Ahmed, MaryBeth Stuenkel, Katrin Scholz-Barth, Shiban Khan, and Erica Ramorino). Photo Courtesy: Kai-Henrik Barth

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