



POSITIVE STORIES | POWERFUL IMAGERY

Showcasing responsible business through visual storytelling





FotoStory philosophy

We believe that what is good for the world is good for business.

Many organisations think the same way and are doing valuable work that helps people and planet, but their stories are not being powerfully told. Finding the right way to communicate positive social or environmental initiatives with authenticity can be a challenge.

FotoStory is a visual story-telling service from social enterprise FotoDocument, which specialises in good news stories that inspire, energise and inform. These stories encourage others to follow, thereby increasing momentum for proactive and responsible action.

FotoStory integrates photography, videography, animation and digital technologies with curation to create unique and compelling stories that inspire active global citizenship.

L: John Chimen, CBRE Engineer, Chiller Replacement Project, BNP Paribas office London. Shift engineers like John Chimen, of CBRE, are part of a team which services BNP Paribas' offices around the clock to carry out essential maintenance works for the cooling system. As part of BNP Paribas' energy efficiency chillers that would deliver payback in less than 5 years.

© Luca Sage

COVER IMAGE: : 'Gemasolar' Solar Thermal Plant, Spain.

© Markel Redondo

“Using the FotoStory service has been an inspiring way to communicate important issues, directly engaging our staff, clients and stakeholders in the CSR work the company is doing - it is certainly more effective than an Annual Report!”

Anne Marie Verstraeten, CEO and Country Head of BNP Paribas UK



Maria Juana received a loan from Lendwithcare to grow her strawberry business in northern Ecuador to help support her two daughters and elderly father. "I love my mum. She is always smiling. I want to be just like her when I grow up: strong and beautiful."

© Ana Caroline de Lima.

“The imagery is of a very high quality and has helped to promote the work we do, playing a key role in increasing the number of loans UK lenders make to women in the developing world, which is our ultimate aim.”

Tracey Horner, Head of Lendwithcare, CARE International UK

What we do

- Identify your positive stories.
- Commission world-class photography, video and animation.
- Share your stories creatively.
- Create and measure lasting impact.

FotoStory works collaboratively with you to identify and showcase your positive stories.

We create a dynamic combination of eye-catching imagery and well-crafted narratives, which fit strategically with your business.

Powerful visuals allow viewers to see things differently and these perception shifts can translate into meaningful behaviour change.



Protection and restoration of biodiversity and natural habitats, One Planet City, Brighton & Hove.

© Murray Ballard

Our blend of strategic and creative consultancy is supported by a clear six stage process:

Consult | **Create** | **Commission** | **Collaborate** | **Curate** | **Change**





Consult

We work closely with you to identify and uncover the positive stories you would like to communicate to your staff, clients and stakeholders.

We create a bespoke package to suit your needs and your budget that includes the right combination of photography, video and animation content.

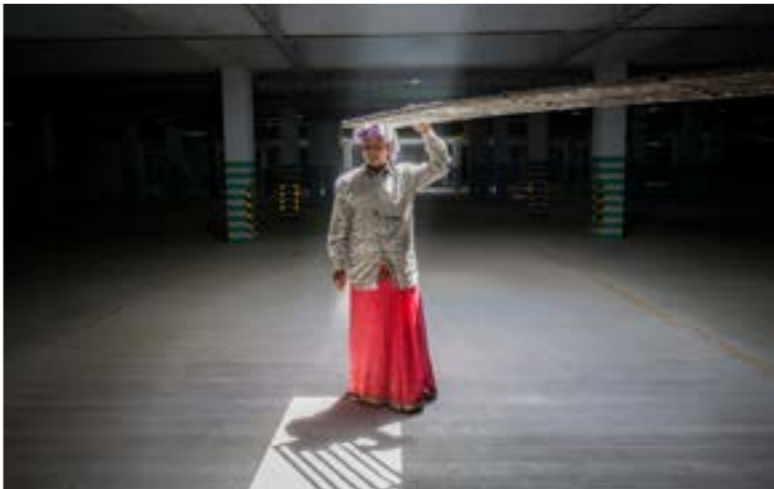
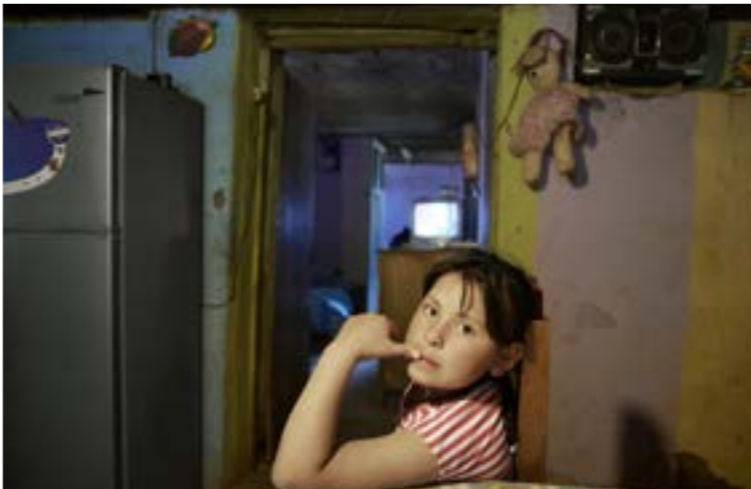
We showcase the visual content through both traditional exhibitions and cutting edge digital technologies such as Virtual and Augmented Reality.

Finally, we establish baseline criteria with you that will enable us to assess the impact of your project.

Create

We carry out detailed research, conduct in-depth interviews and craft compelling narratives which highlight the people, issues and actions behind your stories, bringing them to life in a clear and engaging way.

Top L-R: © Lulu Ash. © Anna Mia Davidson. © Luca Sage.
Bottom L-R: © Anna Mia Davidson. © Poppy Berry. © Ana Caroline de Lima. © Nina Emmett.



Commission

We commission and direct our world-class storytellers to create outstanding visual content. Our creatives work in an immersive way to authentically communicate the positive work you are doing which has the power to both move and motivate the viewer.



© Karoki Lewis

Photo essay

Narrative sequence of colour or black & white stills with associated text.



© Abe Roberto

Film content

Documentary, visual podcast, virtual reality, timelapse.

Motion graphics

Engaging animation, rich video content, kinetic text and stories in motion.

Collaborate

We approach our creative services - photography, film and animation - in a participatory way to enhance confidence and develop cohesion within the team. Team members are consulted on how they would like to be represented in our media capture, as in the diptych pictured, and we encourage collaboration in the devising of our creative projects from the outset.



©PoppyBerry/NinaEmett/FotoDocument



We supplement our creative media services with bespoke leadership and team-building sessions from expert facilitators with a track record in supporting leaders to steer their teams with impact. Proven methodologies are used to identify the characteristics of the team, discover strengths and weaknesses, think through challenges, and encourage collaboration.

“The training is practical because we are given tools, but more importantly, we are given completely different ways of thinking. I don’t think I’ve ever had this level of enjoyment and experience in any staff development.”

Anna Stefanaki,
Manager, School of
Business, Management
and Economics

“The training has helped me to play at my edge and beyond, in the full knowledge that I’m supported and championed.”

Greg Cussell,
CEO, NokPay

Curate

We curate your story to maximise visual impact across online and offline platforms, bringing imagery and words together in a meaningful and creative display using both exhibitions installations and cutting edge digital technologies.

Examples of multi-media visual displays:

- Bespoke exhibition at your office / white gallery space / public space
- Digital technologies such as Virtual Reality / Augmented Reality
- Website galleries
- Social media posts / galleries



L and Below: Everyday Heroes, BNP Paribas, London HQ
Bottom L-R: Interactive exhibition created with Swiss Tourism using embedded Augmented Reality content.
Women Entrepreneurs Worldwide, Oxo Tower London.
Boat schools of Bangladesh, House of Commons

© Nina Emmett



Change

Our visual stories aim to change perceptions and motivate people into positive action which is beneficial to people and planet. We have researched how visual stories can create lasting impact - we call this our 'theory of change' - FotoStory builds these insights into everything that we do. We carry out short interventions during the project to capture levels of engagement and behaviour change, which you can share with your stakeholders as evidence of social impact.



Oxfam-supported Cabuynan Farmers' Association, Cabuynan, Philippines. A small community mainly reliant on coconut and rice farming was adversely affected when Typhoon Yolanda hit their community in November 2013, with nearly all losing homes and crops. Oxfam supported the farming cooperative by replanting coconut trees and root crops.

© Simon Roberts



Cowes Cycle Hub built in 2017 by Isle of Wight Council has increased the use of the Cowes to Newport cycle track by commuters and has reduced carbon emissions. It has also provided an integrated sustainable transport experience for cyclists and increased levels of physical activity, contributing to a healthier workforce.

© Murray Ballard



With microfinance through Lendwithcare, Maria Teresa has been able to diversify her income to support her family. She now grows corn, tends to her cows and runs a knitting business in her home town of Puschues in northern Ecuador.

© Ana Caroline de Lima

Client Showcase

Empowering Women Entrepreneurs Worldwide for CARE International

FotoDocument was commissioned by CARE International to produce five photo essays on women entrepreneurs in Ecuador, Zimbabwe, Pakistan, Philippines and Zambia to showcase the positive impact of receiving micro finance and business skills training through Lendwithcare.



Top L and Top R: © Ana Caroline de Lima
Mid R: © Tsvangirayi Mukwazhi
Bottom R: © Veejay Villafranca
Bottom L: © Ana Caroline de Lima
Second bottom L: © Cynthia Matonhodze
Third bottom L: © Shai Chishty





Client Showcase



Everyday Heroes for BNP Paribas

FotoDocument was commissioned by BNP Paribas to showcase some of the ways the bank is combating climate change in the UK; how they are supporting clients to do the same; and shining a light on community, educational and individual initiatives that the Bank champions. Everyday Heroes focuses on clean and

renewable energy sources from the sun, wind, water and earth and we meet real life everyday heroes working in a variety of fields including green investment, environmental policy, sustainable transport, tertiary education, engineering, retail and community energy.



Client Showcase

Spotlight on teamwork at Elite Fine Foods

FotoDocument was commissioned by Elite Fine Foods to show the day-to-day operations of the business, with a special focus on the people who work there. We worked over a six-week period to produce a documentary style photo essay, an integral part of which was a 'diptych' portrait tableau - an environmental portrait showing an individual within their work context side by side with a studio portrait of the same individual holding an object they felt signifies their work, whether literal or metaphorical. This participatory activity created a lot of excitement within the team and enabled each person to feel valued.

“My initial objective for using the FotoStory service was to capture the culture of Elite Fine Foods, highlight the individual staff member roles and portray what we do for our customers in a still image essay format to use across both print and digital marketing. I am delighted with the finished result - the FotoStory team has fulfilled the objective with superior image quality and has made the project an wholly enjoyable experience for everyone. They have a unique way of engaging creatively with our workers, and blend seamlessly into the background when it matters so the day-to-day workflow can continue. I wouldn't hesitate to highly recommend the FotoStory service.”

Tim Lee, Managing Director, Elite Fine Foods

Other Projects

Boat Schools of Bangladesh for FotoDocument



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.

Photography by © Abir Abdullah



Green Bricks of Bangladesh for FotoDocument

Hasan compares 150-year-old brick kiln technology which is energy and resource intensive and has negative environmental impacts such as land degradation, depletion of water resources and deforestation with imported Hybrid Hoffman Kiln (HHK) technology, which is supported by the Global Environment Facility. The Green Bricks are less resource intensive, more energy efficient using internal fuel and reusing waste heat and produce significantly less carbon emissions.

Photography by © Khaled Hasan

The Fotostory team

Photography & Post-Production



A passionate believer in visual storytelling to engage people in powerful narratives, **Nina Emmett** is founding Director of FotoDocument. She has photographed, commissioned or curated over 35 stories and exhibitions for clients and audiences since 2002 and won a prestigious People Environment Achievement (PEA) Award for FotoDocument's innovative 'One Planet City' project. She creates her own long-form international visual stories on subjects she feels compelled to explore, including grassroots movements, the natural habitat, and identity. Nina was Strategic Lead for Brighton & Hove City Council's anti-racism team (2005-09) and Manager of refugee education charity Salusbury WORLD (1999-03). She has a BA Hons in French, a Postgraduate Diploma in Photojournalism, and an MSc in International Development.



Simon Roberts is a British photographer whose work deals with our relationship to landscape and notions of identity and belonging. He was recently made an Honorary Fellow of the Royal Photographic Society; and in 2010 was, in the capacity of official Election Artist, commissioned by the House of Commons Works of Art Committee to produce a record of the 2010 UK General Election. He has published four critically acclaimed monographs, Motherland, We English, Pierdom and most recently Merrie Albion. His work has been reproduced in many publications and he's a contributing photographer to National Geographic Magazine. Simon is an active public speaker and holds a position as visiting lecturer on the European Master of Fine Art course at IED Madrid and an Honorary Associate Professor in the Department of Geography at the University of Nottingham (2013-2019).



Poppy Berry has worked as a portrait photographer for over 15 years. Commissions have ranged from studio portraits of celebrities to farmers in muddy fields, from Opera House interiors in Copenhagen to documenting charitable projects on the banks of the Amazon. Her clients include The Times, The Observer, The Guardian, The Washington Post, The Financial Times and The Scotsman, Design and Advertising agencies, BBC Magazines, Hodder & Stoughton, Hachette, and Orion Publishing. Among corporate clients are JPMorgan & Citibank. Her subjects range from actors, writers, artists and bankers to landscapes, interiors and farmers, not forgetting children and the odd animal. Poppy gained a BA in Photography from Edinburgh College of Art.



Luca Sage is a portrait, editorial and advertising photographer based in the UK, working internationally with both commercial clients and high end magazines. His portraiture has won various international awards and been selected on four occasions for the National Portrait Gallery's prestigious 'Taylor Wessing Photographic Portrait Prize.' Luca holds a 1st class honours in Photography from the University of Brighton. Since then Luca has gone on to shoot for various editorial magazines and advertising clients including The Telegraph, The Guardian, The Independent on Sunday, Time Out, Monocle and Hackett Clothing. Over the last few years Luca has shot predominantly in the UK and West Africa with his large format camera which suits his 'slow' documentary style of portraiture.



Caroline Cortizo has worked with award winning photographers and major photography publishing companies for over 16 years before founding Shifting Pixels. Within post production she has a great track record of efficiency, delivering projects on budget and on brief; the key to her success is to listen to customers and work hand in hand to deliver their vision. During the course of her career she has also become a truly knowledgeable and professional archivist with expertise in all areas of digital and film management. Within publishing Caroline is the go-to person for CMYK profiling helping photographers and publishers alike.

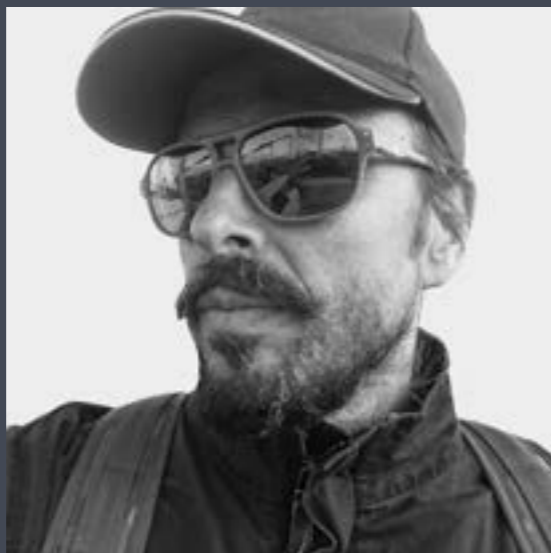


Samantha Beckett BA studied her Photography Bachelor's degree at Westminster University and had a successful career working for top flight advertising photographers before founding Shifting Pixels. Samantha understands the needs of the photographer and the demands of the industry to always deliver meticulous post production no matter the budget whilst providing a great service. She is also specialist in exhibition print management having produced shows for high profile photographers including Tim Flach, Linda McCartney and Mary McCartney both nationally and internationally; she is highly regarded for her quality control and eye for detail.

Video Production



Joanna Duchesne is a director with over 20 years of experience in news, documentary video and audio production. She has worked in production companies and organisations, such as Amnesty International, VSO, Action Aid and Save the Children. For seven years, Joanna co-ran a socially minded film cooperative, and her focus has always been on projects with a social conscience. She is adept in filming and photography commissioning, as well as multilingual and audio production. She has worked on location around the world, with a track record in innovation, from creative concept to final delivery. Latest projects involve immersive storytelling in multiple languages for a variety of audiences. Joanna has a BA Hons in French and Spanish. She speaks Polish at home and is currently learning Russian.



Juanan Eguiguren is an accomplished filmmaker with a Degree in Film from the prestigious International Film School of Wales and an MA in Fine Art from the University of West England, Bristol. Juanan has worked extensively worldwide in diverse cultural landscapes, such as Guatemala, Mexico, Bangladesh, India, Cambodia, Senegal, Nigeria, and Sierra Leone. During these trips, he has filmed in remote communities for organisations, including Save the Children, the Red Cross, and VSO. Juanan has lent his creative expertise to prominent broadcast television programmes, including “Tarsier Tales” for BBC Worldwide, “Bidding Wars” for Channel 4, “Today at the Caravan Show” for Channel 5, “GT Academy” for Discovery Channel, “Listening Post” for Al Jazeera English, and the documentary series “Artist to Icon,” Tom Cruise episode for Ovation (US).

Leadership + Team Building



Toby Buckle has helped leaders for over fifteen years. He has worked with many social enterprises and businesses with purpose beyond profit, including Kew Gardens, National Geographic TV the NHS, HM Prison Service, The Food Standards Agency, Help Age International, Muscular Dystrophy UK and Save the Children and Sussex, Brighton and Greenwich Universities.

Toby first became interested in leadership in the early 90s graduating with Hons in Management Science at UMIST. He is a certified trainer of NLP and has continuously studied with many experts on team development, embodiment, emotional intelligence and coaching and is a member of the Association of Business Psychology. Before 2007 Toby spent ten highly successful years in the commercial sector. He has held management and senior management positions and uses the tools and knowledge he’s gained over 30 years of working to help others get the heart of what is important to them, producing results that are both lasting and meaningful.



Joseph Hammond-Hagan is a one-to-one mentor, coach, and advisor to high-level leaders and focuses on the connectivity between mind and body. His clients have included CEOs, film and theatre directors and producers, serial entrepreneurs, and PhD and Harvard Business School alumni. Before his consultancy, Joseph worked in digital marketing, managing multi-million-pound budgets for FTSE100 high street retailers.

A sociologist, photographer, and therapist by training, Joseph has a background in psychology and traditional healing arts.

He believes an individual’s mindset can influence their physical presentation and manifestation through his study and practice of healing bodywork for over 25 years. An aspect of Joseph’s work takes an innovative inside-out approach to Diversity Equality & Inclusion (DEI) transformation by revealing and retraining the underlying reflexive thinking patterns that covertly obstruct participation, trust and belonging.

3D/Motion Graphics



Chris Cousins is a multi-disciplined designer for print, motion graphics and digital video. With a background in editorial design for national newspapers, Chris branched out into the exciting world of broadcast and online video using his skills as a 3D artist to enter the expanding digital realm.

As a designer of live visuals he has worked with major artists such as Sir Elton John, Queen, The Rolling Stones, Fat Boy Slim and AC/DC, and created content for clients such as BlackBerry, Nokia, BP, Schneider, Disney and Virgin. Chris has ventured into the wider areas of production as an on-set visual effects supervisor, technical director and post-production specialist. He currently freelances and collaborates internationally.

Impact Assessment



Ruth Anslow is an entrepreneur and business coach. In 2010, she co-founded the ethical supermarket HISBE which is powered by local people, community spirit and a social enterprise business model based on small, local producers and brands that trade responsibly. Ruth’s professional roots lie in traditional business: in 1996 she completed a BSc Hons degree in International Business and embarked on a 14 year career in sales and marketing roles for global corporations Unilever, Tesco, Radox and Sanex among others.

Alongside her role as Executive Director of HISBE, Ruth runs business consultancy sessions, specialising in social and environmental impact assessment which draws on various Theory of Change methodologies.



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

For a free initial consultation please contact Nina at nina.emett@fotodocument.org or **07790 645025**


Photograph: The MFO - Park in Zurich, Switzerland, which received the European Garden Award for the "Most Innovative Contemporary Park or Garden" (European Garden Heritage Network, 2010). The park was created in a former industrial building as part of a larger regeneration plan for the area.

© Simon Roberts



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