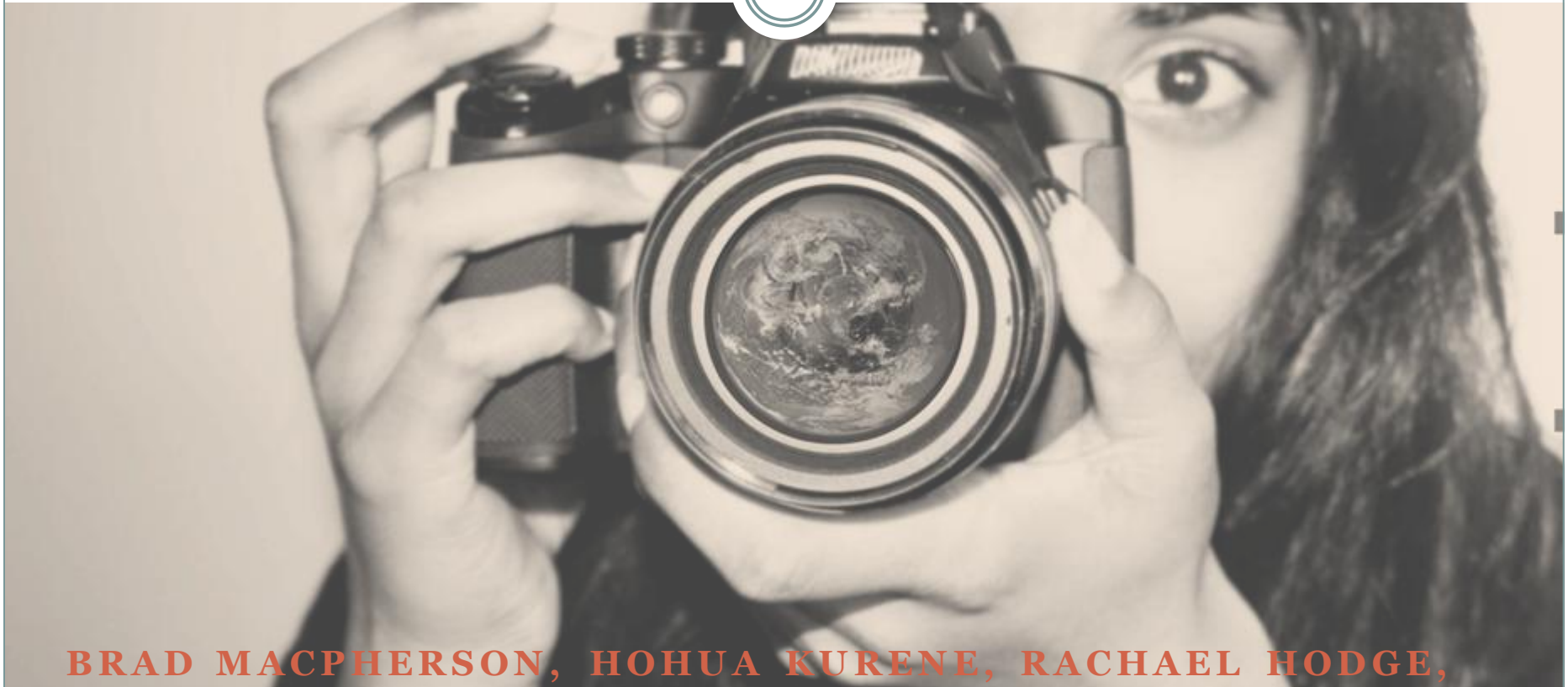


REEL LIFE THROUGH A LENS



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THE CONCEPT



- Reel life through a lens a website that is aimed at raising awareness about natural disasters around the world and how communities are affected.
- Internet based, it will provide an opportunity for anyone to upload images of disasters.
- Aimed at Youth, to educate them on disaster pro zones and risks around world. The website will include; tips and important advice on how to cope in a natural disaster and prevent damage.

IMPLEMENTATION



- To maximise the number of people able to express themselves through this website, we would like to provide the opportunities for communities to use disposable cameras.
- This will be funded through numerous community grants, depending on the country and community affected, the cameras will be offered to local youth, where they will have the chance to apply for a disposable camera online. The website will be designed to be easily accessible for youth and photos to be easily uploaded.

POTENTIAL PARTNERS



- Using already established NGO's and NPO's such as:
- UNICEF
- JCI
- RED CROSS
- NATIONAL GEOGRAPHIC
- They will help promote and distribute suitable information and equipment to the affected communities, then upload images and information

FUNDS



- We aim to fund raise NZD 10,000
- This will allow communities to access disposable cameras to allow as many people to express themselves as possible
- There is no profit from this project, any money made will go back to the impacted communities
- Any money donated goes towards cameras and development costs

CAPTURING PROCESS

Regional coordinator requests appropriate number of disposable cameras.

Through funding from potential partners, disposal cameras, and thorough information concerning the entire “REEL LIFE THROUGH A LENS” process, will be provided for communities that have applied through the regional coordinator.

Regional coordinator returns to distributed zones, and collects produce (film). While doing so, regional coordinator interviews camera holders about their ideas on their “CAPTURE” (photos, captions).

Photos are then uploaded and then displayed in an exhibition. During this part of the process photos can be sold to interested buyers.

CAPTURING PROCESS

A portion of the funding from images sold will be used to purchase a further number of disposable cameras for redistribution.

The remaining portion of funding is then used to support the community in any ways possible.

Cost covers cost of disposal camera (if the photo was taken with one) and any profits go back to the community

THE EXHIBITION



- The best photos will be uploaded to the site will be displayed in an exhibition to raise awareness
- Photos will be for sale and any money raised will be returned to the community
- The photos will also be advertised on the website and people will be able to buy or donate online

WEBSITE USES



- The website can be used as a resource in schools to encourage understanding and discussion around disasters
- It can also be used as a forum for youth to express themselves and promote events
- The website will be launched at a youth forum late this year. This forum will focus on pacific youth and the disasters that they face
- Will hopefully become the 'go to' website for natural disaster occurrences with links to other websites.

WEBSITE DRAFT



HOME

ABOUT US

WORLD MAP

GALLERY

MARKET

GLOBAL EVENTS



MORE INFO

CAPTURE!



POTENTIAL FUNDERS



UNITED NATIONS EDUCATIONAL
SCIENTIFIC AND CULTURAL
ORGANISATION

DISASTER AID



- Disaster aid is first aid but with disaster related work.
- There would be a basic disaster video covering the majority of disaster related injuries and what to do.
- There will also be videos for specific disasters that happen around the world.
- These will be on the website and can be activated by clicking on a world map with links to videos on the countries they are related to.

ADDITIONAL AIMS & USES



- There will be an interactive hazard map within the website
- Clicking on specific regions will bring up information on the hazards and their geologic setting
- Basic videos of what first aid can be used for the most common injuries caused by specific disasters





REEL LIFE
THROUGH A
LENS

KIA ORA, ARIGATO & THANK YOU FOR YOUR ATTENTION

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