



B-Hive Competition Brief

Date: 22.12.09

Campaign: Birmingham: Greenest city in the world by 2020

Category: Marketing

Please note: this brief has been developed for the B-Hive project and whilst the city of Birmingham has strong aspirations for developing its green credentials, the aim to be the greenest city in the world by 2020 is only valid for the purpose of this competition brief.

1.0 Background/marketing situation :

Birmingham currently ranks 55 in the Mercer index of liveability, which is an important survey used to benchmark cities according to quality of living. It is vital that Birmingham builds on its position in order to remain competitive and the city's green credentials have been highlighted as an essential platform for achieving this. If the city becomes more effective and efficient it will increase Birmingham's desirability as a great place to live, work and visit.

This brief focuses on developing a bold strategy for Birmingham to become the greenest city in the world by 2020*. However, the requirements for this brief only focus on the next two year period, 2010 – 2012, and revolve around devising and developing a campaign strategy to kick-start the initiative.

To achieve this, the city needs the support of all its citizens and stakeholders, ranging from residents to businesses and transport providers to property developers.

2.0 Objectives:

- Increase Birmingham Mercer index rating by 5 places by the end of 2010
- Transport: Increase the usage of public transport, bicycles and car sharing for both commuters and day visitors
- Encourage the local business community to become more proactive with green initiatives and sustainability for example: Recycling, using local suppliers (reducing carbon miles) and instigating Corporate Social responsibility (CSR) schemes, etc
- Introduce and re-inform residents about green initiatives and greener living for example: recycling, energy usage and car emissions etc

3.0 Target audience:

The target audience covers 1 million residents of Birmingham, plus the wider West Midlands area and the city's business community, which consist of over 42,000 companies – both public and private sectors.

4.0 Facts

- Birmingham has been awarded two Green Flags from the CAA, one for tackling climate change and reducing CO2 emissions, the other for working in partnership to meet housing needs
- Birmingham exceeded the 2008/09 Local Indicator target to cut CO2 emissions by 100,000 tonnes, saving a total of 103,039 tonnes
- Brindleyplace was highly commended at the C+ Carbon Positive Awards for Birmingham at the Prince of Wales May Day summit on Climate Change, 1st May 2009
- Birmingham has 8000 acres of park land
- Birmingham has more canals than Venice
- Connectivity: Birmingham is one of the most accessible cities, with road, rail and air links

Sources of information

- Info on the world's greenest cities: <http://www.grist.org/article/cities3/>
- Strategic partnership for Birmingham <http://www.bebirmingham.org.uk/>
- Birmingham City Council's sustainability programme <http://www.birmingham.gov.uk/sustainability>

5.0 What do you need to create

Develop a marketing plan for the period of 2010 to 2012 to encourage Birmingham's residents and business community to support and get involved with Green Birmingham, with the ultimate aim being to make Birmingham the greenest city in the world by 2020*.

6.0 Considerations

- The strategic approach, segmentation, targeting and positioning
- Promotional activity
- Tone of voice
- Initiatives and partnerships

7.0 Timings

- Entry deadline 8th March 2010 (option to have work reviewed if submit draft response by Feb 15th – you will then have until the entry deadline to make amends and submit completed response)
- Shortlist announced 15th March 2010
- Presentations:
 - Mon 22nd March Web Design
 - Mon 22nd March PR
 - Tues 23rd March Graphic Design
 - Tues 23rd March Marketing
- Awards Evening – Tuesday 23rd March

8.0 Submitting Work

- All responses to briefs to be submitted online at <http://www.bhive-creative.com/enter-bhive-2010/enter-your-submission-online>