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# 6 Criteria for Good Movement Branding

THE MOVEMENT BRANDING MUST....

Explain who we are and reduce confusion

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Protect and improve our reputation

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Support and bring awareness to the sister projects

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Mitigate legal risks

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Support movement growth

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Be opt-in and adaptable for movement groups

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In 2019, the results of the 2030 research and planning community review presented six qualities that is being used as a criteria for the 2030 Movement Brand Project.