



Photography © Ana Caroline de Lima

POSITIVE STORIES | POWERFUL IMAGERY

Showcasing responsible business through world-class documentary photography



FOTOSTORY puts real people, global issues and meaningful action at the heart of brand communications, creating impact that lasts.



Photography © Jonathan Goldberg



There is an ever increasing appetite amongst stakeholders and consumers for transparency around the positive work businesses are doing which is making a real difference to people and planet.

But finding the right way to communicate your positive initiatives with authenticity and impact can be a challenge.

We think the use of documentary photography – a series of images with a cohesive narrative – is one of the most striking ways in which companies can communicate their responsible business practices.



Commissioning world-class photography.  
Sharing your stories creatively.



FOTOSTORY is all about us working closely with you to create a dynamic combination of eye-catching imagery and well-told stories that fit strategically with your business.



All we need to get started is a good story. Our blend of strategic and creative consultancy is supported by a clear four stage process.

Photography © Syd Shelton



## 1 Consult

We work together to create a bespoke package and pricing structure around your chosen story - ensuring you get the right combination of photographer, narrative and sharing platforms planned out at project inception.

## 2 Commission

Next, we commission and direct one of our world class photographers to shoot the 'photo essay' - the series of outstanding images that capture the essence of the work you are doing, whether local or global.

## 3 Connect

We then craft compelling narratives, written to expand on the people, issues and actions behind the imagery and so connecting them as a whole story in a clear and engaging way.

## 4 Communicate

Finally, we bring words and imagery together, helping you communicate your social and environmental initiatives and impact through a variety of well designed and curated platforms - online and offline.

Choose from a variety of sharing platforms to showcase your stories and brand



- In-house galleries
- Public exhibitions
- Print publications
- Online publications
- e-books
- Online galleries
- Social media channels

# The FOTOSTORY philosophy



Photography © Tsvangirayi Mukwazhi

In a globalised digital world where we are bombarded on a daily basis by a fast and furious image culture, our intention with FOTOSTORY is to slow it right down and work with imagery in a more considered and immersive way.

We believe in a kind of visual storytelling which has true depth and authenticity and which has the power to move the viewer and to inspire change.

A photo essay is a unique and creative way of telling a compelling story through a series of related images with captions. We curate the storyboard to maximise visual impact and narrative flow, telling the best story possible.

## Case Study #1: Boat schools of Bangladesh.

Photography © Abir Abdullah



Bangladesh has one of the highest population densities in the world. The country's poorest people are forced to live in low-lying river basins which are prone to increasing levels of flooding due to climate change. Houses made of straw, bamboo and tin are often submerged under water during the monsoon seasons and the floods prevent people from accessing basic services.

Abir Abdullah's photo essay *'Boat Schools of Bangladesh'* documents the innovative work of grass-roots organisation Shidhulai Swanirvar Sangstha which have converted boats into schools to serve the isolated waterside communities. The roofs of the boat schools have solar panels to power the electrical equipment on board. The project also provides solar lamps to the school children so they can do their homework in the evenings without the use of kerosene.



## Case Study #2: Mixed renewables in the UK.

Photography © Murray Ballard

The UK has signed up to the EU renewable energy directive, committing to source 15% of its energy from renewable sources by 2020. Murray Ballard documents *'Mixed Renewables in the UK'* to showcase how the UK is working towards these targets.

The UK has more off-shore wind capacity than any other country in the world. The London Array is the world's largest off-shore wind farm, generating enough electricity to power 750,000 homes.

Tidal energy has huge potential in the UK - the world's first commercial-scale grid-connected tidal stream generator has been deployed by Marine Current Turbines.

Hydro-power accounts for 18% of UK renewable energy. Water Power Enterprises (WPE) has developed small-scale community hydro-electric plants located on existing river weirs.

There are at least 230,000 solar power projects in the UK with installed capacity reaching 1,000 MW.





All the photographs used in this brochure are from FotoDocument's commissioned work on social and environmental issues.



Photography © Murray Ballard



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Find out more about how FOTOSTORY can showcase the positive stories within your business.

For a free initial consultation please contact Nina at [nina.emett@fotodocument.org](mailto:nina.emett@fotodocument.org) or 07790 645025



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