

# Making the Most of iLCP

## Leveraging Our Expertise and Our Partnerships

The International League of Conservation Photographers has built its reputation around our world-class photographers, who in recent years have won many prestigious awards (including, but not limited to):

- ▶ China International Press Photography Contest: Gold, Bronze, and Award of Excellence (2011)
- ▶ Explorers Club Lowell Thomas Award (2011)
- ▶ Lennart Nilsson Award for Scientific Photography (2011)
- ▶ Nature's Best Photography Magazine: Conservation Photographer of the Year (2011, 2010, 2009)
- ▶ Nature's Best Photography Magazine: Small World Spectacular Winner (2011)
- ▶ Nature's Best Photography Magazine: Wildlife Winner (2011)
- ▶ North American Nature Photography Association: Mission Award (2010)
- ▶ Pictures of the Year International: Global Vision Award (2011, 2008)
- ▶ Sony World Photography Awards: Prince's Rainforest Project Award (2009)

- ▶ Veolia Environnement Wildlife Photography Contest: Wildlife Photojournalist of the Year (2011)
- ▶ Veolia Environnement Wildlife Photography Contest: Wildlife Photographer of the Year (2011)
- ▶ Veolia Environnement Wildlife Photography Contest: Creative Visions of Nature (2011)
- ▶ World Press Photo: First Prize Nature Singles (2012)
- ▶ World Press Photo: 2nd Prize in Nature Stories (2012)

Our staff brings more than 100 years of conservation, communications and non-profit management experience to iLCP's mission of furthering environmental and cultural conservation through ethical photography. Our staff has field-tested expertise—gained throughout the globe—in communications campaign and strategy development, messaging, photo and video editing, written and visual story telling, and product delivery through traditional and social media.

We are committed to using our experience, expertise and connections to leverage the work of our many partners. A partial list of iLCP's recent partnerships includes: American Rivers, Bioko Biodiversity Protection Program, Canadian Parks and Wilderness Society, Chesapeake Bay Foundation, Conservation International, Conservacion Patagonica, Defenders of Wildlife, Earthjustice, the Gitga'at Nation, LightHawk, National Geographic, National Parks Conservation Association, Pacific Wild, Patagonia Inc., Pro Natura, Rainforest 2 Reef, Reforestamos Mexico, Sierra Club, Skeena Watershed Conservation Coalition and The Wild Foundation.

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### The International League of Conservation Photographers (iLCP)

was established in 2005, with the simple goal of enlisting the skills and expertise of some of the best photographers in the world to advance conservation efforts around the world. The iLCP is devoted to furthering environmental and cultural conservation by moving conservation communications beyond the goal of "raising awareness," to the place where awareness leads to concern and concrete actions.

We start by working with local partners to develop an overall communications strategy for their issue, refining the desired storyline with compelling messages and messengers. We then enlist our world-class, world-renowned photographers to capture those stories in top-quality, project-specific images that tell a thousand words. Finally, we collaborate with our partners to produce and distribute targeted communications products (photo essays, exhibitions, multimedia, social media, etc.) to a broad, but strategic, suite of audiences.

Our photographers don't just take pictures, they capture stories—stories that have inspired policy makers and the public in ways that associated organizing campaigns have failed. Ultimately, iLCP focuses on understanding the turn-key leverage points of a particular issue, so we can strategically influence conservation outcomes. Our sphere of influence includes national and regional policy makers, conservation organizations large and small, and media outlets around the globe.

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## International League of Conservation Photographers

~ Bringing Conservation Into Focus ~



## RAVEs

### Rapid Assessment Visual Expeditions (RAVEs)

produce a comprehensive assessment and portrait of a timely conservation issue and threat in a short period of time. The gathering of some of the world's best conservation photojournalists, along with environmental and cultural writers, videographers, bloggers and other story-tellers, draws the attention of local, national and international media to the issue. Some of iLCP's most recent and well-known RAVEs have addressed:

- ▶ **Great Bear Rainforest** (coastal British Columbia, Canada), which highlighted the risks from Canadian tar sands related oil tankers;
- ▶ **Chesapeake Bay Watershed** (spans six mid-Atlantic states in the U.S.), which highlighted the importance of *The Chesapeake Clean Water and Ecosystem Act*;
- ▶ **Aysen Region of Chilean Patagonia**, which supported campaigns to stop development of five dams on two still-wild rivers);
- ▶ **Mexico's Yucatan Peninsula**, which underscored the threat of deforestation and tourism on protected areas, important unprotected areas, and specific flagship species.

iLCP's **Great Bear Rainforest RAVE** is our most well know photo expedition, having led to the award-winning documentary *SPOIL* ([www.iLCP.com/videos/spoil](http://www.iLCP.com/videos/spoil)). Given the public debate in both the United States and Canada about proposed crude oil pipelines, in 2013 iLCP will co-host a series of photo exhibitions about the Enbridge Gateway project in several cities in North America.

Also in 2013, iLCP has plans for a marine-based RAVE in the **Danajon Bank region of the Philippines**. This area is a rare and threatened double-barrier reef system. Working with *Project Seahorse*, iLCP will coordinate the photographers, deliver communications products for various audiences, and produce a photo exhibition for *Project Seahorse* to use in venues throughout Asia.

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## TRIPODs

**Tripod expeditions** involve a single photographer, and increasingly a videographer, who produces powerful imagery in support of a long-term, ongoing conservation program, project, or campaign.

**Mesoamerican Reef—Honduras:** In 2012, iLCP worked with the Honduran-based Center for Marine Ecology on three Tripod expeditions. These expeditions captured—in both images and video—the story of innovative community-driven efforts to conserve marine biodiversity and provide sustainable livelihoods in the Honduran Mesoamerican Reef region, including the Moskitio Coast, off-shore cays, and Honduran Bay Islands. Our visual media products were presented to the President of Honduras, and helped convince him to make new major marine conservation announcements.

**Greater Yellowstone Coalition Exhibition—Wyoming:** In 2011, iLCP partnered with the Greater Yellowstone Coalition (GYC) to document the natural heritage of, and threats facing, the Absaroka-Beartooth Front (bordering Yellowstone National Park to the east). GYC is using these images to engage audiences critical to convincing federal land management agencies to protect this region. To that end, GYC and iLCP are planning a photo exhibition in the renowned Buffalo Bill Historical Center in Cody, Wyoming.

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## Special Projects

In addition to iLCP's photographic expeditions, we leverage our Fellowship's expertise in ways that further enhance and expand the impact and influence of our conservation mission.

**Leveraging Fellowship Projects:** Each iLCP photographer is personally engaged in projects other than iLCP's photo expeditions. These projects address the major ecosystem types and conservation issues around the planet. From mountain to marine ecosystems, from the tropics to the Arctic, they address deforestation and dams, mining and drilling, climate change and community development, endangered species and biological corridors, cultural erosion and economic sustainability. This places iLCP in the enviable position of being able to leverage the power of our Fellows' collective conservation reach. We work with our photographers to promote their projects to iLCP's network of partners, funders and media contacts.

**Specialized Field Expeditions:** These expeditions do not fit the established format of a RAVE or Tripod, but they still enlist our story-telling expertise in a conservation project or issue. For instance, we can help a long-term conservation research project tell its story, or contract with a Foundation to provide our services to its grantees. Given the breadth of our photographers' experience, we can apply iLCP's expertise to a wide variety of unique conservation opportunities anywhere in the world.

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## Advancing Conservation Through Photography

iLCP was founded on the premise that top-quality imagery adds great value and effectiveness to conservation projects or campaigns. Often many NGOs and other conservation interests do not understand the degree of impact top-quality imagery can have on their work. iLCP works to increase the international conservation community's effectiveness by advancing a series of conservation story-telling techniques.

**Conservation Photography Workshops:** iLCP is developing a training program that explains the "why" and "how" of using top-quality imagery to advance conservation. This workshop has three components, and can be adapted to any programmatic or geographic context.

- ▶ Reference examples of how high-quality imagery have been used to bolster, if not ensure, the success of a conservation effort.
- ▶ Explain what makes a good conservation story-telling image (still or video).
- ▶ Provide advice and strategies for how high-quality imagery, and the story behind collecting the imagery, can be used to advance conservation programs.

**iLCP Speakers Bureau:** In fall 2012, iLCP will launch a Speakers Bureau to facilitate our Fellows serving as speakers at conferences, annual meetings, etc. This is a great opportunity to promote a strong conservation message—through amazing imagery with fascinating storylines—to a staff, Board, membership, or the general public.

**Themed Photo Exhibitions and Publications:** Through themed photo exhibitions and publications featuring the collective work of iLCP's photographers, iLCP can stir the public's appreciation for, concern about, and action toward conservation. Given the breadth of iLCP's work over the years, these exhibitions can cover almost any global, regional or local conservation topic or issue.

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