Expanding Communities
of Sustainable Practice
Symposium 14-15 Oct. 2021

Impact Assessment Plans:
consumption and accountability
in MA Photography research
project proposals

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Falmouth University

Photo © Rosie Day

MA Photography

- validated May 2016

- online

- x3 entry points per year

- staff in over 5 countries

- students in over 12 countries

- Sept. 2016 - Sept. 2021, x10 completed cohorts. 128 MA + 6 PGDip graduates

Rosie Day, USA. MA graduate

Falmouth University Declares Climate & Ecological Emergency

20 June 2019
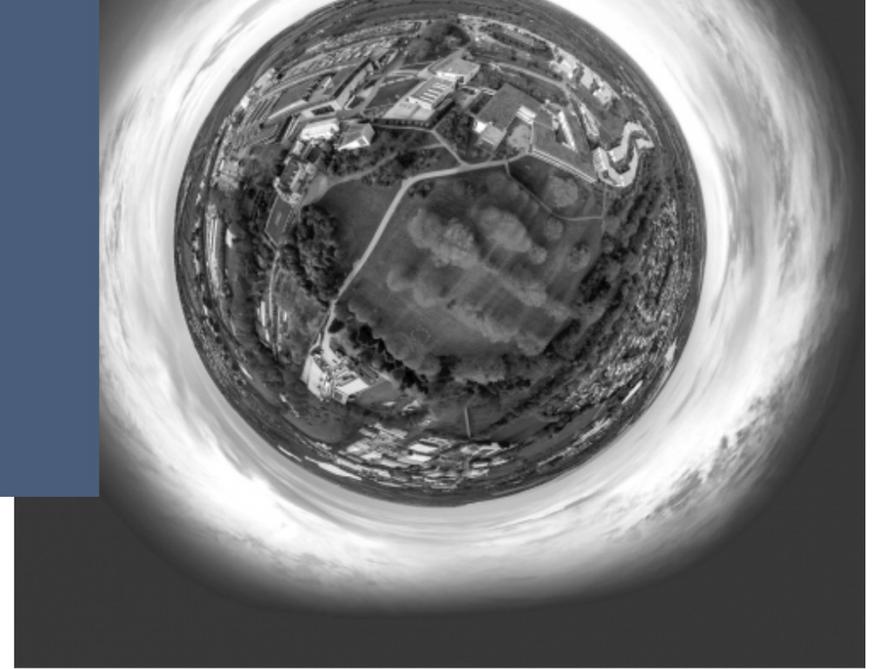
Type: Text   **Category:** University news

Falmouth University is joining others in the UK and across the world by declaring a climate and ecological emergency.

The University is doing so in recognition of the threat that climate change poses to the environment and communities, both locally and globally.

It is also an opportunity to galvanise the University's efforts, in collaboration with staff, students and partners, to use its resources, research and knowledge for the protection and benefit of the planet.

Vice-Chancellor, Professor Anne Carlisle said: "We recognise the urgency of this issue and the role that our institution can play in driving policy, changing behaviours and providing new ideas and solutions to difficult global problems.

"It is clear that climate change is one of the most pressing and complex issues facing this and future generations and radical action is needed.

"The University's 2030 Strategy commits the institution to a sustainable future. This is underpinned by three sub-strategies representing the pillars of the institution: people; portfolio; and research and innovation.

"As we develop the implementation of these strategies, climate awareness and environmental responsibility will be embedded in every element of our work, from our campus services to our curriculum design.

"We have taken important steps to reduce our on-campus carbon emissions, decrease plastic consumption and encourage green travel. However, we are adamant that this declaration must be more than warm words and in the coming months we will be looking how we can take further, radical steps.

"We want to provide bold leadership and, in alignment with Government and industry, put environmental issues at the forefront of our teaching and learning."

Educational Course aim

The course aims to develop innovative, collaborative and accountable professional photographers, with an ability to sustain their practices within the context of economic, political and ecological global change.

LO5: Sustainability

Develop and analyse strategies for the sustainable production, dissemination and consumption of visual practices in relation to your own practice.

(Revalidated MA Photography award documents, May 2020)

LO Assessment

Learning Outcomes	LO1 Process	LO2 Research	LO3 Analysis	LO4 Context	LO5 Sustainability	LO6 Collaboration	LO7 Professionalism	LO8 Innovation	Assignment	%
Positions and Practice		x					x		Illustrated Proposal	60
			x				x		Reflective Presentation	40
Informing Contexts	x	x							Work in Progress Portfolio	60
		x		x					Critical Review of Practice	40
Sustainable Strategies	x	x							Work in Progress Portfolio	60
		x			x				Documentary	40
Collaboration and Professional Locations	x	x							Work in Progress Portfolio	60
		x				x			Critical Report	40
Final Major Project		x			x		x		FMP Proposal	20
	x	x					x	x	FMP document	80

Impact Assessment Plan guidelines

On the MA, within the *'Illustrated Proposal'* assignment for **PHO710: Positions and Practice** and the *'Final Major Project Proposal'* assignment for **PHO750: Final Major Project**, you are required to include an **Impact Assessment Plan (IAP).** There is no prescribed format for this, or indicative word count. What you decide to include will depend upon the nature of your practice. You may wish to consider the following:

1. **Your project narrative:** does your practice relate to factors that contribute to the climate and ecological emergency? Does your practice – the subject or the narrative content, or the themes and ideologies it promotes – support or challenge these factors?

2. **Resources and materials:** what materials will your project require? Can materials be borrowed or hired rather than purchased? Are consumable materials reusable or at least recyclable?

3. **Transport and accommodation:** does your project require travel? If so, how can the carbon emissions of this be reduced? Can travel associated with a project be reduced through collaboration?

4. **Suppliers and partners:** what are the environmental credentials of the manufactures who supply your materials and resources? What are the environmental credentials of any companies or organisations you are collaborating with?

5. **Carbon Budget:** if you plan to undertake significant travel to develop / complete your project, you are strongly advised to complete a carbon budget that outlines how you intend to mitigate for emissions associated with this.

Impact Assessment Plan guidelines cont.

We would like to stress that the requirement of the IAP does not mean that the programme favours projects that explore environmental or ecological themes. The programme welcomes diverse project themes and, regardless of the ideological impetus of these, the IAP is an opportunity to consider ways to reduce or mitigate your consumption and the environmental and ecological impact of your activities.

Importantly, we would like to acknowledge that while we believe Net Zero Emissions is achievable, it is a target and not something we expect everyone to achieve immediately. Our individual situations and circumstances are different and present unique challenges to reaching this. As a community of learners and professionals, we should expect one another to be mindful of this throughout our experience with the course, and support one other – free of judgment – to work towards our collective goal.

https://sdgs.un.org/goals

"If we consider how the culture of photography may change towards more sustainable, circular systems, it is not impossible to imagine how this approach might permeate other cultures embedded in our society.

Reworking the culture and conversation around Fine Art Photography allows us to reimagine. It allows us to make cultural changes around consumption and waste as a form of applied care."

Alice Cazenave 'Reworking the Culture of Photography'
in FLETCHER, H. (ed) 2021. *This is (still) not a solution.*
London: The Sustainable Darkroom p.84.

Alice Cazenave: *Breathe*

Creative:
sustaining the creativity of your practice

Photography

Ecological and Environmental:
Practicing in awareness of, and that mitigates for its environmental and ecological impact.
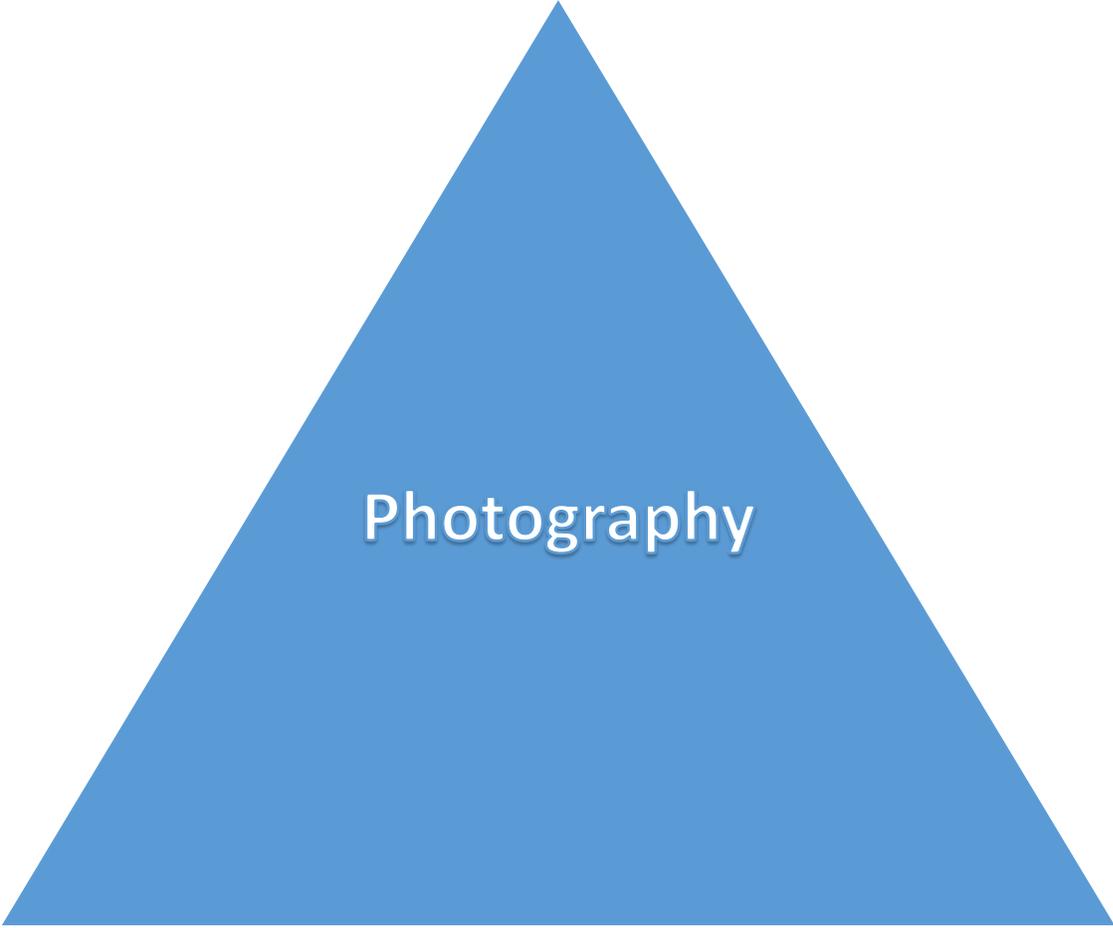
Economic:
a practice that is viable and sustainable within economies.

Almudena Romero

Jo Coombs
AdGreen

HOW DO WE REDUCE THAT?

Item	Unit	1 = kg co2e	Amt	Total kg co2e
Reducing power e.g. less lights, LED lighting, turning off at lunch	kWh	0.26	233	60.58
People gotta eat, but serve plant based, seasonal, local	Kg	2.90	50	145.00
Reduce waste with no-consumable lighting, reusable crockery, mugs etc	Tonne	21.35	0.5	10.68
Reduce mileage with local suppliers / crew	Mile	0.41	60	24.60
Reduce mileage with local suppliers	Mile	1.5	40	60.00
Car sharing and public transport = 15 crew cars	Mile	0.27	450	121.50
Car sharing and public transport = 2 styling / client taxis	Mile	0.30	30	9.00
Car sharing and public transport = 1 Model black cab	Mile	0.42	10	4.20
Local Photographer / Stylist	Nights	20.4	0	0
Local Photographer / Stylist	Miles	0.78	0	0

Total 435.56

0.44 tonnes co2e

www.adgreen-apa.net   @AdGreenAPA   ADGREEN
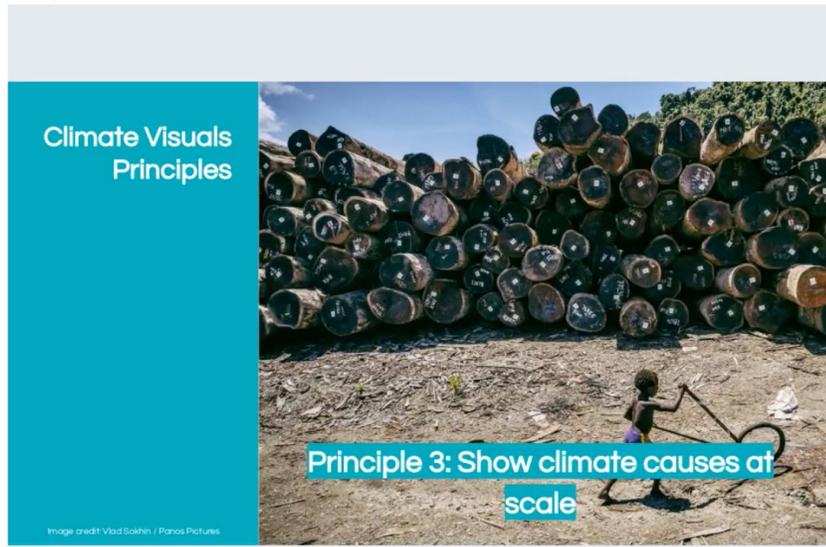
Toby Smith
Climate Visuals

Caroline Davison

Eco-Effectiveness

"IMPACT"

CONSUMPTION

*e.g. Research / dev. ,
Production,
Dissemination,*

LEGACY

*e.g. Social Impact,
Knowledge
creation,
Artefacts,
Waste.*
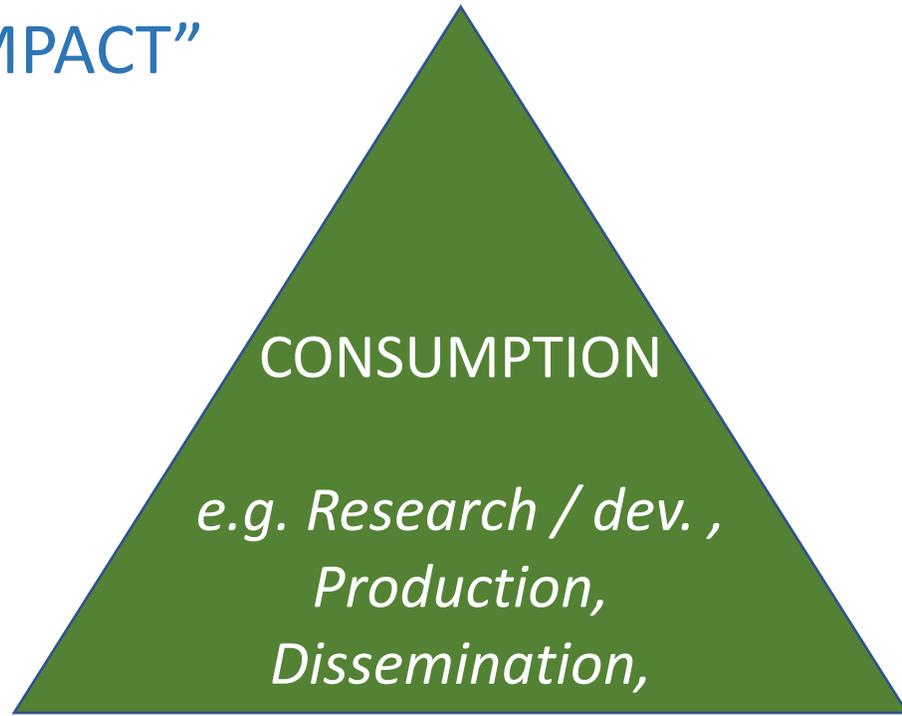
Gregory Crewdson, production still. Grace Clark

Erik Kessels *24 Hrs of Photos (2013)*

Research Project Narratives / Subjects

Environmental themes, including:

- Water usage

- Coastal Erosion

- Plastic pollution

- Recycling

- Marine ecology

- Fashion industry

- Shipping industry

- Deforestation

- Habitat conservation

- Topo/biophilia

- Agriculture and fishing

- Localism

Stefan Frutiger (MA student)
Watered Citrus plant in front of fallowed Citrus trees. Anza Borrego, California, 2021.
IG: @stefan.frutiger.photography

Research Project Narratives / Subjects

Other sustainable development themes, including:

- Promoting a positive image of good health and wellbeing

- Discrimination (including disability, racial)

- Agency of minority / underrepresented groups

- Social Prescribing

- Gender equality

- Isolation / loneliness

- Mental health

Kate Carpenter (MA student)
How Old Was Granny Williams When She Put Herself in the River? 2021
IG: @kvcarpenter

Research / Development

- Printing course materials and storing research resources
- Energy consumption of PC
- Green energy supplier
- Data storage (i.e. cloud vs. hard-drive)

Shooting / Fieldwork / Studio

- Recycling / using archival material
- Upcycling packaging (i.e. Polaroid cartridges)
- Equipment manufacturers – scrutinizing Sustainability and CSR policies
- Purchasing second-hand equipment, and/or hiring equipment
- Using expired film
- Energy consumption of equipment
- Darkroom practices - disposal of chemical waste. Minimizing water waste
- Rationing consumables (i.e. rolls of film)
- Utilizing public transport / walk / cycle
- Carbon budgeting
- Borrow/ hire / homemade props.
- Locally sourced perishables (i.e. food / flowers)
- Minimizing impact / damage to environments
- Accommodation
- Meals / refreshments
- Construction of garden studio/study (timber, concrete-free, green roof)

Output / Publication

- Optimizing volume of artefacts (i.e. books and prints)
- Minimizing packaging of artefacts
- Using local suppliers (e.g. printers)
- Recycled paper stock. Vegetable-based inks
- Reusing frames
- Galleries – energy consumption (i.e. lighting)
- Mounting materials (i.e. plywood and MDF instead of aluminum)
- Projection of images, opposed to printing
- Workshops, opposed to artefacts or exhibitions

General / Economic

- Offsetting: identification of specific schemes
- Offsetting photographic practices against living choices
- Discussion of alternatives to GDP (e.g. Genuine Progress Indicator (GPI), Human Development Index (HPI)
- Degrowth
- Green financial services

"Even though my current project planning doesn't include any ecological theme directly, I took the requirement of preparing this plan as an opportunity to analyse my current consumption habits and increase my awareness about my individual effect to the environment from different perspectives."

Eylul Aslan, France.

Impact Assessment Plan / Research Project Proposal, April 2021

"I have never thought about my carbon footprint in any great depth. Through the research for this impact assessment plan I have been able to evaluate what I am doing that currently reduces my footprint and what I can do that will further make reductions in both my personal and business practices. I see this as balance between creative, economic and ecological and environmental."

Lynn Cameron, UK.

Impact Assessment Plan / Research Project Proposal, April 2021

https://footprint.wwf.org.uk
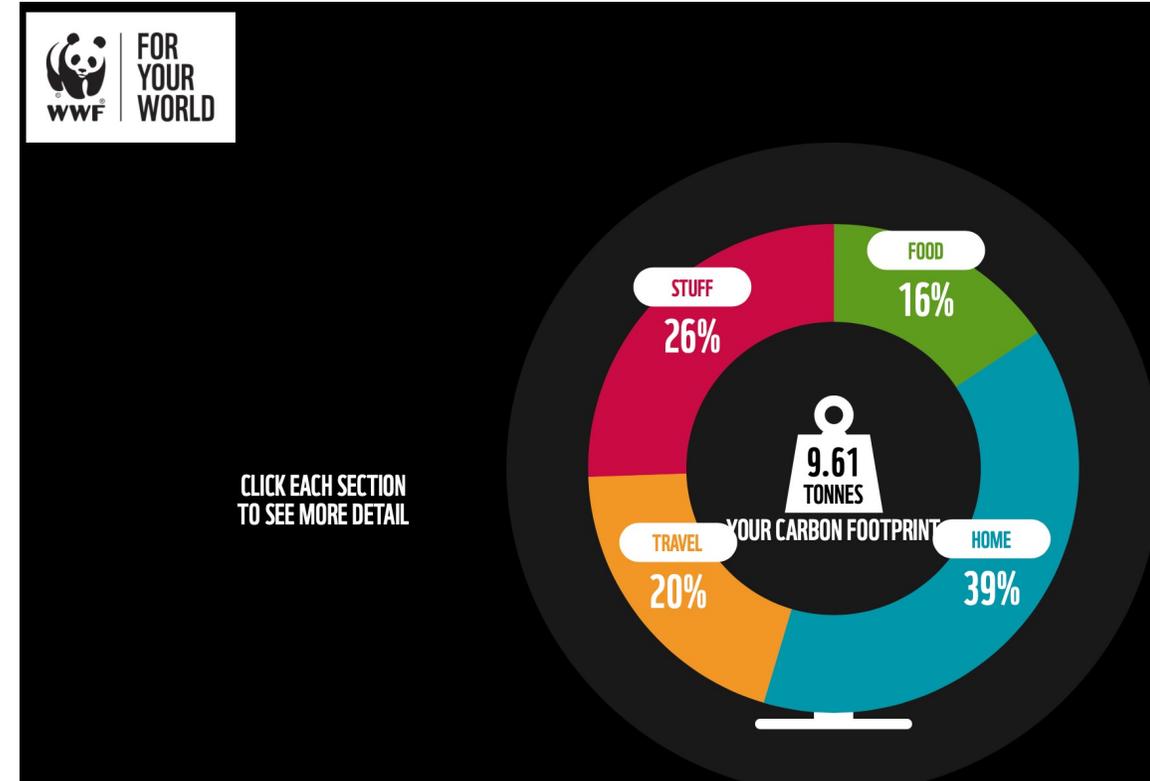
Further Questions

How is this affecting creative practice?

Significance of individual actions – visibility of higher-profile practitioners and institutions

@falmouthflexiblephoto
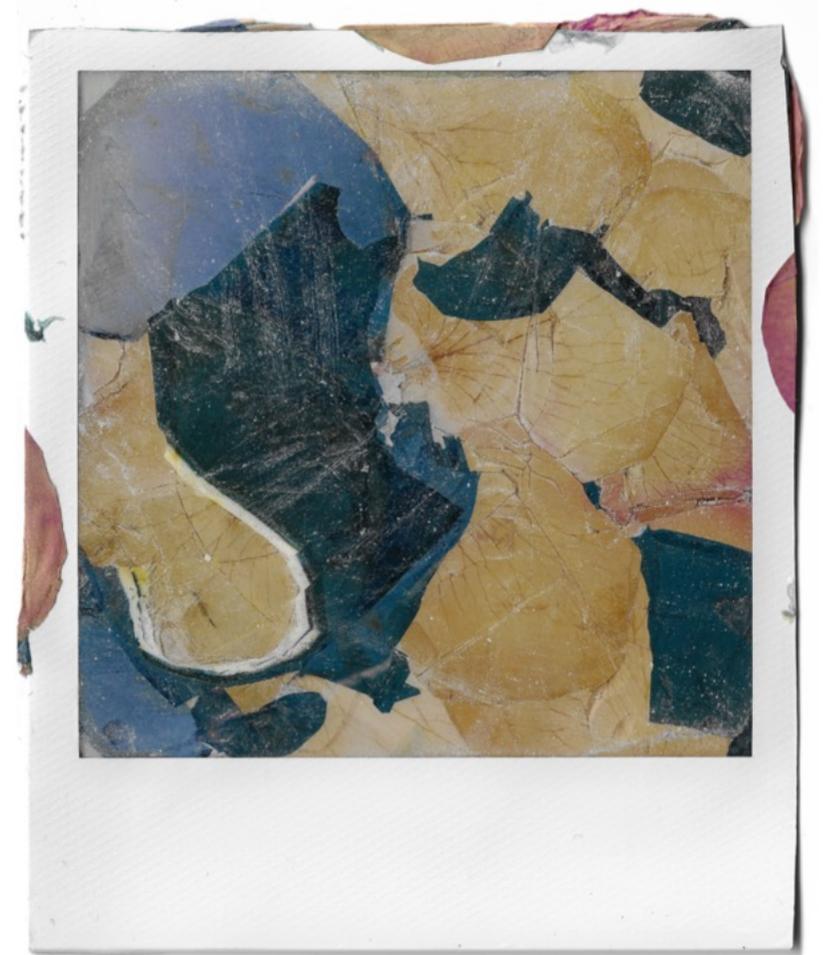
Jemma Bannocks (MA student)
From the series *Comorbid*, 2021
IG: @apintsizedcosmos