

Images with Impact



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Florence

IAIA15

Italy

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- A couple of thoughts on the future role of digital media in environmental and social impact assessment (E/SIA)

A few rules

1. Keep it simple
2. Use photos to make a point
3. Show pictures of people
4. Tell a story
5. Make your reports attractive

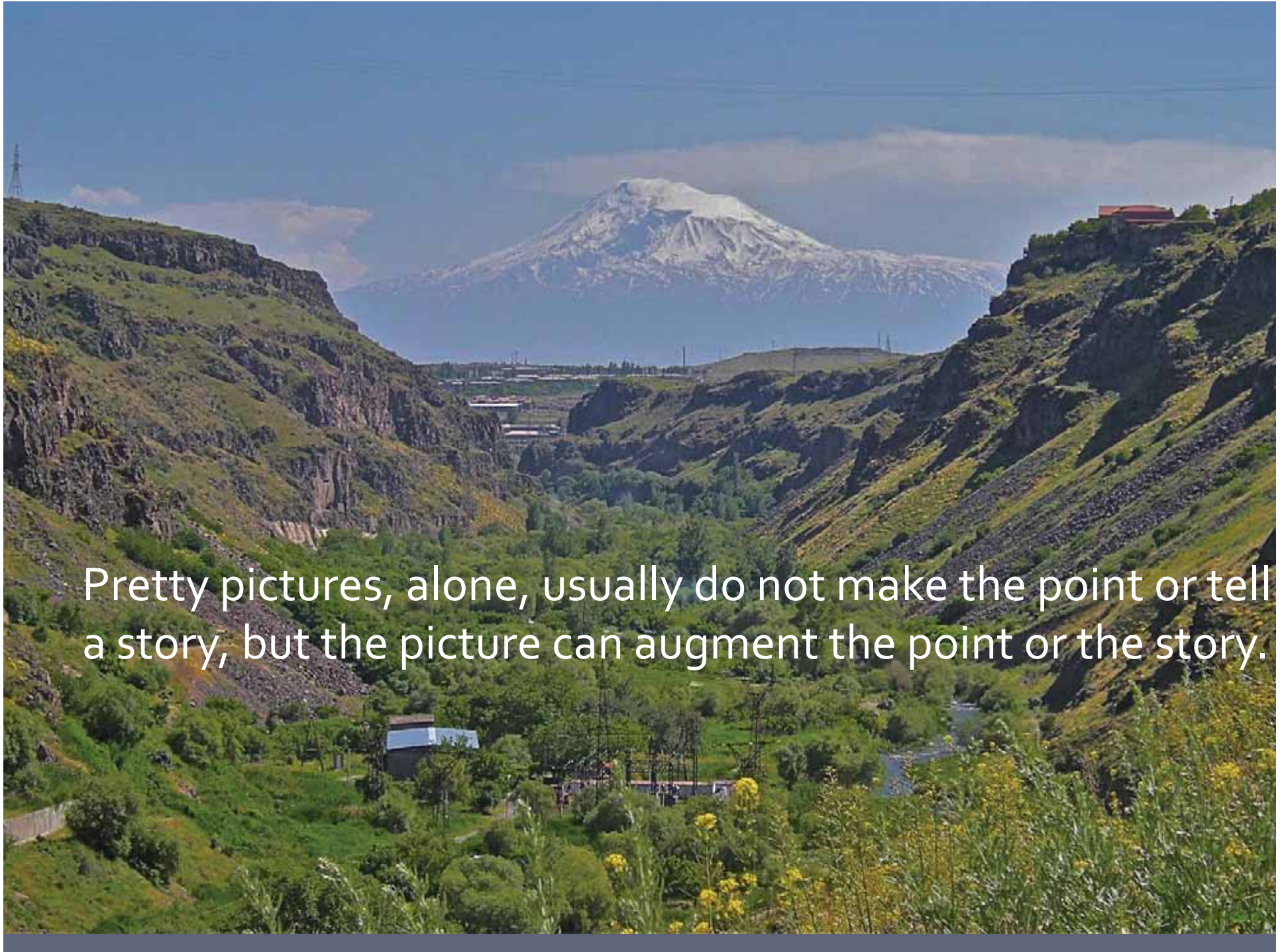
1. Keep it simple
2. Use photos to make a point



Here, we have the good and the not so good.

Clean environment

A bit industrial



Pretty pictures, alone, usually do not make the point or tell a story, but the picture can augment the point or the story.



Restoration and protection of this upland watershed will help protect irrigated agriculture in the valley below.

Ararat Valley, Armenia





Broken roads may seem picturesque, but they preserve poverty as well as beauty, and harm the environment (erosion)



Before

Soviet era pumping station, Armenia



← Before

After →



EIA manual

Mitigate by avoiding. Field corrections



Monitoring manual



Do your impacts first. Boots on the Ground.





Hey! Be careful Armen!

Eroded irrigation drainage canal, Armenia



I really haven't figured out a message for this picture. I just like it.

3. Show pictures of people



School children, Armenia, the “target population” of the social part of an E/SIA



Shepherd, Armenia

4. Tell a story – try to have one in mind as you compose photos



Telling a story

Potentially noisy, dusty concrete mixing plant



Telling a story (continued)



Telling a story (continued)



Telling a story (continued)



Telling a story (continued)



Telling a story (continued)

Talking with the teacher





Social impact stories, from the field

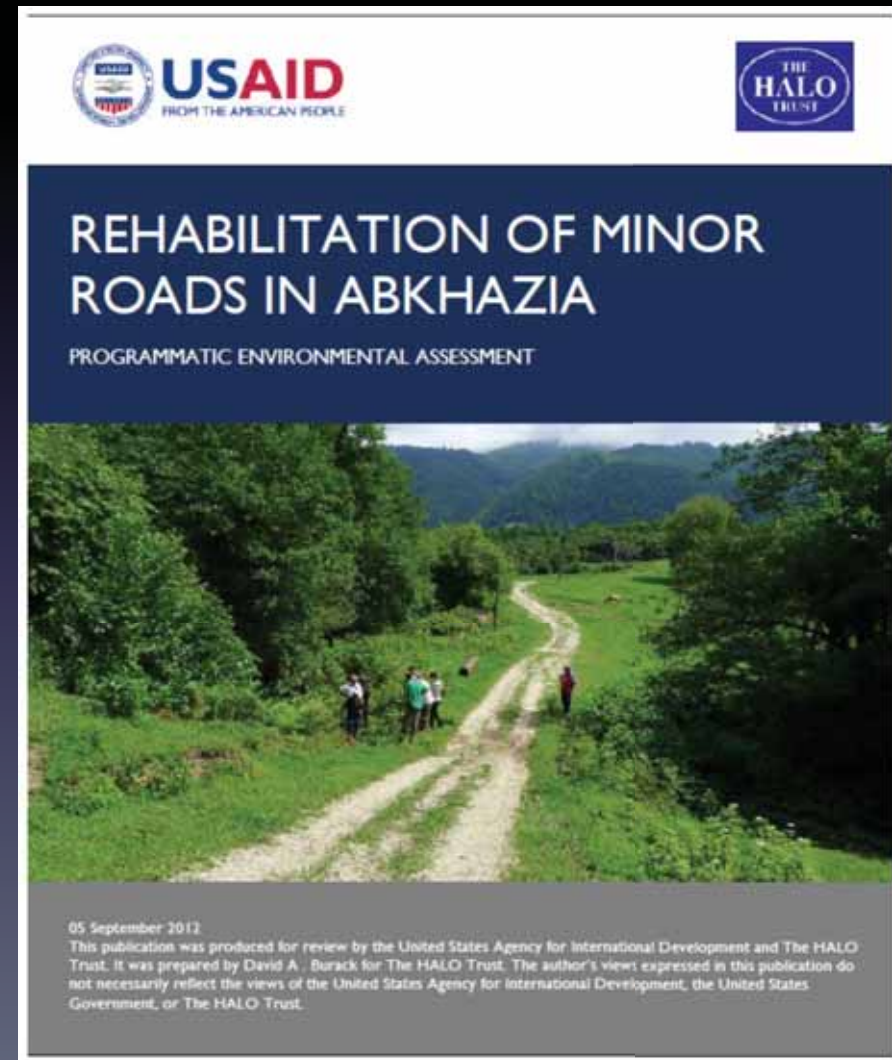
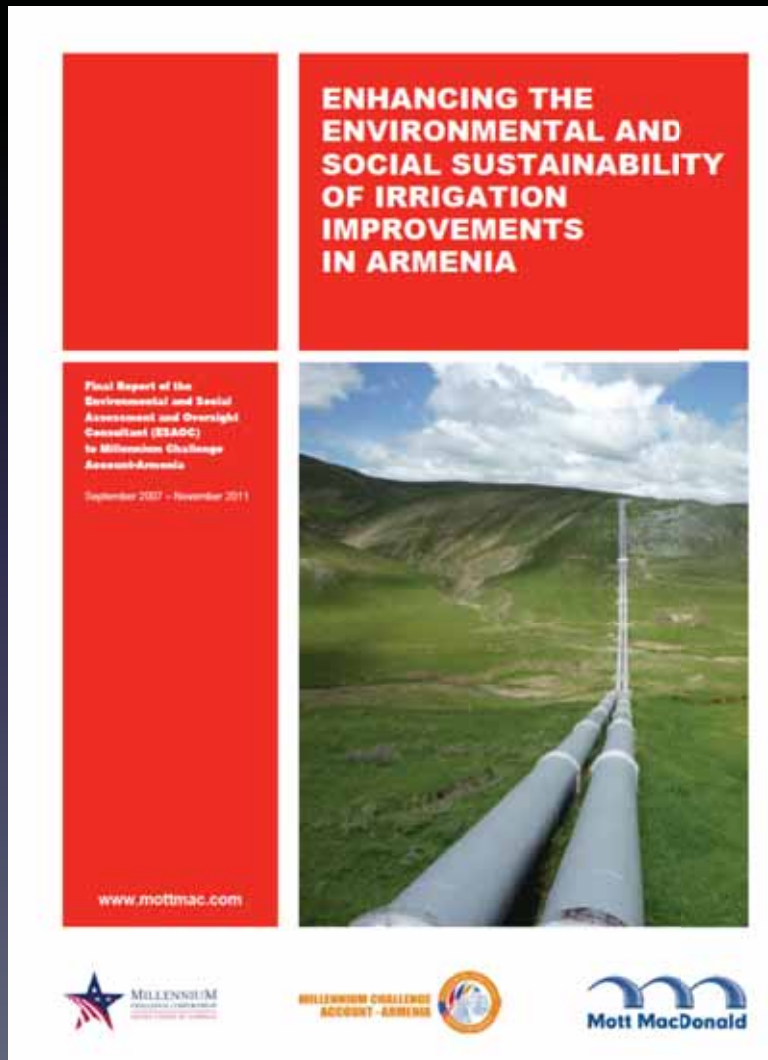


How do you feel about this irrigation project?





5. Make your reports attractive



A couple of not very profound thoughts on the future role of digital media in E/SIA

An additional perspective for the E/SIA practitioner/consultant

- Modern compugraphics plus the world wide web have partly equalized the individual practitioner with the large corporations.
 - Make good use of that capability.
- In the future, all E/SIA documentation will be delivered digitally

However, a few problems remain



Each flagged page of this engineering/environmental document has been hand stamped

A photograph of a man standing on a rocky outcrop overlooking a vast, green valley under a cloudy sky. The man is wearing a grey jacket and light-colored pants. The text is overlaid on the left side of the image.

Thank you for your
attention!

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