

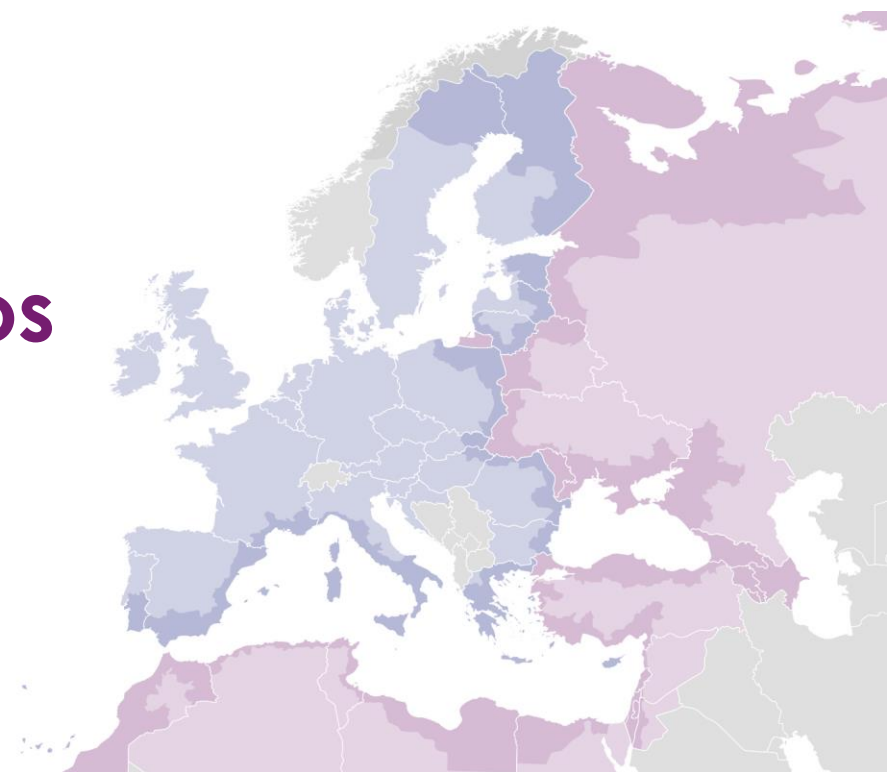


TESIM

Technical support to the implementation
and management of ENI CBC programmes

WHAT IS IMPORTANT :

Words (press releases), pictures, videos

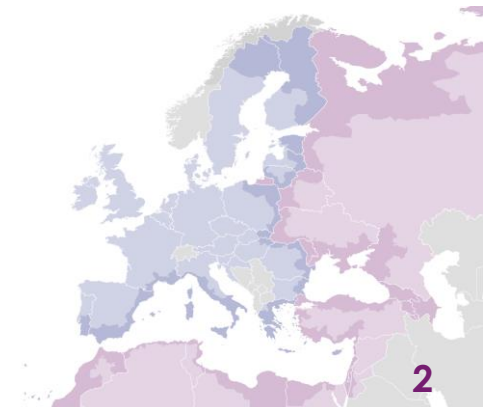
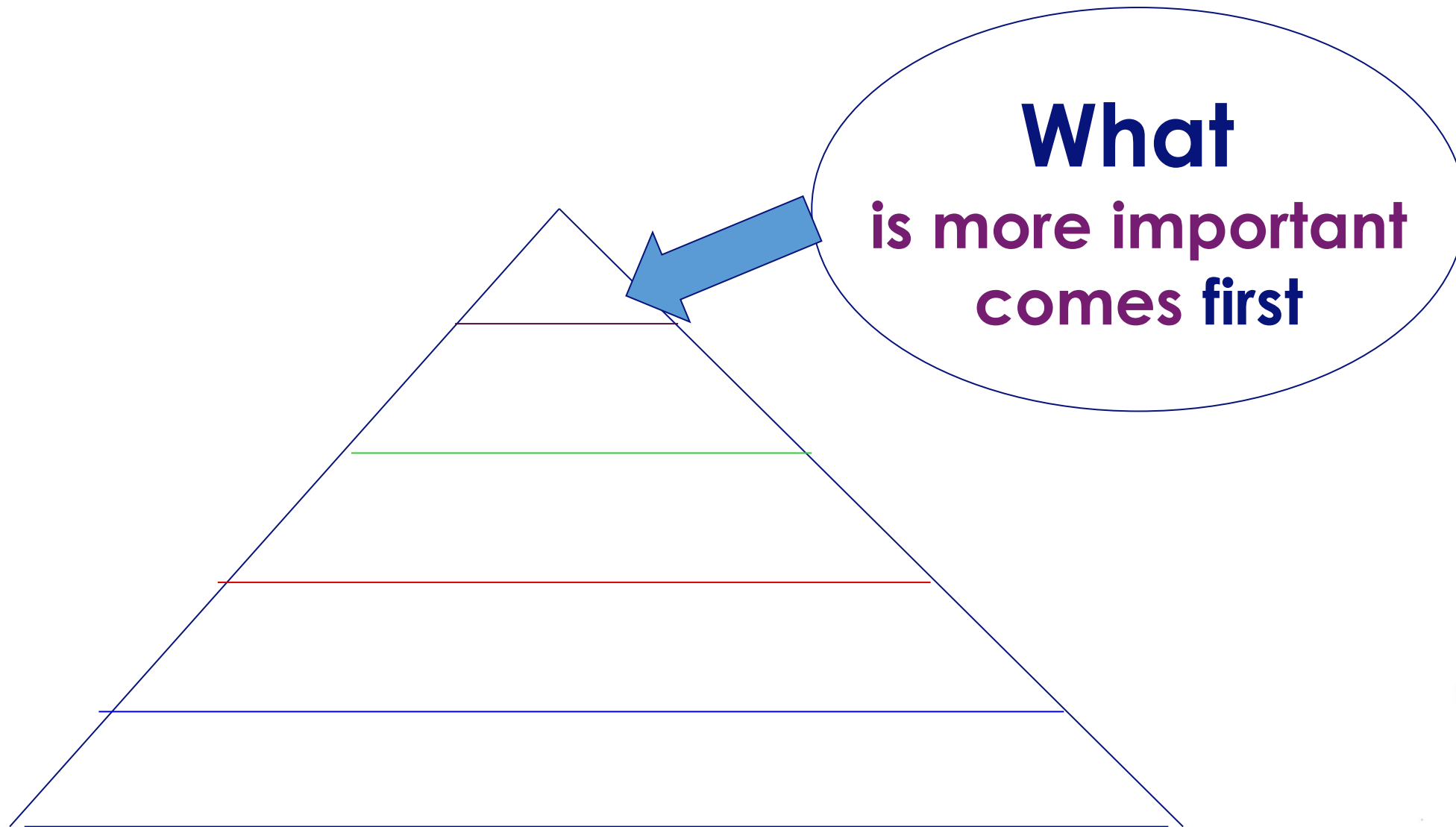


A project funded by the European Union



Implemented by a consortium led by

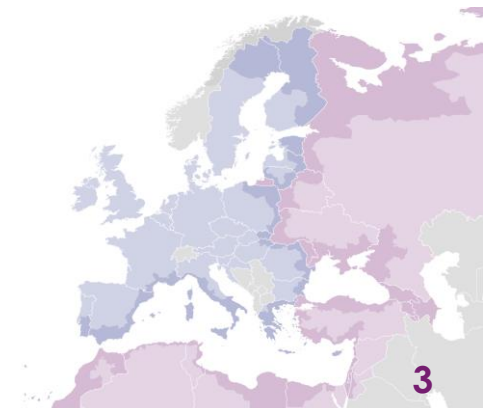
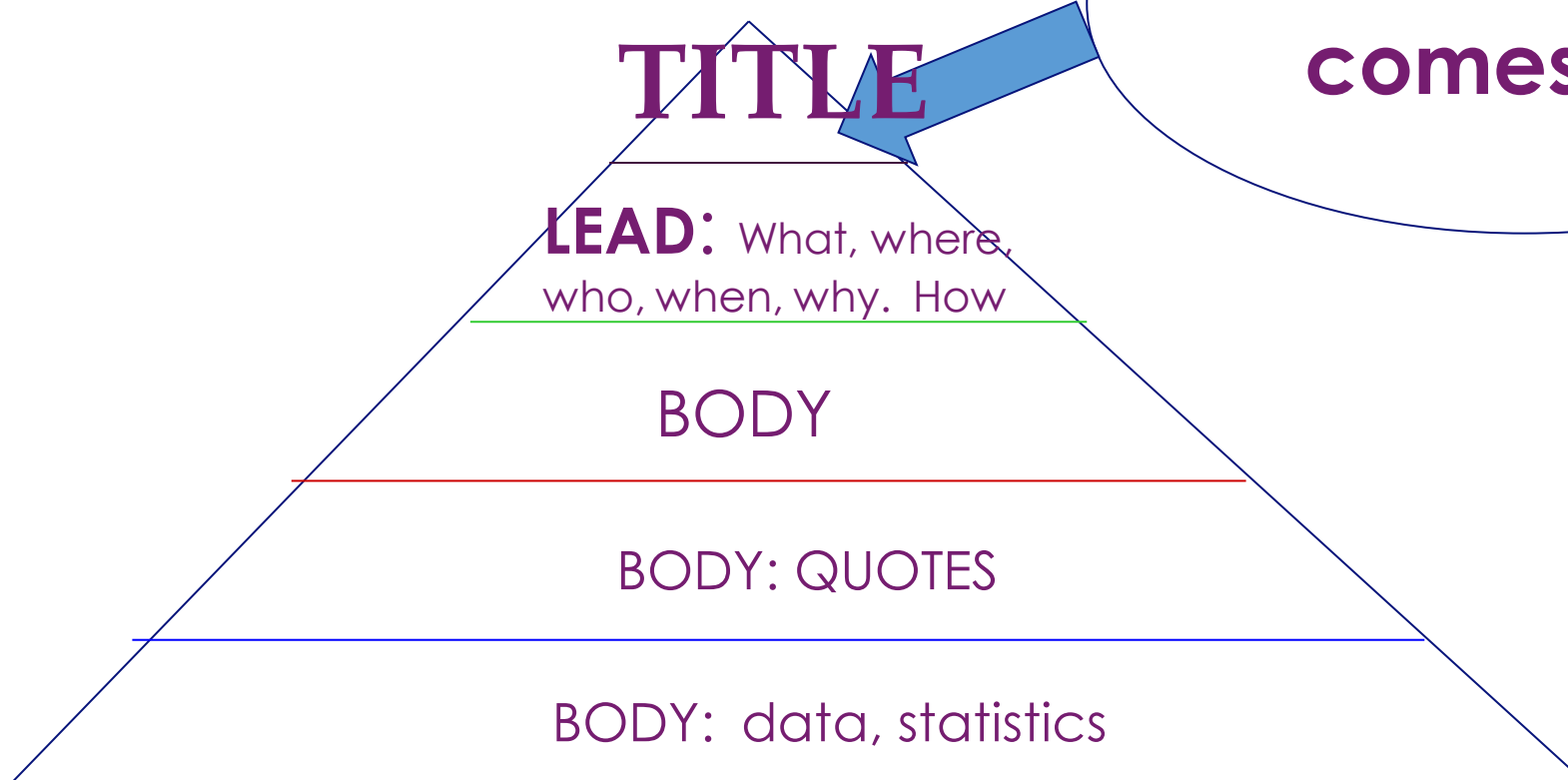




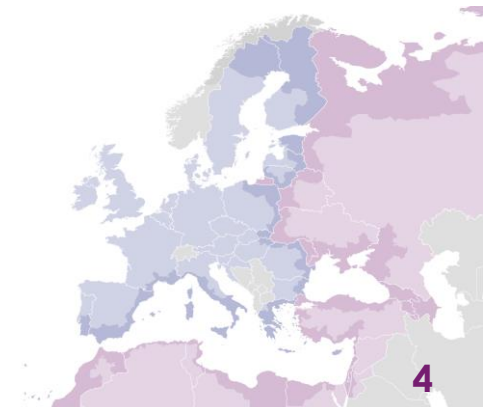
The PYRAMID approach = The **PRESS RELEASE** (words)



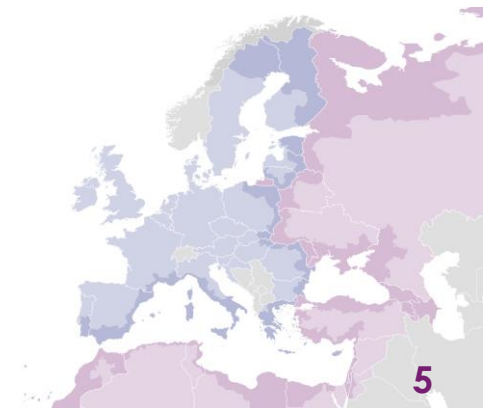
**What is more important
comes first**



- **Minimum resolution:** 2000x1500 pixels
(4000x3000 pixels better)
- **Name** of project/programme/date
- Name of photographer
- **Caption** explaining:
 - WHAT
 - WHO
 - WHEN
 - WHERE
 - WHY

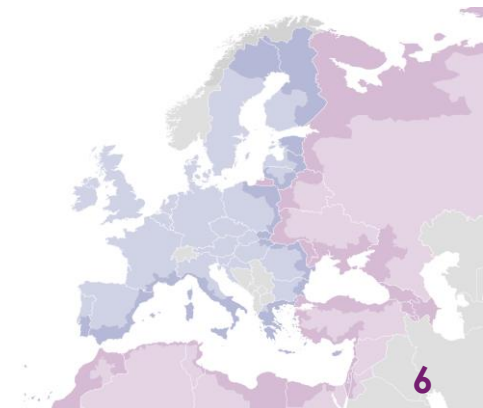


- **Copyright : Reproduction:** make sure you have the written authorization of photographer (royalty free)
- Many platforms (like Google Images) provide you with image-rights search
- If you use Free Photo Stocks, make sure they are under **Creative Common Zero (CC0) license**
 - Pexels, Unsplash, Pixabay
 - DG REGIO photolibrary
 - DG REGIO Flickr account

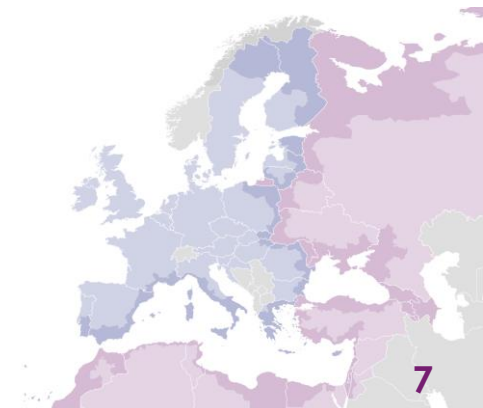


GDPR: General Data Protection Regulation

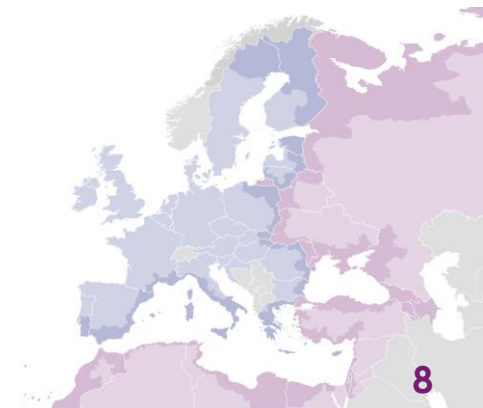
- An image of a person that you can identify is considered **DATA**
- You need to have people's **explicit consent** before you fill, store, share their data
- **A disclaimer is not enough** anymore: people need to understand that their picture could end up on a website and anywhere else...
- **Children:** the parents' consent is unavoidable



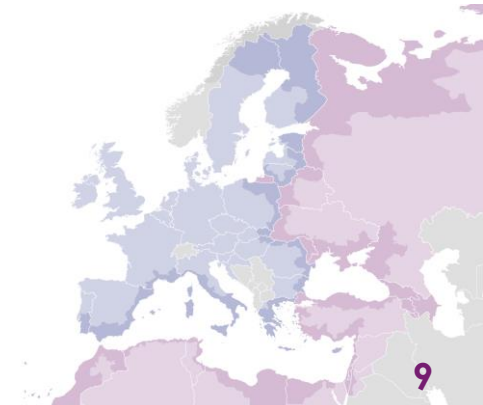
COOPERATION IN PICTURES: WHAT IS 'WRONG' WITH THIS? TESIM



THIS IS BETTER, BUT....

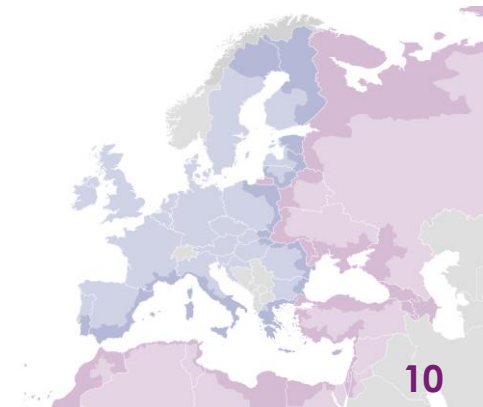


WHY IS THIS THE BEST OF THE THREE?

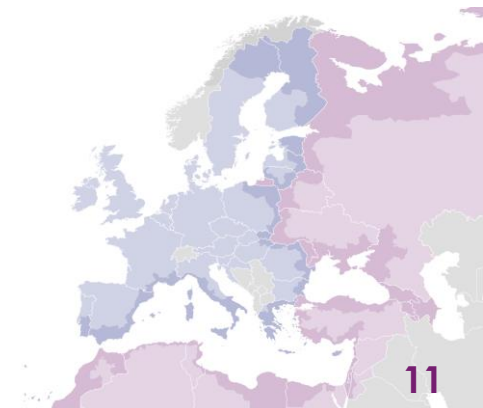


What is a **picture** for **cooperation** purposes?

*An image
to demonstrate
the **changes**
introduced
by your project
to **improve**
peoples' life*

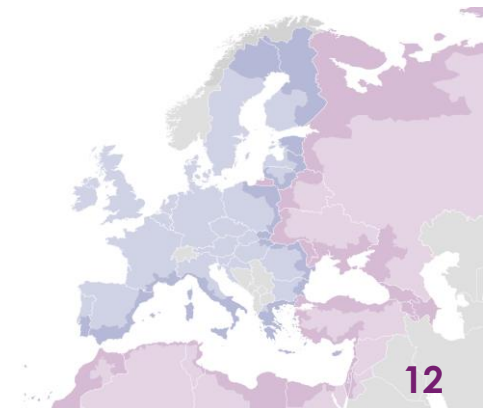


1. Movement
2. Context
3. Outputs
4. Timing
5. Emotions



1. MOVEMENT

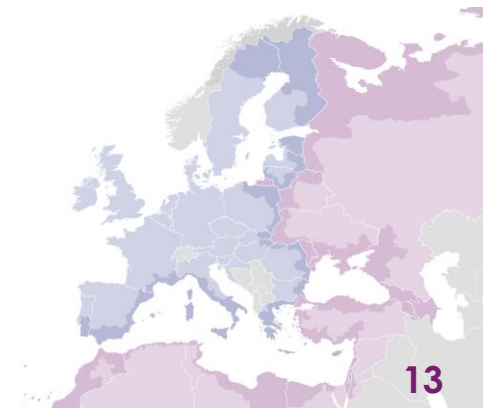
- **No staged pictures:** avoid static pictures with people sitting, or standing and watching
- You are in the field **showing actions:** your picture should be part of it.
- There has to be a **purpose** for your photo
- But make sure you understand **WHAT** people are doing



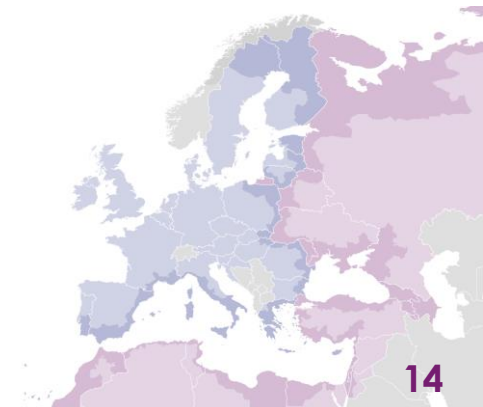
WHAT IS 'WRONG' WITH THIS PICTURE?



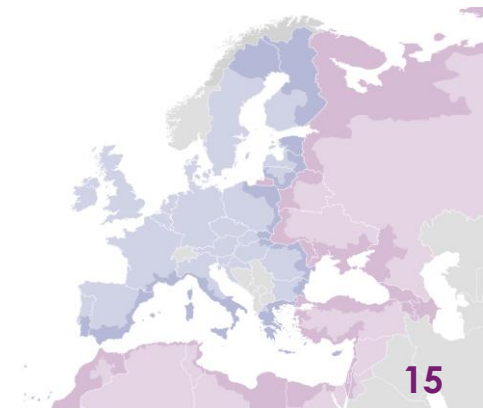
PROJECT: *Collection of organic waste in tourist areas and valorisation in farm composting plans*



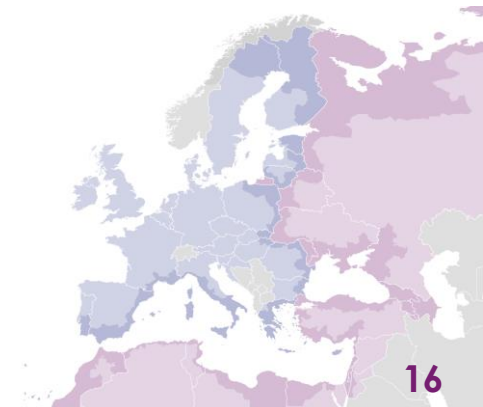
WHAT IS 'WRONG' WITH THIS ONE?



WHY IS THIS A BETTER ONE?

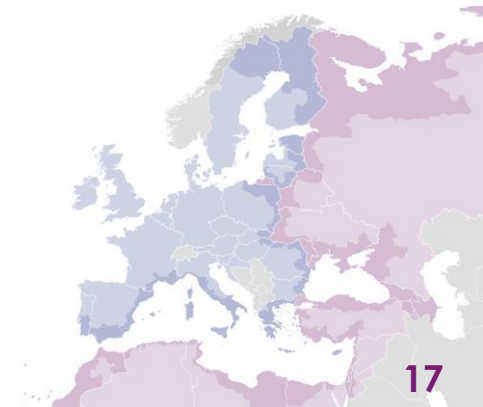


MOVEMENT: INSTALLING ANTI-JELLY FISH NET

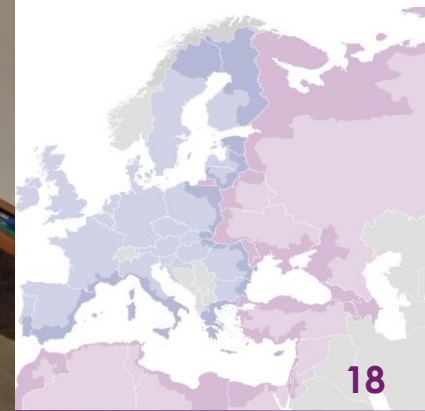


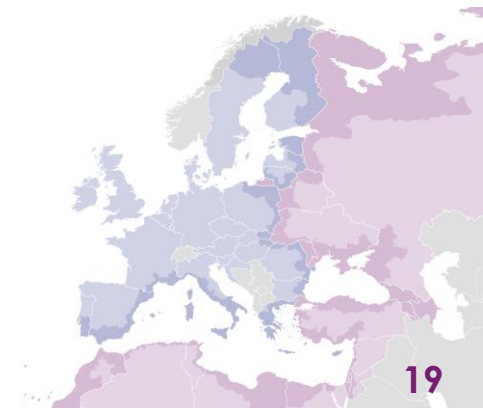
Even at a seminar/workshop/conference: get a person **doing something**:

- writing
- talking with a microphone
- raising her/his hand



IT'S A WORKSHOP: WHICH ONE do you prefer?

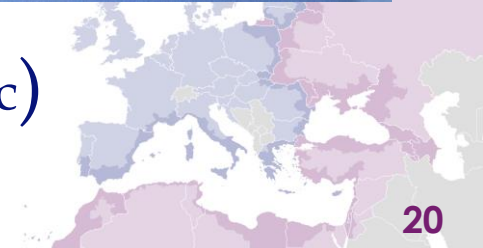




IT'S A WORKSHOP : WHICH ONE do you prefer?

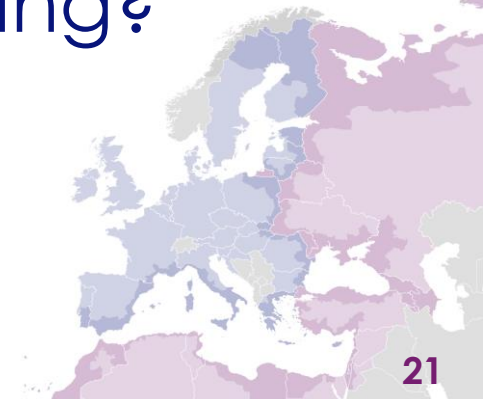


(it's called **CANVA** et it's magic)

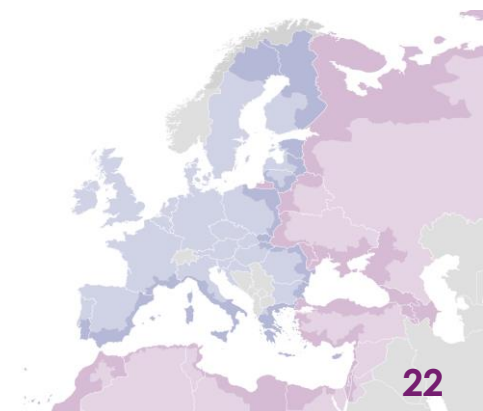


2. THE CONTEXT

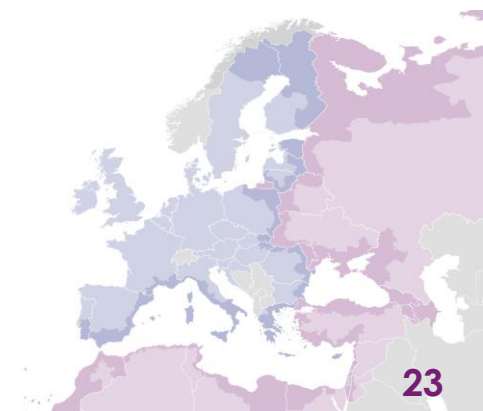
- Your picture must tell a story: embrace as many **elements of the story** as you can
- Your picture answers to the question: **what** are we doing **to solve the problem** this project is addressing?



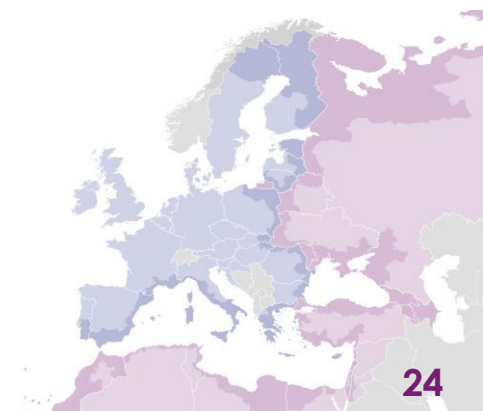
THE CONTEXT: A person riding a bicycle



THE CONTEXT: A cross-border biking tour



THE CONTEXT: A kid calling his father to fish





WHAT are we doing to solve the problem of river pollution?

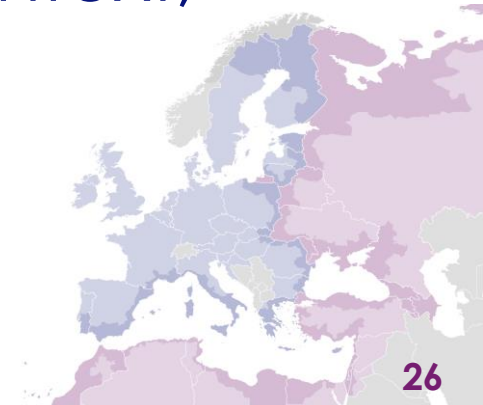


3. PROJECT OUTPUTS/RESULTS

- They are often what you produce, what you achieve, what you protect, what you present:

your **outputs** ➡ **results**

- You are telling a story : after you capture the context, you need to carve out **details**





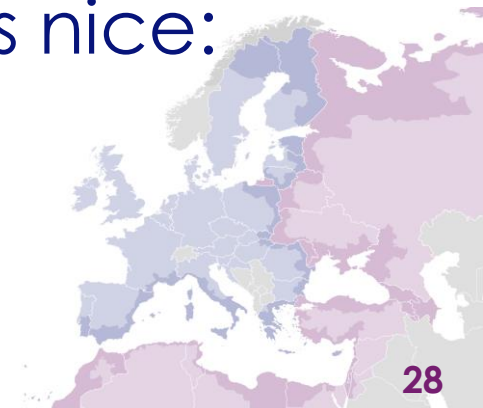
Are you saving **eels**?
Show them

Are you picking up **garbage**?
Show it!

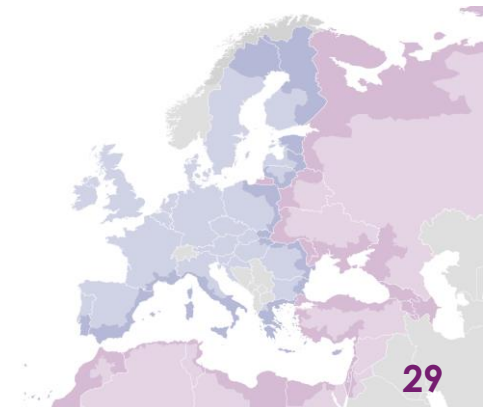


4. TIMING!

- You look for movement, so you look for **ACTION**
- If you are building/renovating/reconstructing something, shoot at somebody **DOING THIS**: finished walls/buildings/infrastructures are NOT interesting, make sure
- If possible, the BEFORE-DURING- AFTER effect is nice: remember to plan for it

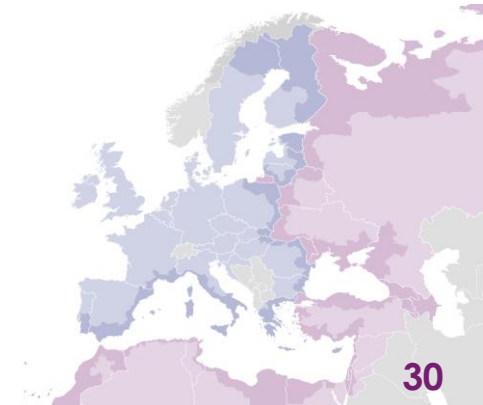


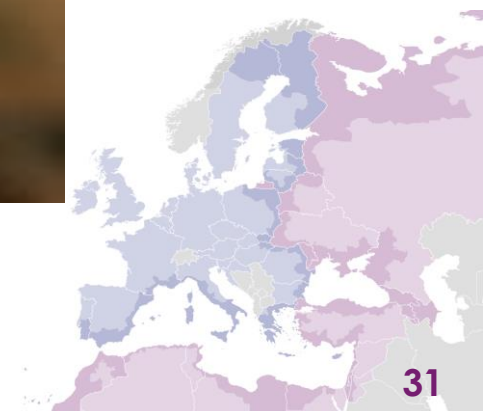
WE ARE WORKING ON IT!



5. EMOTIONS

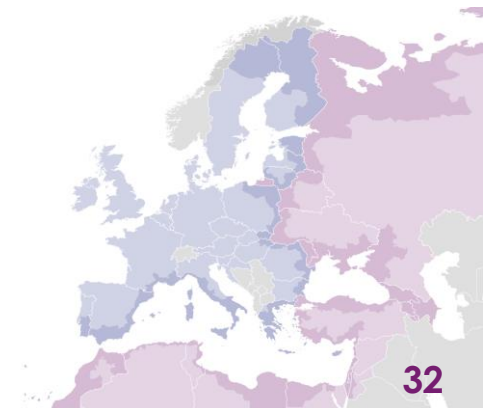
- The human dimension must have priority: always try to **portray people in your picture**, children if they are around
- **Take close-up**, show faces, possibly of people in a natural attitude

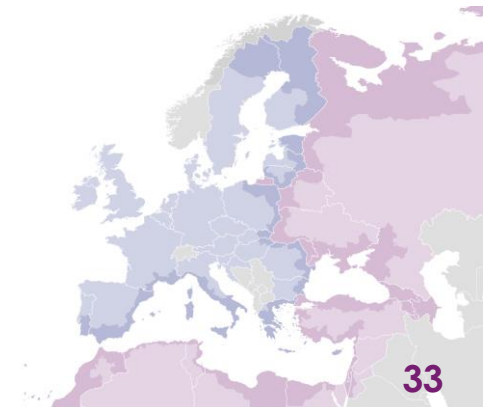




5. EMOTIONS

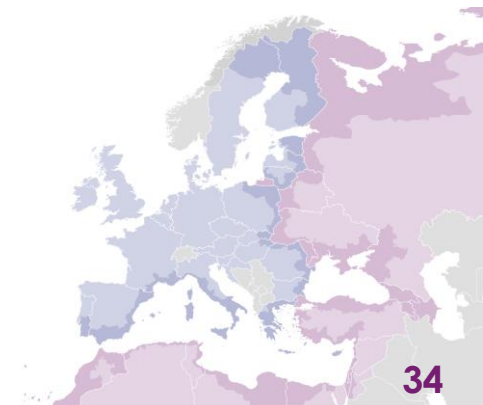
- People not looking at the camera, **doing their job!**
- **Pretend you are invisible**



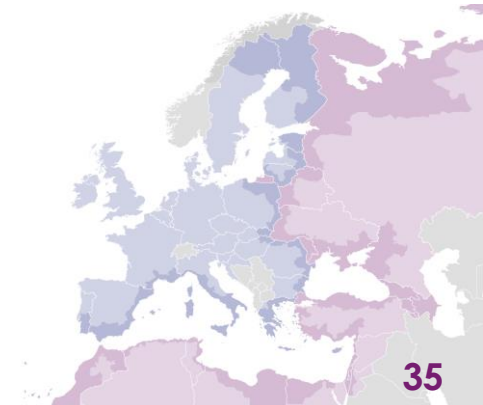




Rim Ben Younes
Agronomist
and researcher
in animal-milk
production



Imagine
you are sending a photographer
to take pictures of **your project**:
what would you tell him ?



Premises of factory: external shot

Internal premises: people working

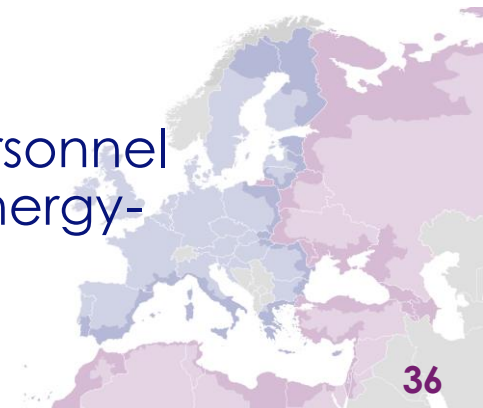
Internal premises: finished clothing (if possible with somebody wearing them, or ironing, or doing quality control: people holding clothes)

Details: sewing machines, press machines, cutting machines, semi-automatic pocket machines

New equipment: windows

New equipment: new steam boiler

All people interviewed : project manager, owner of factory, technical personnel explaining what has changed thanks to the.... introduction of the new energy-saving equipment



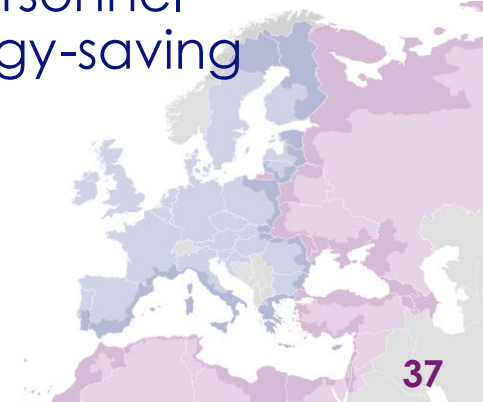
Premises of factory: external shot

External premises: general view of cultivations, plants, greenhouses

Internal premises: people working, machineries with people around them

Details: fresh plants: close up; dried plants: close up; herbal extract products: bottles with etiquettes, materials used, shelves with products

All people interviewed: project manager, owner of factory, technical personnel explaining what has changed thanks to the introduction of the new energy-saving equipment

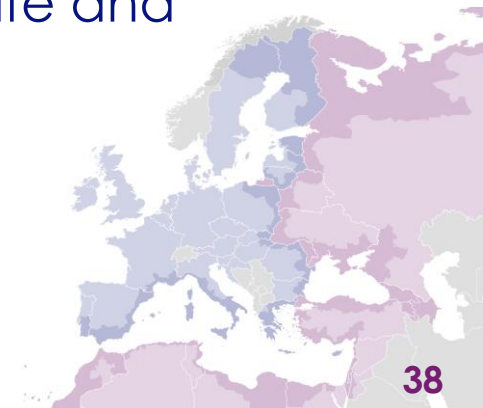


Premises of school : external shot

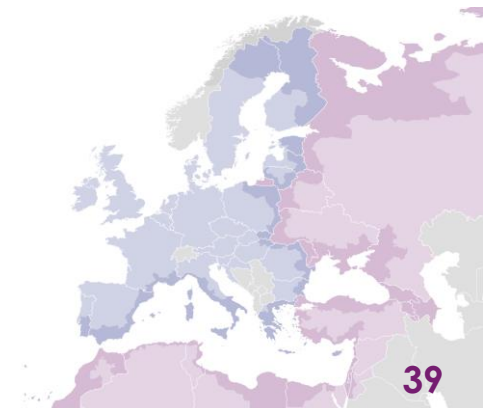
Internal premises: group of young people in school corridor with cameras in their hands or hanging on the neck; kids taking pictures of each other

Details: cameras; girl/boy taking pictures: close up; photos hanging on walls while somebody is watching them; a girl speaking with the sign language translating the inauguration speech

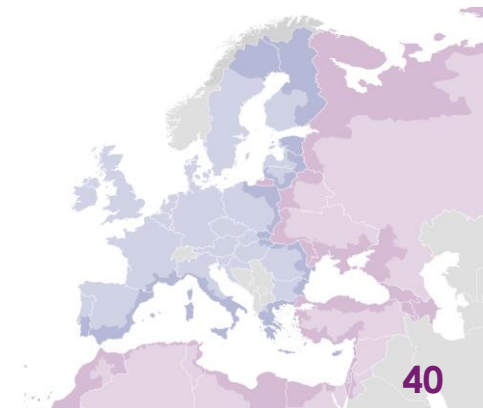
All people interviewed : project manager, principal of school, young participants, photography teacher explaining how a photo course can change kids' life and fight discrimination

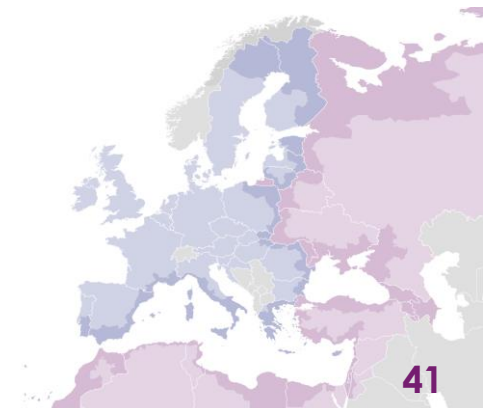


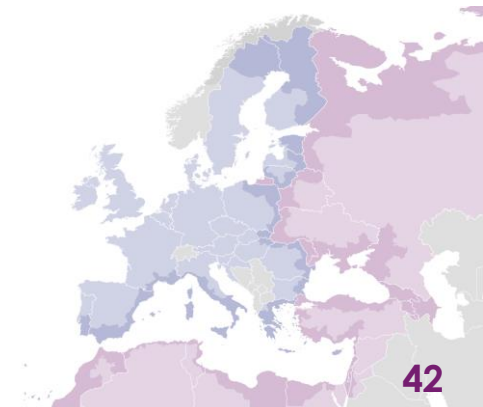
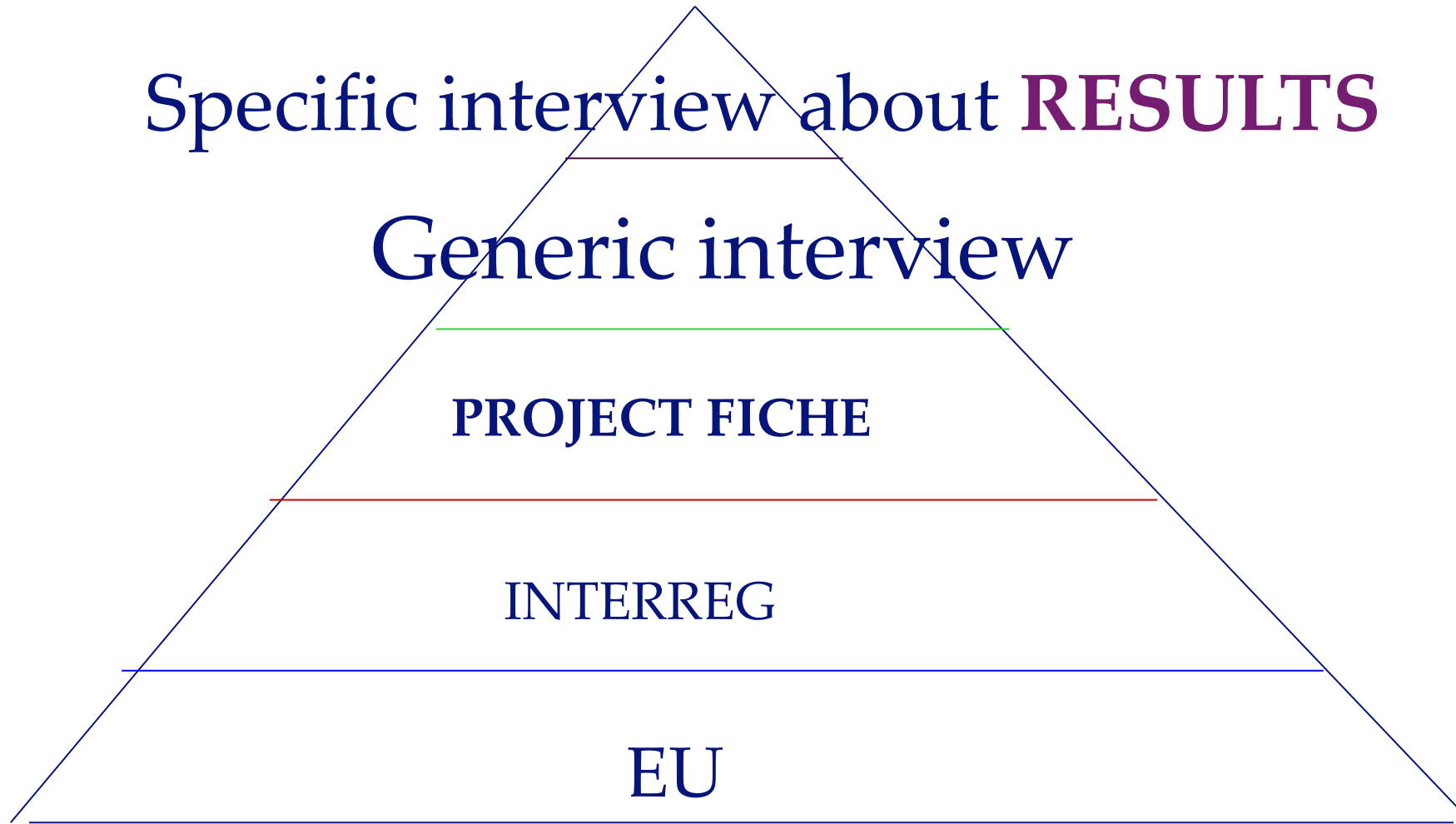
Watch out ... for unnecessary details!... TESIM



https://interreg.eu/interreg-highlights/youth4regions-contest/danube-stream-common-river-common-goal/?utm_medium=social&utm_source=twitter&utm_campaign=postfity&utm_content=postfitye6be0







1. We have done **this**, and **this** (outputs/results)

2. So we have **changed** people's life

3. Because this community had a problem

Sub-problem A Sub- problem B Sub- problem C

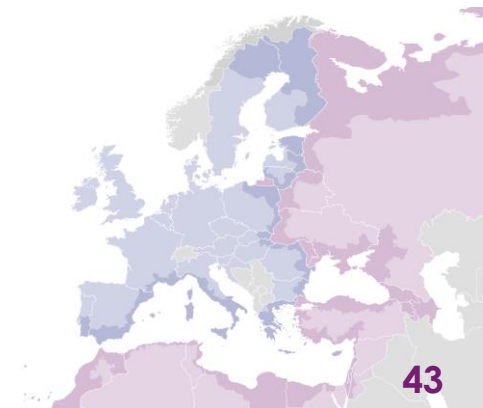
4. Which impacted on everyday life

5. So the project brought a solution

6. Thanks to this we could...

7. And by doing this we could...

8. Things are better now



THANK YOU FOR YOUR ATTENTION!

