

Luxembourg Stratégie

Description of the logo: the TREE

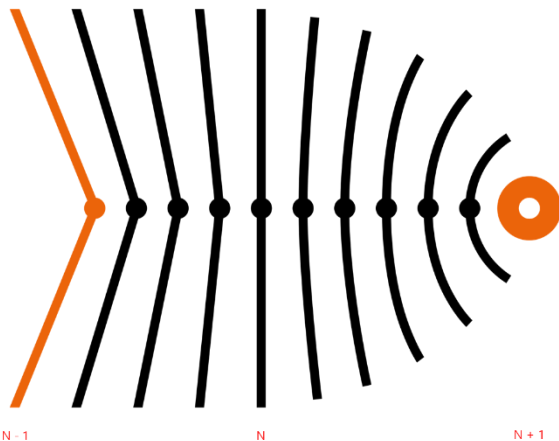
The tree logo can be described as an illustration of a foresight method: foresight grounded on historical analysis (roots), informing the present (trunk) and anticipating multiple plausible futures (branches). From this point of view, the logo and the slogan (Hindsight.Insight.Foresight) work together.



The knots in the roots represent either synapses that connect neurons or interconnecting dots on computer microchips, both transporting information. This is a hint to bridge building between generations, locations and disciplines.

The logo seeks to highlight the importance of knowledge and to illustrate the need for combining, not opposing, the digital, social and environmental transitions, in a world of ever scarcer resources.

Description of the key visual: the FISHBONE



The visual identity represents an illustration of **resilience**, which is at the heart of the mission of Luxembourg Strategy. It depicts a timeline (N-1, N, N+1, where N denotes the 'Current State') which should be read from left to right.

The ball that hits the first line on the left stands for a **shock**. The inflection of the line suggests a **crisis** (in N-1) before remission and return to normal (in N), which precedes the transformation (in N+1).

The process of **transformation** is reinforced by the graphic conversion of the line into a circle (or even the change from a solid ball to a double circle). This circle then looks like the eye of a fish but also reminds one of a 'Doughnut' – to refer to a popular

analytical framework used in economics. This scientific framework depicts a society operating in a safe but just space.

In an abstract manner, the inner circle of the doughnut stands for the minimal **social foundations** (minimum requirements for socioeconomic categories such as, for example, nutrition, income, employment, life satisfaction), which should be reached and maintained in society to avoid critical human deprivation and guarantee a descent standard of living to everyone.

The outer circle depicts **planetary biophysical boundaries** (maximum ecological ceilings such as, for example, CO₂ emissions, water use, and land system change) that should be respected – not overshoot - in the process of using resource and running societies to avoid critical and irreversible degradation of the planet we live on. The space between the inner and outer circles (the doughnut painted in orange in the key visual) represents 'the **safe and just operating space**' for humanity.

