

<b>SUMMARY SHEET</b>		
AGENDA NR. 25 – 4.0	<b>TB IDENTITY PROJECT</b>	
IS THIS SESSION FOR:	INFORMATION <input type="checkbox"/>	DISCUSSION <input checked="" type="checkbox"/> DECISION <input checked="" type="checkbox"/>
<p><b>BACKGROUND (INCLUDING PROBLEM STATEMENT):</b>            Pre-last Board Meeting, it was agreed to take forward the work to seek an identity for TB that would engage more people and generate more support for the fight against the disease in the current global environment. Following a consultation with the private sector constituency and donors, a request for proposals was issued in May 2013. After an extensive review process, a company was selected to deliver this work.</p> <p>Since the last Board Meeting in Cape Town in January 2014, the selected company, Siegel + Gale, moved ahead with the research stage of the TB identity project. A cross-section of Stop TB partners, stakeholders, external commentators and audiences have been interviewed to get both an objective and personal sense of the key issues and opportunities are when it comes to building an iconic identity for TB. In April, after this process had concluded, Siegel and Gale presented the findings from the key interviews to the *Steering Group – essentially, a culmination of all the research conducted over five months with a detailed presentation on insights and opportunities for TB.</p> <p>Following the key findings presentation and the subsequent feedback received from the Steering Group on the presentation, Siegel + Gale developed two strategic directions for the future identity of TB. In June, they presented to the Steering Group two brand platform options for consideration.</p> <p>*The Steering Group is comprised of Jon Lidén (Stop TB Partnership’s Head of Advocacy &amp; Communications), Cheri Vincent (representing USAID), Aaron Oxley (representing developed world NGOs), Evan Lee (representing the Private Sector), Diana Weil (representing WHO’s Global TB Programme) and Thokozile Phiri-Nkhoma (representing communities affected by TB).</p>		
<p><b>SUMMARY/OUTLINE OF THE SESSION:</b>            Board members will have an opportunity to assess the work so far and provide their input to the work in progress in order to help inform the direction going forward as the visual identity development of the new TB identity is agreed and initiated.</p>		
<p><b>MAJOR DISCUSSION POINTS OR DECISION POINTS REQUESTED:</b>            The Board welcomes the update on Progress and asks the Secretariat to integrate its comments into the further work of the project. It mandates the Executive Committee to approve the final proposal once it is completed during the fourth quarter of 2014.</p>		
Is this a Special Project? ( <i>i.e. Should be undertaken for strategic reasons and is currently partially or completely unfunded?</i> )		Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
If so, what funding is already available?		
What is the funding gap?		
Are there HR implications? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> . If so, what?		
<b>NEXT STEPS</b>		
<b>ACTION REQUIRED:</b> None		
<b>RESPONSIBLE AGENCY/OFFICER:</b> Jon Lidén		
<b>TIMEFRAME:</b> To be completed by the last quarter of 2014		