Tell your story through a John Muir Award ‘Snapshot’

Professional photographer Keith Braine (www.keith-braine.com) has offered his services for four weeks during the summer to create a set of images that will celebrate the diversity of natural environments and participants that make up the history of the John Muir Award.

As Keith explains: “We want to create a series of magazine-style portraits of participants, past and present. They can decide where their special ‘wild place’ is and make a short statement about what it means to them.”

“I’ll photograph them immersed in that environment using a consistent visual style throughout. This will create imagery that embodies the award’s themes of discovering, exploring, conserving and sharing. Opportunities for these pictures may be created while shooting the portraits, or by photographing activities and programmes run during the summer. The resulting images could be specific portraits, iconic or generic activity pictures and landscapes, and these would form the foundation of a John Muir Award image library.”

If you’d like to be considered for inclusion in this unique photography schedule, please email info@johnmuiraward.org or call 0845 458 2910 before June 1 for an application form. We will confirm arrangements by June 16.

Sustainability — so what?

The John Muir Award can help you get over a wider message about environmental responsibility, explains Rob Bushby

If you are engaging with the natural environment, here are some golden rules for communicating with people. They reflect much of the good practice we’re already aware of in schools, Ranger Services, youth groups and outdoor education centres throughout the UK.

• Focus on people and enjoyment
• Focus on local — make nature and wildlife relevant to people’s everyday lives
• Keep it simple — let people make connections in their own time and on their own terms
• Be positive and inviting — don’t leave people feeling helpless, or use guilt tactics
• Frame people as part of the solution
• Publicise — understand and engage with the motivations and language of the people you work with
• Be topical and connected — relate to issues of transport, health, technology, culture…
• Understand the trade-offs — people have lives to live and priorities to meet...
• Make it a two-way relationship — promote a sense of shared ownership and involvement
• Lead by example