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MODULE

Green Labor Market

Green photographer &
Video maker

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GREEN THREE SEAS FOR YOUTH

Workshop Modules Series

Green Labor Market: Green Photographer &
Video Maker

2023 July



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the European Union



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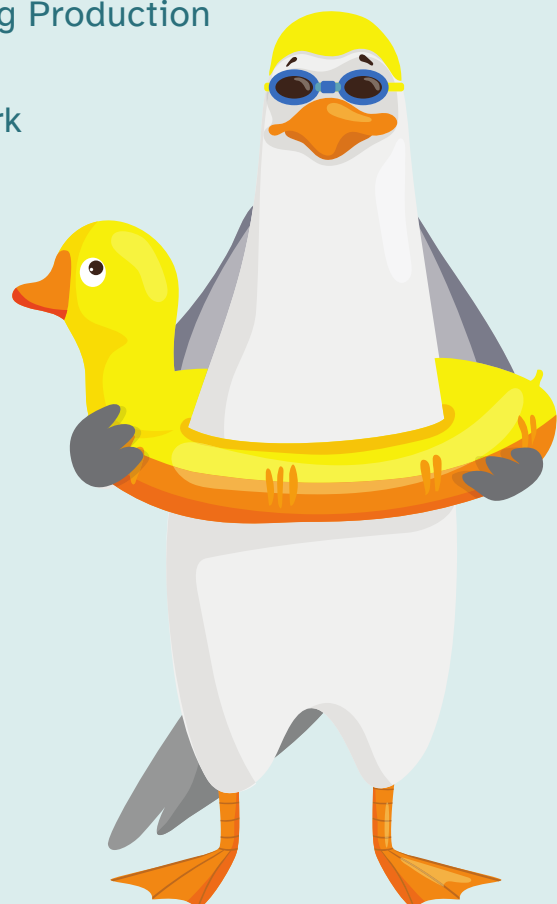
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Activity: How to Become a Green Photographer and Video Maker

A decorative graphic consisting of a large white starburst with four points, set against a teal circular background.

Purpose of the activity: To increase awareness and understanding of the importance of photographers and video makers going green and the opportunities available in this field.

Target group: Young people (16-30) and other interested individuals

Profile of the facilitator: A young photographer with knowledge in this field associated with an NGO

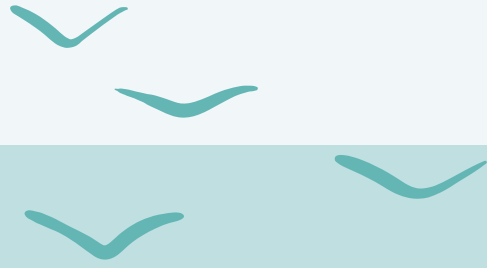
Profile of the participants: Participants should have an interest in photography and video making done in a sustainable way.

Group briefing: Participants will be briefed on the importance of the green labor market, the ways to go green in photography and video making, and the objectives of the activity.

Estimated size and type of the group: Up to 10 people, mostly students and other interested participants.

Learning outcomes / objectives: By the end of the activity, participants will be able to:

1. Understand the importance of photographers and video makers being green and thus contributing to the implementation of the European Green Deal and Agenda 2030.
2. Identify the steps taken within the practical implementation.



Activity Outline

Goal: To increase awareness and understanding of photography and video making going green and how to do it.

Duration: 60-90 minutes

Task Description:

Introduction (15 minutes):

The facilitator will introduce the concept of green jobs in general and the job of a green photographer and its importance in contributing to the European Green Deal and Agenda 2030.

Group discussion (20 minutes)

Participants will discuss their understanding of the green labor market and potential green ways in photography via brainstorming.

Presentation (15 minutes):

The facilitator will present various steps in photography to make it more sustainable and empower participants with green tips and green skills. This will include examples from YouTube.

Interactive activity (up to 25 minutes): Participants will engage in an interactive activity designed to help them assess their knowledge and potential green job opportunities.

This can include:

- Group discussions on practical steps in photography
- A "networking" activity with professionals working in the green sector

Action planning: Participants will develop an action plan for a short green photography activity.

Reflection and evaluation (15 minutes): Participants will reflect on their learning and evaluate the effectiveness of the activity.

Topics and tips for green photography will include:

- The role of a photographer to document climate/environment/social stories, raise awareness, and inspire action for implementing Sustainable Development Goals
- Buying used gear instead of new ones
- Reducing your footprint in the studio by replacing old light bulbs with LED ones (they last longer and use less energy) or using natural light
- Turning off all your lights when you're not using them and powering down your computers, printers, etc. overnight. Recycle your ink cartridges and electronics responsibly.
- Minimizing air travel as much as possible, using local stories and teaming up with sustainable businesses or vendors in the local area
- Meeting via video-chat to organize upcoming shoots with clients and collaborators
- Staying with locally-owned accommodation owners when traveling abroad



- Purchasing carbon offsets when travel is inevitable
- When driving, carpooling with your models and crew members, or riding your bike
- When traveling, bring a reusable water bottle
- Leaving every location better than when you found it (e.g., organize a beach cleanup, volunteer with a local group, donate to charity projects abroad)
- Using environmentally-friendly printing with eco-friendly photo papers made of plant-based materials
- Using sustainable camera bags when on the move
- Using rechargeable and durable batteries
- Using caffenol to develop your black and white film at home (all you need is instant coffee, washing soda, vitamin C powder, and water) to cut down on chemicals
- Promoting sustainable brands' products via photography



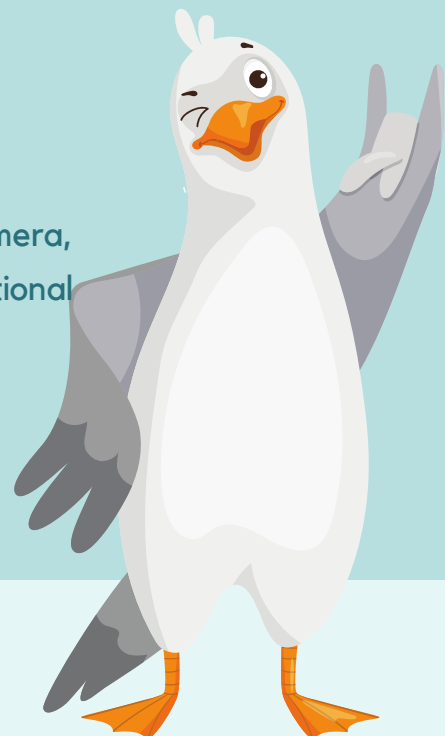
Remarks:

The facilitator should be prepared to provide additional information on the topic if needed, as well as advice on potential education and training opportunities.



Supporting materials:

Computer, internet, camera, video camera, optional flipchart paper, markers



Instructions for Trainers



Introduction: Green Jobs and the Role of a Green Photographer

Duration: 15 minutes

Welcome to the "How to Become a Green Photographer and Video Maker" workshop! In this introduction, we will explore the concept of green jobs and the increasingly important role of green photographers and video makers in contributing to the European Green Deal and Agenda 2030.

1 Part 1: Green Jobs (5 minutes)

Begin by explaining the concept of green jobs, which are occupations that contribute to preserving or restoring environmental quality while promoting economic growth and social inclusion. These jobs can be found across various sectors, such as renewable energy, sustainable agriculture, and eco-tourism. Emphasize that green jobs play a crucial role in transitioning to a sustainable economy and combating climate change.

2 Part 2: The European Green Deal and Agenda 2030 (5 minutes)

Introduce the European Green Deal, an ambitious plan by the European Union to make Europe climate-neutral by 2050. Explain that achieving this goal requires significant changes in various sectors, including energy, transportation, and industry. Also, mention Agenda 2030, a global action plan adopted by all United Nations Member States, which includes 17 Sustainable Development Goals (SDGs) aimed at ending poverty, protecting the planet, and ensuring prosperity for all.



Highlight the connection between green jobs and these initiatives, emphasizing that photographers and video makers can contribute to these goals by adopting sustainable practices and raising awareness about environmental issues.

3 Part 3: The Role of a Green Photographer and Video Maker (5 minutes)

Explain the unique role green photographers and video makers play in promoting sustainability and contributing to the European Green Deal and Agenda 2030. Some key points to cover include:

1. Documenting environmental stories and raising awareness about climate change, biodiversity loss, and other pressing issues.
2. Inspiring action through powerful images and videos that showcase the beauty of nature and the consequences of unsustainable practices.
3. Implementing eco-friendly practices in their work, such as using energy-efficient equipment, reducing waste, and minimizing their carbon footprint.
4. Collaborating with other green professionals, NGOs, and sustainable brands to promote environmental conservation and sustainable development.

Conclude the introduction by emphasizing the importance of green photographers and video makers in shaping a more sustainable future and encouraging participants to consider how they can incorporate green practices into their own work.

Group Discussion: Understanding the Green Labor Market and Green Practices in Photography

Duration: 20 minutes

In this group discussion, participants will explore their understanding of the green labor market and brainstorm potential green practices in photography and video making. This interactive session aims to foster a collaborative learning environment and encourage the exchange of ideas among participants.



Step 1: Divide Participants into Groups (2 minutes)

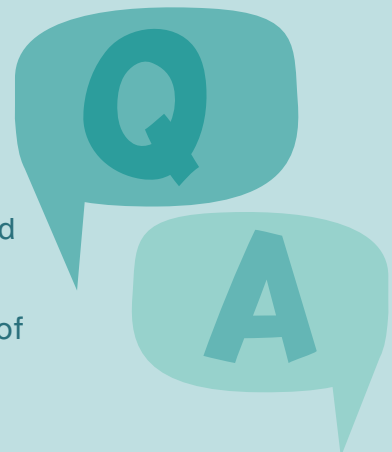
Divide participants into small groups of 3-4 people. This will allow for more intimate discussions and ensure that everyone has an opportunity to contribute their thoughts and ideas.

Step 2: Brainstorm on the Green Labor Market (8 minutes)

Ask each group to discuss their understanding of the green labor market and the types of jobs available in this sector. Encourage participants to think about the skills and qualifications required for these positions, as well as the potential benefits and challenges associated with pursuing a green career.

Some guiding questions to consider:

- What kinds of green jobs are you aware of?
- How do green jobs contribute to environmental sustainability and social well-being?
- What skills and qualifications are typically required for green jobs?
- What are some potential benefits and challenges of pursuing a career in the green labor market?



Step 3: Brainstorm on Green Practices in Photography (10 minutes)

Next, ask each group to brainstorm potential green practices in photography and video making. Encourage participants to think creatively and consider how they can incorporate sustainability into various aspects of their work, from equipment selection to travel and post-production.

Some guiding questions to consider:

- How can photographers and video makers reduce their environmental impact through their choice of equipment?
- What steps can be taken to minimize waste and conserve resources during photo shoots and video productions?
- How can photographers and video makers promote environmental conservation and sustainable development through their work?
- Are there any specific projects or initiatives that you can think of where green photography and video making could make a significant impact?

Step 4: Share Ideas with the Larger Group (5 minutes)

After the brainstorming session, invite each group to share their most interesting ideas and insights with the larger group. Encourage participants to ask questions and provide feedback on each other's suggestions.

Conclusion

Conclude the group discussion by emphasizing the importance of incorporating green practices into photography and video making in order to contribute to a more sustainable future. Encourage participants to continue exploring these topics and consider how they can apply the ideas generated during the discussion to their own work.



Presentation: Steps to Sustainable Photography and Green Tips

Duration: 15 minutes

In this presentation, the facilitator will outline various steps photographers and video makers can take to make their work more sustainable. Participants will be empowered with green tips and skills to help them implement eco-friendly practices in their own photography and video making endeavors. The presentation will also include relevant examples from YouTube to illustrate these concepts.

Step 1: Introduction (2 minutes)

Begin the presentation by reiterating the importance of adopting sustainable practices in photography and video making. Explain that it not only contributes to a healthier environment but also sets a positive example for clients and audiences alike.



Step 2: Sustainable Equipment Choices (3 minutes)

Discuss the importance of choosing sustainable equipment, such as:

- Buying used gear or renting equipment when possible
- Opting for energy-efficient lighting solutions, like LED lights
- Using rechargeable batteries and disposing of e-waste responsibly



Provide examples of sustainable equipment options and share resources where participants can find eco-friendly gear.

Here are some examples of sustainable equipment options and resources where participants can find eco-friendly gear:

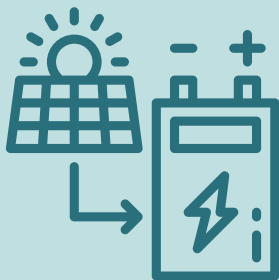
Examples of Sustainable Equipment Options:



Used or refurbished gear: Purchasing pre-owned cameras, lenses, and accessories can significantly reduce the environmental impact associated with manufacturing new equipment. Look for reputable retailers that offer warranties and product guarantees.



Energy-efficient lighting: LED lights are an eco-friendly alternative to traditional studio lights, as they consume less energy and produce less heat. They also have a longer lifespan, reducing the need for frequent replacements.



Solar-powered chargers: Use solar-powered chargers for your camera batteries and other electronic devices to reduce dependency on conventional power sources.



Rechargeable batteries: Opt for rechargeable batteries for your camera and other equipment, which helps reduce waste from disposable batteries.



Sustainable camera bags: Choose camera bags made from eco-friendly materials, such as recycled plastics or organic cotton, to minimize your environmental footprint.

Resources for Eco-Friendly Gear

KEH Camera (keh.com)

A reliable online marketplace for buying and selling used photography equipment, including cameras, lenses, and accessories. They offer a wide range of products, from vintage to modern gear, all inspected and graded by experts.



B&H Photo Video (bhphotovideo.com)

A popular retailer for new and used photography and video equipment. Their website offers a dedicated section for used and refurbished gear, including cameras, lenses, and lighting equipment.

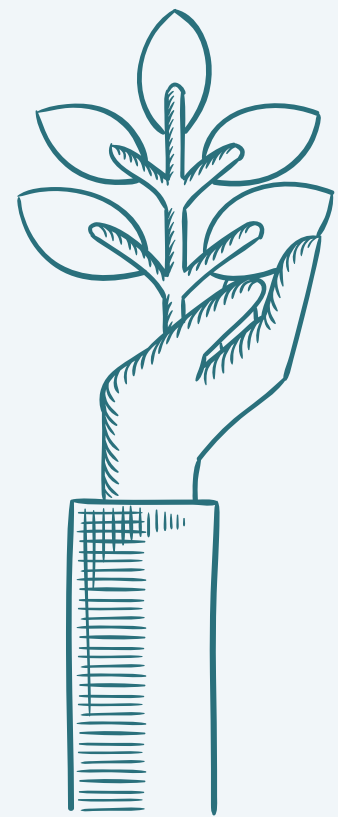
Adorama (adorama.com)

Another well-known retailer for photography and video equipment, Adorama offers both new and used gear. They have a dedicated section for used equipment, which includes cameras, lenses, lighting, and more.

MPB (mpb.com)

An online platform for buying, selling, and trading used photography and video gear. They offer a wide range of equipment, including cameras, lenses, and accessories from various brands.

Patagonia Camera Bags (patagonia.com): Patagonia offers a line of camera bags made from recycled materials, designed to be both functional and eco-friendly.



By choosing sustainable equipment options and supporting eco-friendly retailers, photographers and video makers can minimize their environmental impact and contribute to a greener future.

Step 3: Reducing Environmental Impact During Production (4 minutes)

Cover various ways photographers and video makers can reduce their environmental impact during shoots and productions:

- Minimizing travel and using local resources whenever possible
- Carpooling or using public transportation to reach shooting locations
- Collaborating with sustainable vendors and businesses
- Practicing responsible waste management on set

Include real-life examples from YouTube that demonstrate these practices in action.

Here are some real-life examples from YouTube that demonstrate various ways photographers and video makers can reduce their environmental impact during shoots and productions:



1. Minimizing travel and using local resources:

- Video Title: How I Shoot Local Landscapes
- Creator: Thomas Heaton
- URL: [How Most People Shoot Landscape Photography](#)
- Description: In this video, landscape photographer Thomas Heaton shares his experience of photographing local landscapes, emphasizing the importance of minimizing travel and exploring nearby locations.



2. Collaborating with sustainable vendors and businesses:

- Video Title: Sustainable Fashion Photoshoot Behind-the-Scenes
- URL: [Behind the Scenes / Weston Fuller's "Sea2See Sustainable Fashion" Photoshoot](#)

3. Practicing responsible waste management on set:

- Video Title: How to Be an Eco-Friendly Film maker
- URL: [How to be an Environmentally Friendly Filmmaker](#)
- Description: Video a look at a few simple ideas that can help you as a filmmaker to become more environmentally friendly.

These examples show how photographers and video makers can adopt various practices to reduce their environmental impact during shoots and productions, contributing to a more sustainable industry.

Step 4: Post-Production and Sharing

Your Work (3 minutes)

Discuss the importance of eco-friendly post-production practices, such as:

- Using sustainable printing options, like eco-friendly photo papers
- Reducing energy consumption by powering down equipment when not in use
- Promoting environmental conservation through your work, such as partnering with NGOs or showcasing sustainable brands





Resource: <https://earthvisioninstitute.org/>



Resource: <https://www.cristinamittermeier.com>



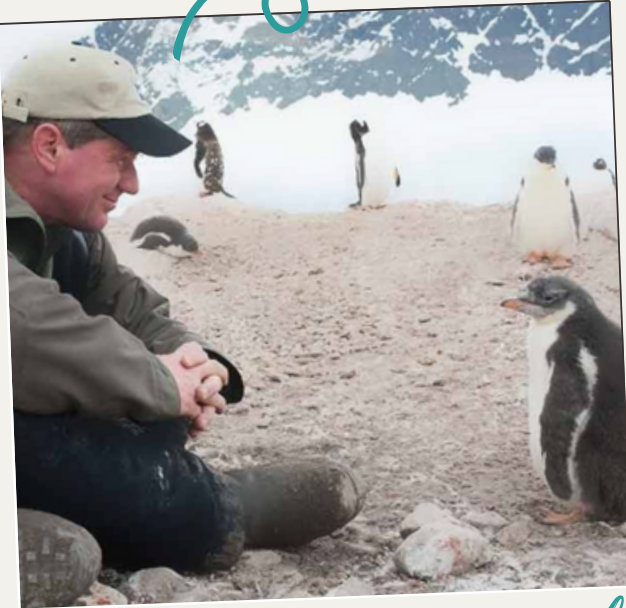
James Balog

- Website:
<https://earthvisioninstitute.org/>
- James Balog is an award-winning photographer and environmental activist known for his work documenting the effects of climate change on glaciers through the Extreme Ice Survey project. His photographs and time-lapse videos have raised awareness about the rapidly changing environment and inspired action to combat climate change.

Cristina Mittermeier

- Website:
<https://www.cristinamittermeier.com>
- Cristina Mittermeier is a National Geographic photographer, conservationist, and co-founder of the non-profit organization SeaLegacy, which uses visual storytelling to raise awareness about the threats facing our oceans and promote marine conservation efforts.

joel



one of his friends

Joel Sartore

- Website: <https://www.joelsartore.com/>
- Joel Sartore is a renowned National Geographic photographer and the founder of the Photo Ark project, an effort to document and raise awareness about endangered species around the world. Through his work, Sartore aims to inspire people to care about the planet and its vulnerable inhabitants.



Elora Hardy

- Website: <https://ibuku.com/>
- Elora Hardy is a sustainable architect and filmmaker focused on creating eco-friendly bamboo structures in Bali. Her TED Talk, "Magical Houses Made of Bamboo," showcases her innovative designs and the importance of using sustainable materials in architecture.



Resource: <https://www.cristinamittermeier.com>



Resource: <https://www.simonnorfolk.com/>

Simon Norfolk:

- Website: <https://www.simonnorfolk.com/>
- Simon Norfolk is a landscape photographer who documents the impact of human activity on the environment. His work often explores themes such as climate change, deforestation, and pollution, highlighting the need for sustainable practices in various industries.

These photographers and video makers demonstrate the power of visual storytelling in promoting sustainability and raising awareness about environmental issues. By implementing eco-friendly practices in their work, they are setting a positive example for others in the industry and contributing to a more sustainable future.

Step 5: Developing Green Skills (3 minutes)

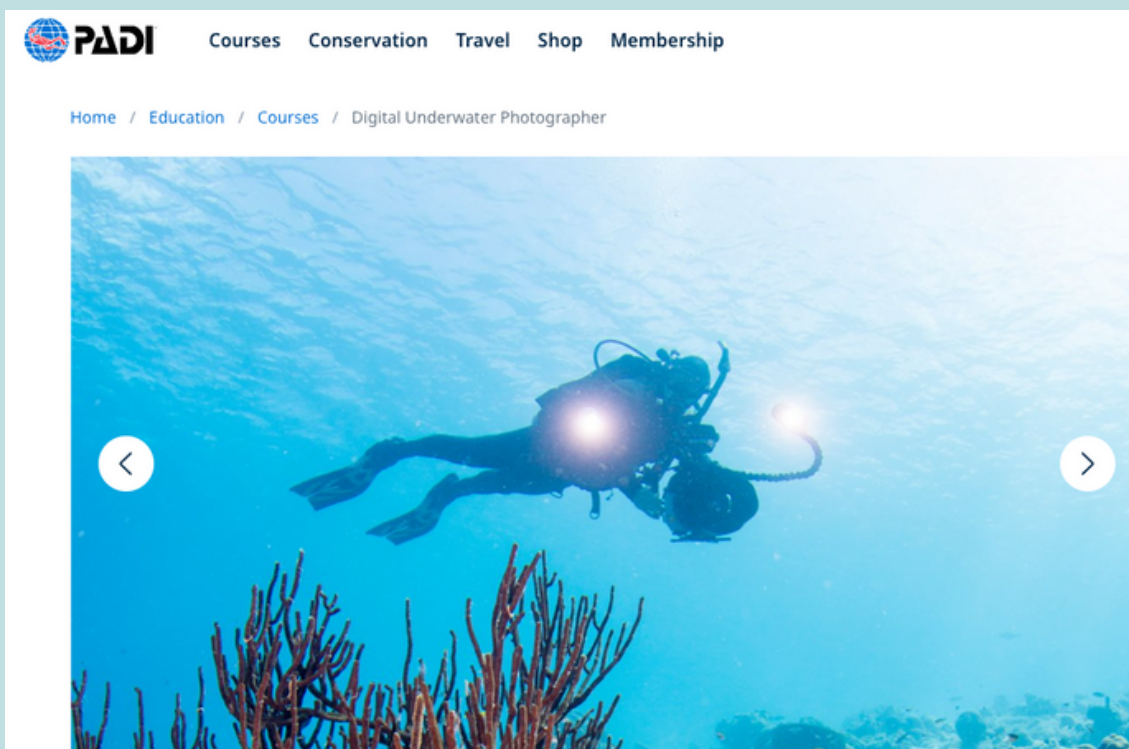
Emphasize the importance of developing green skills and staying informed about the latest sustainable practices in photography and video making:

- Participate in workshops, webinars, and courses on green photography
- Network with other sustainable photographers and video makers to exchange ideas and best practices
- Stay updated on the latest trends and technologies in sustainable photography
- Provide resources where participants can further develop their green skills and knowledge.

Here are some resources to help you develop green skills and stay informed about the latest sustainable practices in photography and video making:

Workshops, Webinars, and Courses

PADI Underwater Photography Course



Website: <https://www.padi.com/courses/digital-underwater-photographer>

This course not only teaches underwater photography techniques but also emphasizes the importance of responsible diving practices and marine conservation.

CreativeLive - Environmental Photography

The screenshot shows the CreativeLive website interface. On the left, there are navigation menus for 'CHANNELS' (Photo & Video, Art & Design, Music & Audio, Craft & Maker, Money & Life) and 'FILTERS' (Streaming Now, Featured, Best Sellers, Top Rated, New Classes). Below these are 'COLLECTIONS' (Bundle & Save, Conferences, Interviews, Learning Paths, Fast Class). The main content area is titled 'All Online Classes' with 2215 classes. It features a grid of class cards, each with a 'MOST POPULAR' badge, a thumbnail image, a title, an instructor name, and a rating with the number of reviews. The classes shown are: 'Fundamentals of Photography' by John Greenod (99% rating, 546 reviews), 'Designing Your Life: How to Build a Well-Lived, Joyful Life' by Bill Burnett and Dave Evans (92% rating, 93 reviews), 'Adobe Photoshop CC: The Complete Guide' by Ben Willmore (98% rating, 287 reviews), 'Adobe Lightroom Classic CC: The Complete Guide' by Ben Willmore, 'Wired for Story: How to Become a Story Genius' by Lisa Cron, and 'Up to Speed with Photoshop and Bridge 2023' by Ben Willmore (marked as 'NEW').

Website: <https://www.creativelive.com/class/environmental-portraiture-chris-jordan>

This online class focuses on environmental portraiture and encourages photographers to consider the impact their work has on the environment.

The Nature Conservancy - Webinars and Workshops

The screenshot shows the 'Ways to Get Involved' section of The Nature Conservancy website. The header includes the organization's logo and navigation links: 'WHAT WE DO', 'ABOUT US', 'GET INVOLVED', and 'MEMBERSHIP & GIVING'. The main heading is 'Ways to Get Involved' with the subtext 'Show your love for nature by taking action today.' Below this, there are four columns, each with a representative image, a title, a brief description, and a call-to-action link. The columns are: 1. 'Visit a Nature Preserve' (image of a woman in a forest) with the text 'Our network of protected lands host rare plants and animals and serve as living laboratories for conservation. Come get outside!' and the link 'FIND PRESERVES NEAR YOU'. 2. 'Volunteer With Us' (image of a person in a field) with the text 'Help out in person on one of our preserves, or leverage your skills and interests in a virtual volunteering opportunity.' and the link 'FIND VOLUNTEER OPPORTUNITIES'. 3. 'Take an Action Pledge' (image of a person looking at a plant) with the text 'Make your voice heard on the urgent issues facing our planet. Our Action Center helps you easily contact your elected officials.' and the link 'SIGN AN ACTION PLEDGE'. 4. 'Attend an Event' (image of a group on a tour vehicle) with the text 'Go on guided tours of our preserves or join a virtual event to connect with fellow nature lovers and learn from scientists and other experts.' and the link 'FIND AN EVENT'.

Website: <https://www.nature.org/en-us/get-involved/how-to-help/>

The Nature Conservancy regularly hosts webinars and workshops on various topics related to nature conservation and sustainability, including photography.

LinkedIn Groups



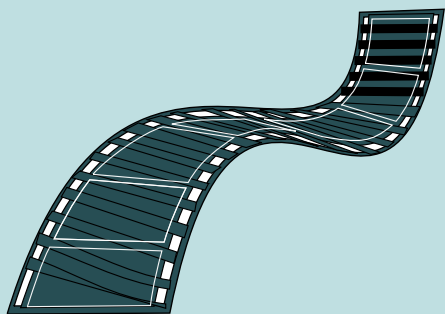
- Website: <https://www.linkedin.com/>
- Join LinkedIn groups related to sustainable photography, eco-friendly filmmaking, and green media production to connect with professionals in the field and stay informed about industry news and events.

Staying Updated on Trends and Technologies



Resource Magazine

- Website: <https://resourcemagonline.com/>
- Resource Magazine regularly publishes articles on sustainable photography practices, green technologies, and eco-friendly innovations in the industry.



Green Filmmaking

- Website: <https://www.greenfilmmaking.com/>
- Green Filmmaking is a platform dedicated to promoting sustainability in film production. Their website features articles, interviews, and case studies on eco-friendly filmmaking practices.

By utilizing these resources, photographers and video makers can develop their green skills, stay informed about the latest sustainable practices, and contribute to a more environmentally conscious industry.

Conclusion

Wrap up the presentation by encouraging participants to start implementing these green tips and practices in their own photography and video making endeavors. Remind them that small steps can make a significant impact in promoting sustainability and contributing to the European Green Deal and Agenda 2030.



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