

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

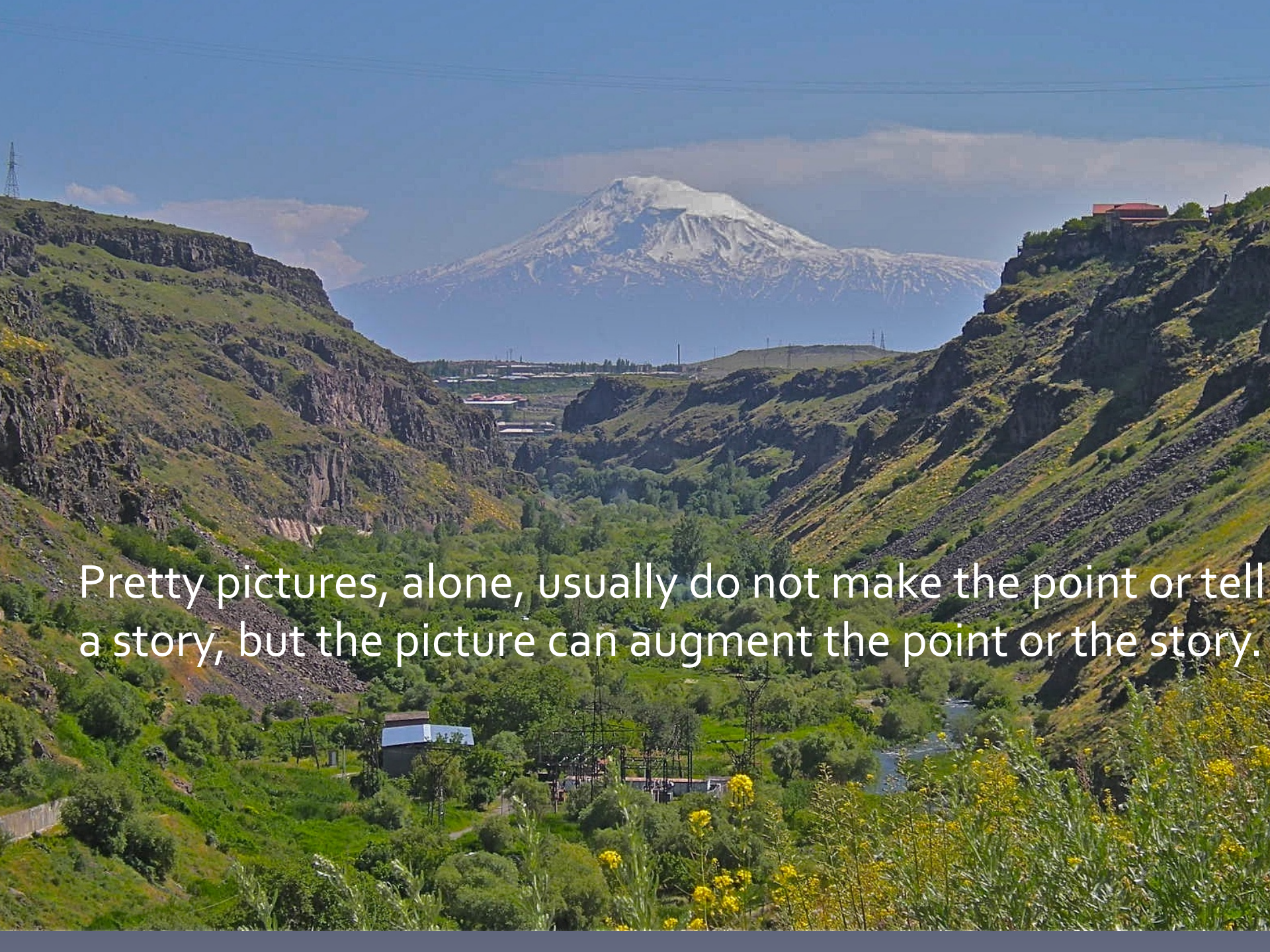
1. Keep it simple
2. Use photos to make a point



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

ENHANCING THE ENVIRONMENTAL AND SOCIAL SUSTAINABILITY OF IRRIGATION IMPROVEMENTS IN ARMENIA

Final Report of the Environmental and Social Assessment and Oversight Consultant (ESADC) to Millennium Challenge Account-Armenia

September 2007 – November 2011

www.mottmac.com

The cover features a red background with white text. A photograph of a long irrigation canal stretching through a green valley is positioned in the lower right. The Mott MacDonald logo is at the bottom right.

USAID
FROM THE AMERICAN PEOPLE

THE HALO TRUST

REHABILITATION OF MINOR ROADS IN ABKHAZIA

PROGRAMMATIC ENVIRONMENTAL ASSESSMENT

05 September 2012

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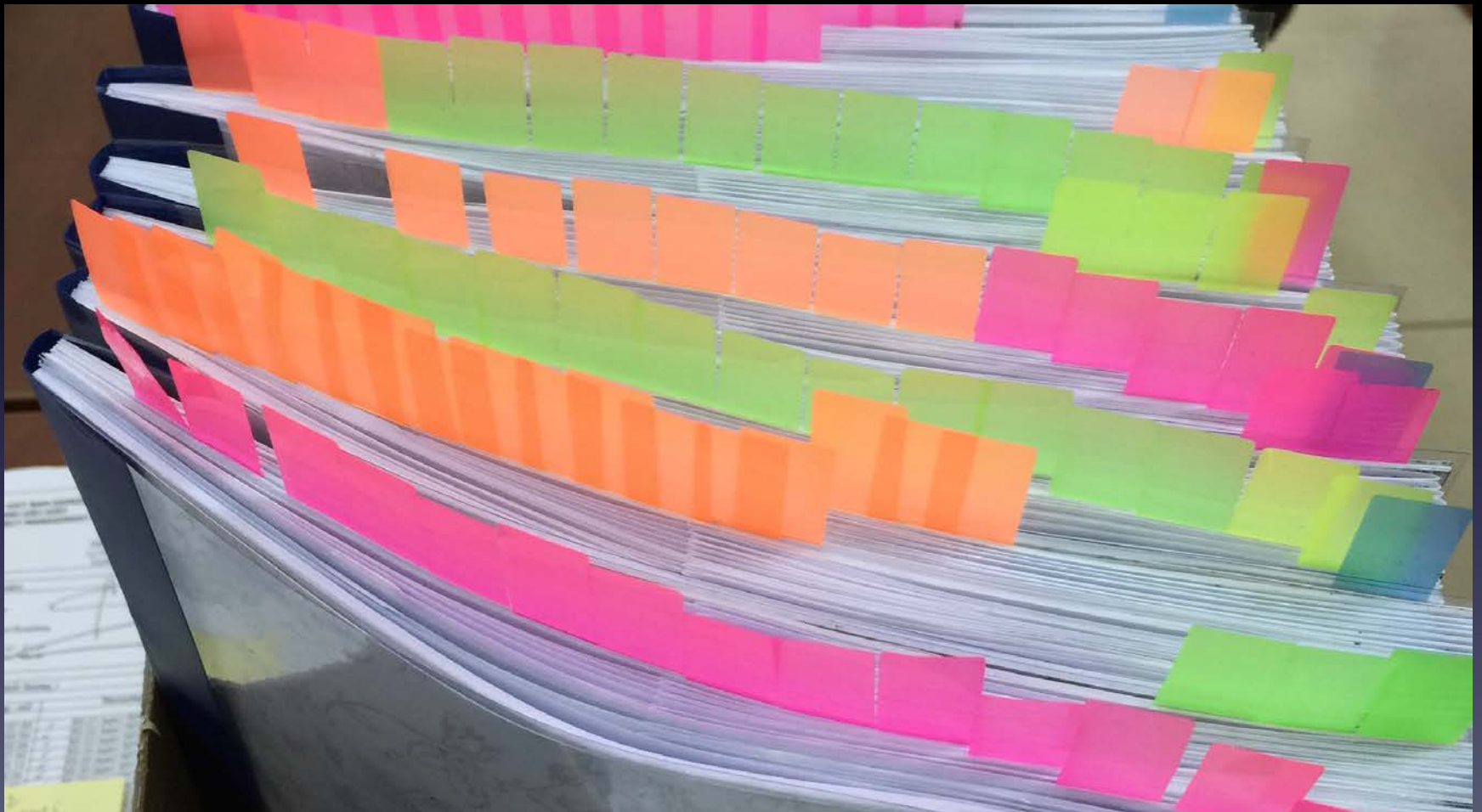
The cover has a white header with USAID and HALO Trust logos. Below is a dark blue banner with the title in white. The main image is a photograph of a dirt road winding through a lush, green landscape with people walking. The footer is a grey box with publication details.

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

Thank you for your attention!

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