

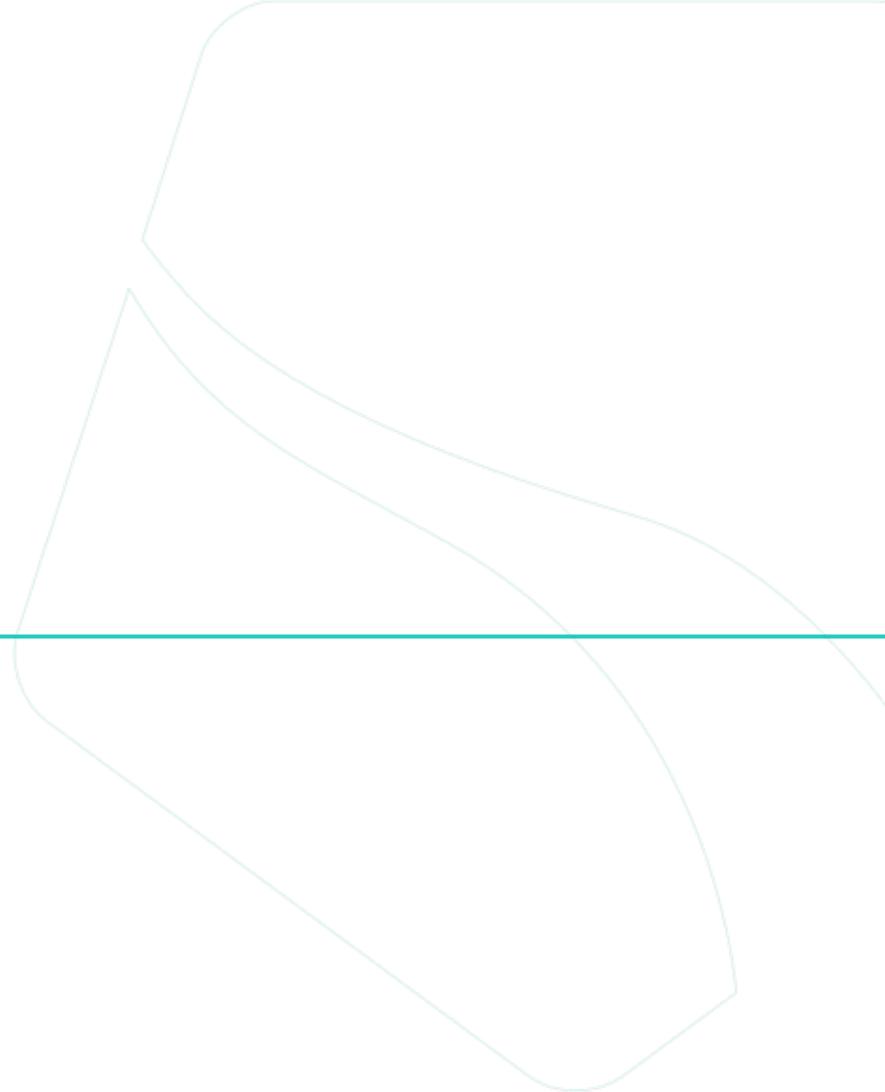


Fair Photo

Research **Report**

Draft 0.1

Art **Appreciators** (AA)



95%

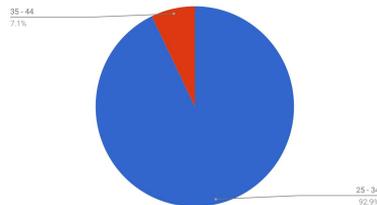
Of participants rate the act of returning profits from a photograph to where the photograph was taken as important to very important (3 - 5)

Demographics

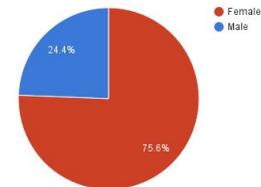
OVERVIEW

Most participants were Australian and Singaporean females, between 25-34 years old, who live in a 1 to 3 bedroom place. They mostly share this place with one person or they live there by themselves.

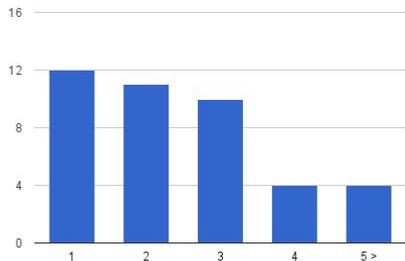
Age



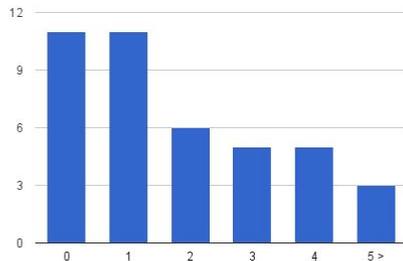
Gender



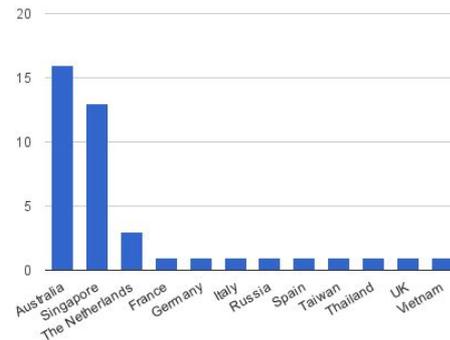
Number of bedrooms



Number of housemates



Country

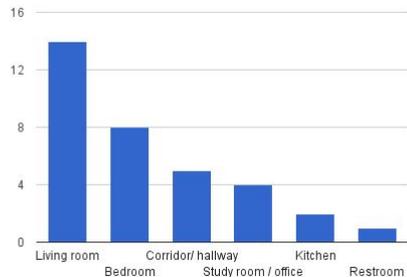


Photography Print Owners

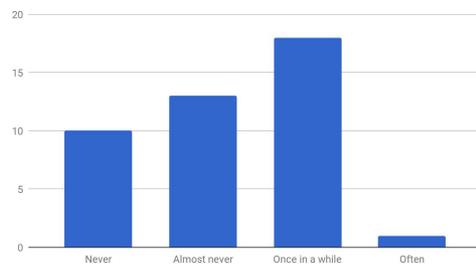
OVERVIEW

A large amount does not own any photography prints (yet). Of those who do own at least one, most of them have it placed in their living room. They like to have a mix of photographs both taken by themselves and by others and most people are on the lookout to buy new prints once in a while.

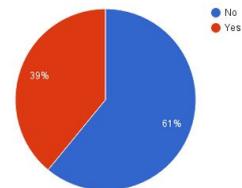
Location of photographs



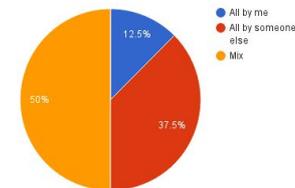
How often are you on the lookout to buy a new print?



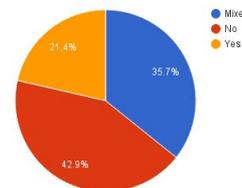
Owner of photography prints



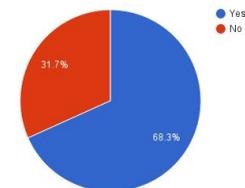
Photographer



Personal connection with photographer



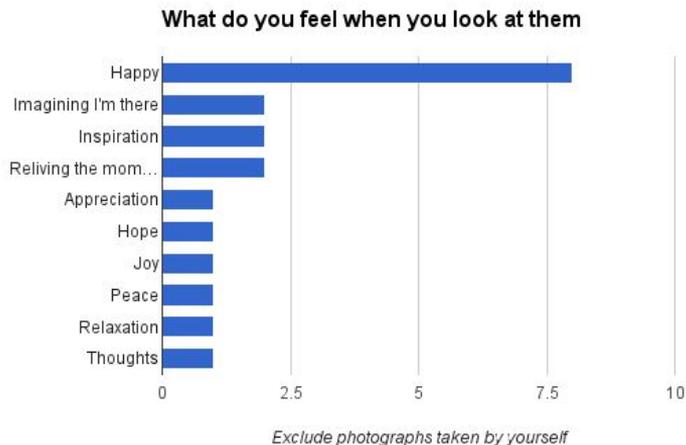
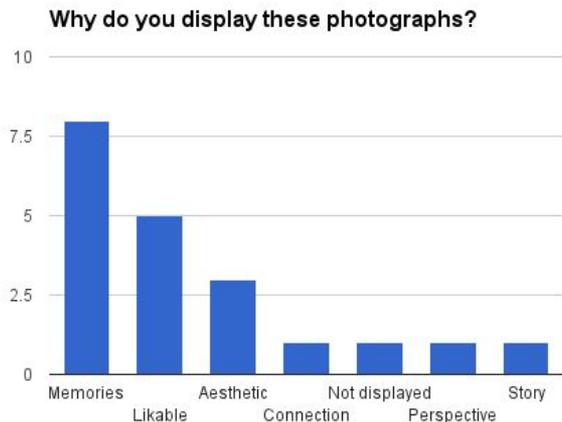
Would you consider buying new photography print?



Reasoning

OVERVIEW

Of those who own photography prints, most people have them to help them remember things. Likable and aesthetics come on a second and third place. If we exclude photographs that were taken by themselves, happiness is by far the largest feeling people want to have when looking at them. People would consider buying a new print because they like art and like to decorate their place.



“

I would buy a print in order to
add more visual appeal to my
physical environment

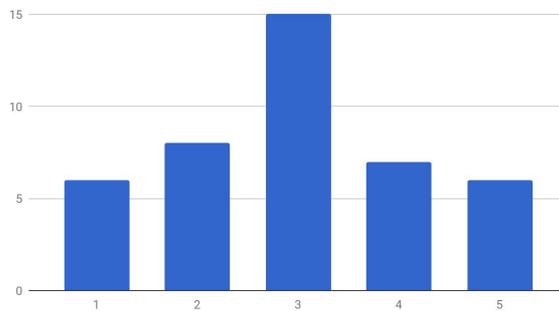
Opinion

OVERVIEW

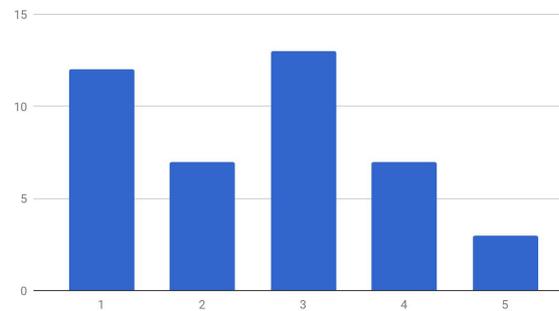
Few participants found it very important to know or have heard of the photographer. Though being quite divided amongst the other ratings.

Most participants were in the middle about whether they found important what other people think about their displayed artwork.

How important is it to you what other people think of your displayed artwork?



How important is it to you that you know or have heard of the photographer?



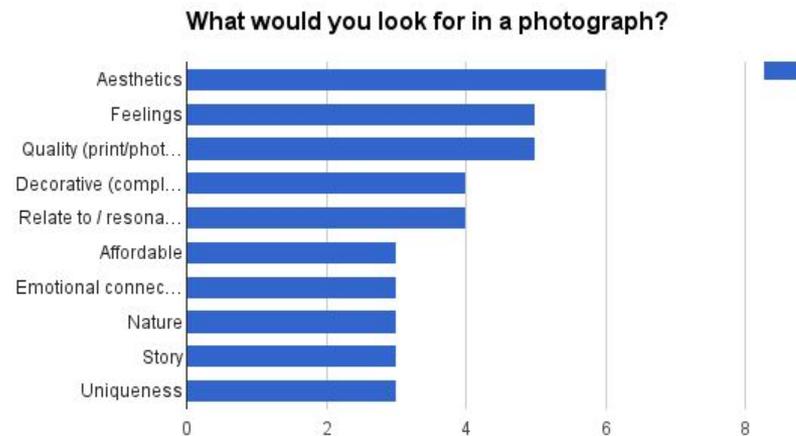
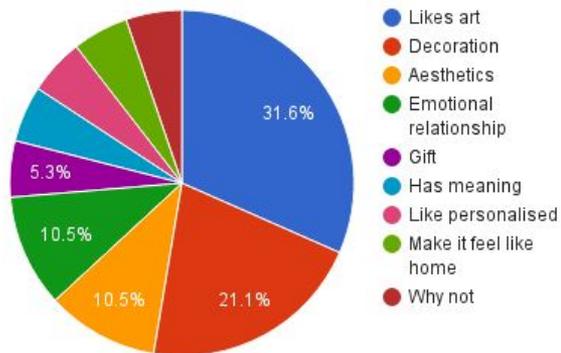
“

Something that says
something about me and also
to me

What people want in a photograph

OVERVIEW

Most people want the image to simply look beautiful (aesthetics). Secondly, they would like to feel good when they see it. That it compliments the theme of the rest of the house is also important.



“

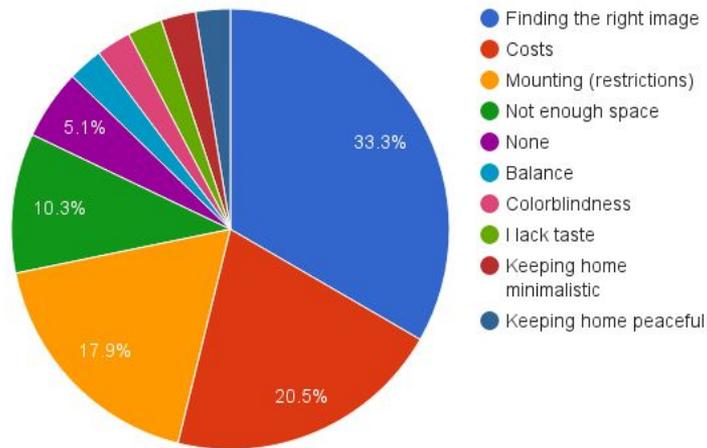
WHAT DO YOU WANT IN A PHOTOGRAPH?

Likable, Memory, Colours, Animals, Interesting, Landscapes, Famous landmarks, Lively, Gets my focus, Minimalistic, Moving, Impresses me, Patterns, Predominantly taken in foreign countries, Provides insight, Doesn't get boring, Individuals, Relaxing, Scenery, Size, Inspiration, Subject, Easy to get home

“

Finding decorations that outpour
positive, meaningful messages which
elevate my spirit daily

Challenges

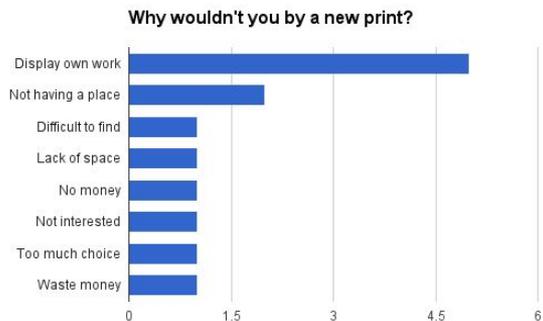


Finding the right image

Needs to compliment the house 5, I lack taste 1, Too many options 1, Limited choice 1, Finding the right mix of size & colour 1

OVERVIEW

Cost is the largest factor preventing someone from buying a photography print. Mounting restrictions ie. when someone is not able to install a nail in a wall due to renting and being able to find something that compliments the rest of the house are a second and third on the list.



“

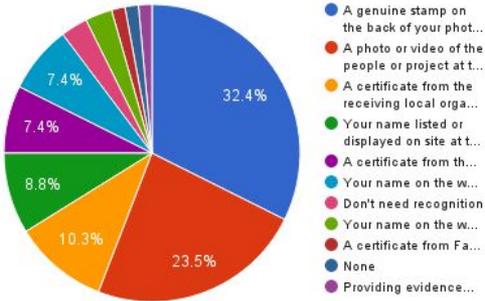
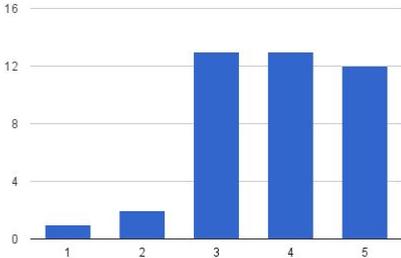
It is an unnecessary expense as we are living on a tight budget at the moment

Reciprocation

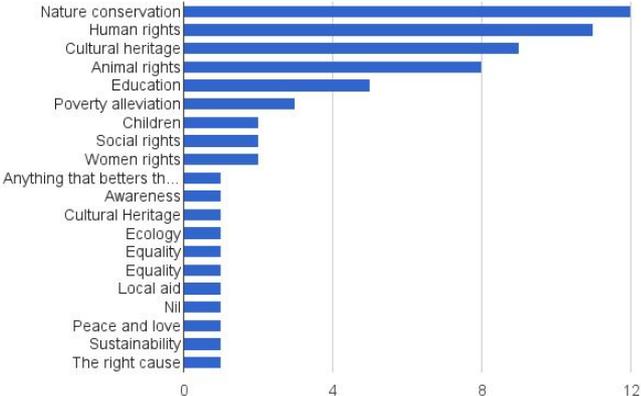
OVERVIEW

Most people valued the fact that proceeds are returned from sold photographs as medium important to very important. They would like this to be recognised by means of a genuine stamp on the back of the photograph and by receiving updates on what happens with the money.

How important is it to you that the proceeds from your purchase is returned?



What causes do you value most?



“

Providing evidence on the impact of my contribution is key for all charity work

Mindful **Photographers** (MP)



100%

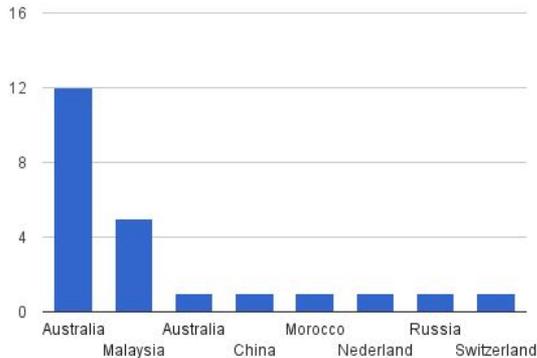
Of the photographers interviewed would give us their photographs for the purpose of returning profits to places where the photographs were taken

DEMOGRAPHICS

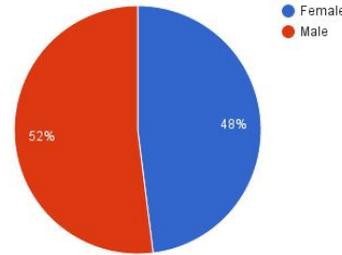
OVERVIEW

Participants were evenly gender mixed, largely between 25-34 years old and predominantly Australian. The largest group had an occupation other than photographer and of those who did most work as freelancers.

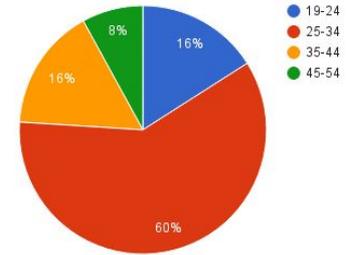
Country



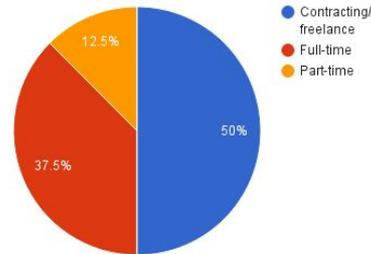
Gender



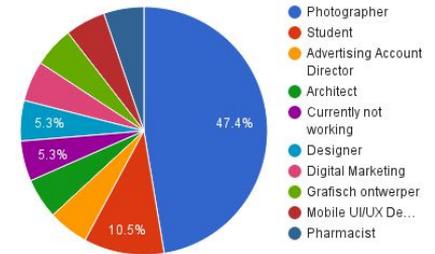
Age



Employment type



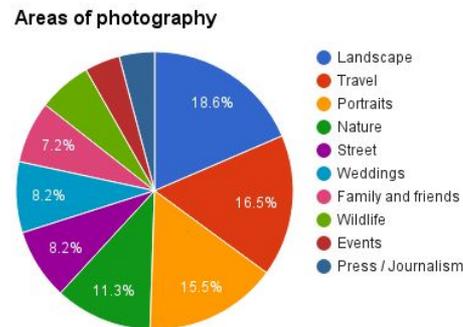
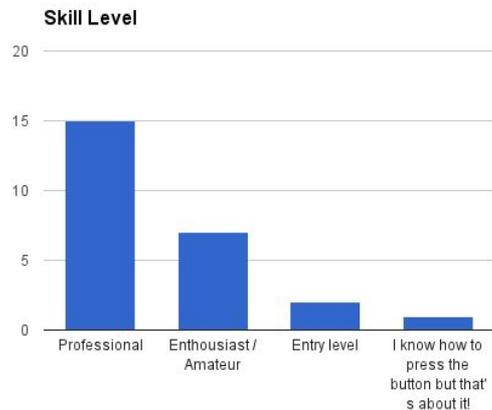
Occupation



INTEREST AND SKILLS

OVERVIEW

The skill level ranges from medium to high, and most photographers enjoy taking landscape photos, followed by portraits, travel and nature.

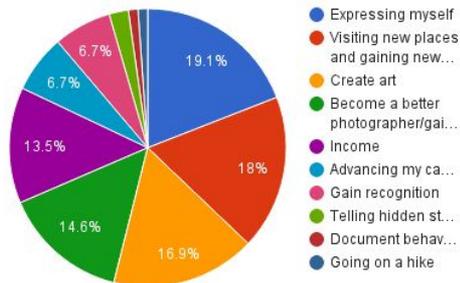


GOALS

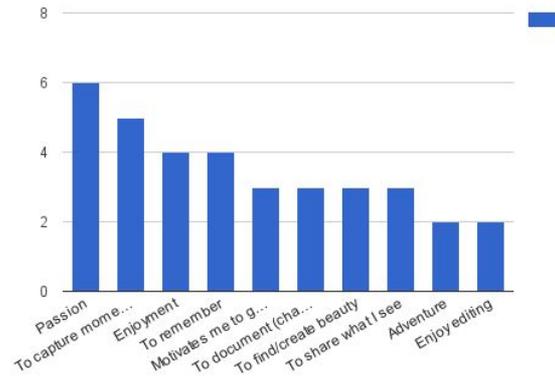
OVERVIEW

When asked why people take photographs, we were flooded by a large range of answers. We noticed that it is really hard to pin down why exactly people create art, the reasons are simply too endless. There also seems to be a big divide by those who take photographs for clients (income) and those who take them for hobby (everything else).

What are your goals when taking photographs?



Why do you take photographs?



“

WHY DO YOU TAKE PHOTOGRAPHS?

Passion, To capture moments, To remember, Enjoyment, To share what I see, To find/create beauty, To document (change), Motivates me to go out, Income, Adventure, Enjoy editing, To change the way i see the world, Love low light, It tells you who you are (everyone has a different perspective), Convey a feeling, To become more aware of light, To become more conscious of the world, To capture humanity, Excitement, Like the thoughts that go into it, To communicate, Creative outlet, To exhibit, Create something that people can relate to, To gain better understanding, To get more confidence in another artskill, Create something that is meaningful, Peace and tranquility it gives, Highlight a problem, Knowing what kind of photos I want to end up with beforehand, Learn about design (architecture), See wildlife, To freeze time, Trying to get meaningful photos, Wanting to make the best photos regardless of what the subject is

“

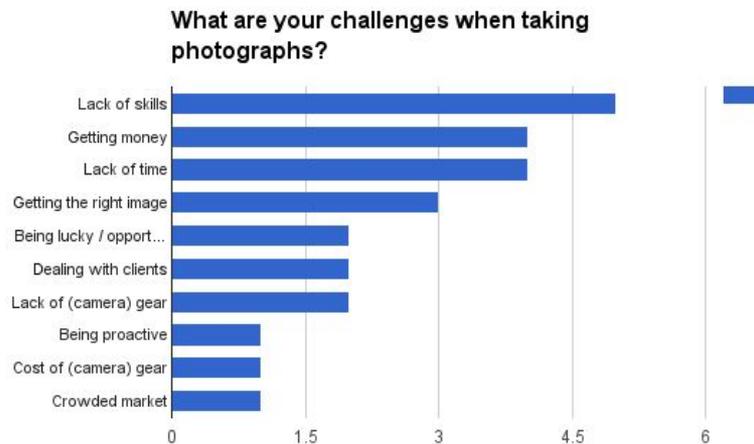
It's exciting the places it takes me. I love the adventure and the process it takes to get on location

CHALLENGES

OVERVIEW

It seems that the challenges that were mentioned boil down to getting the right image and what it takes to get there. Skills are needed to get the right image, so is opportunity, equipment, travel, money and time.

However,, when dealing with clients other challenges arise of which the largest one is to get paid (enough).

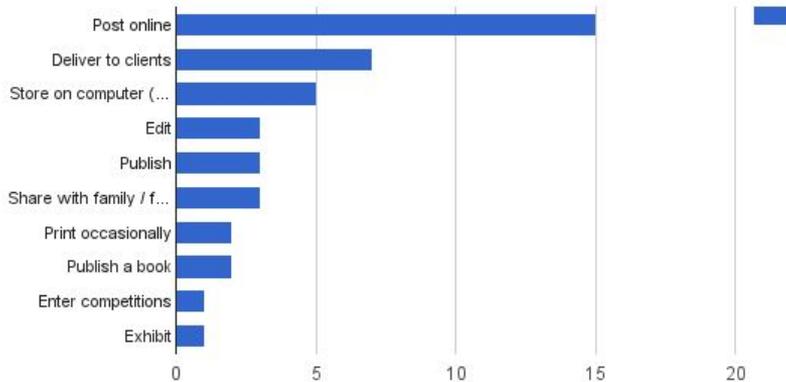


POST PROCESS

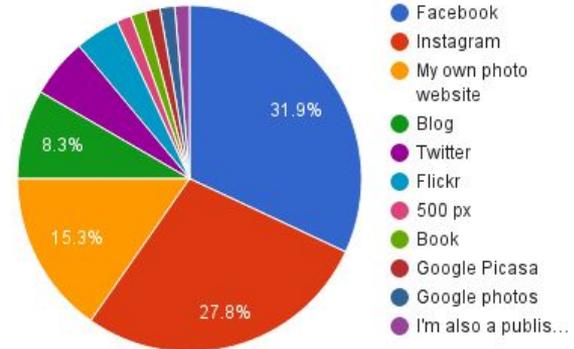
OVERVIEW

Although most participants mentioned reasons that encompass the process of taking the photograph, nearly all participants like to share their photographs with an audience afterwards too. They mostly use Facebook, Instagram and their own website to post these photographs.

What do you do with your photographs?



What services do you use to publish/post your photographs?

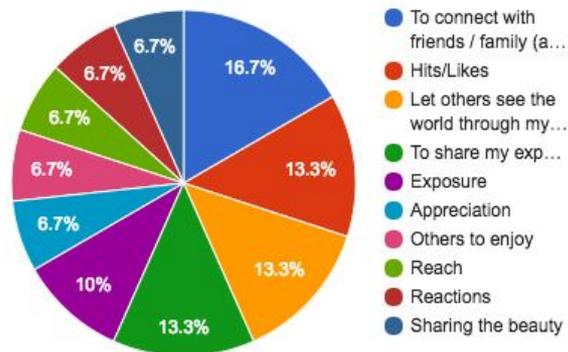


SHARING

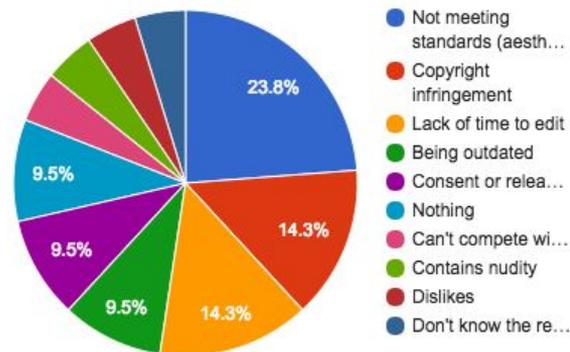
OVERVIEW

Reasons for posting online include connecting with friends and family, getting recognition and exposure and receiving feedback. The largest drawbacks from sharing are that the photograph doesn't meet their standards and the fear of others stealing their work.

Why do you post/publish your photos?



What is preventing you from posting photographs online?



“

SHARING MOTIVATION

To document the ever constant change
that takes place in the world.

“

SHARING DRAWBACK

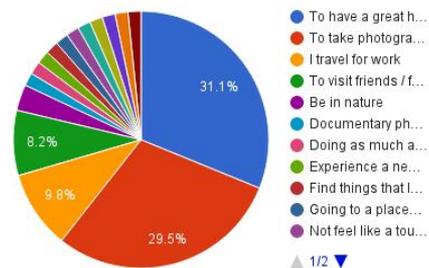
To avoid the risk to undermine my or other people's credibility from stills taken out of context

TRAVEL AND DOCUMENTATION

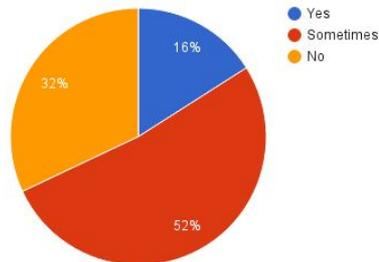
OVERVIEW

Nearly everyone travels both to have a great holiday and to take photographs at the same time. Furthermore, most participants don't write about their trips but from those who do, most write publicly.

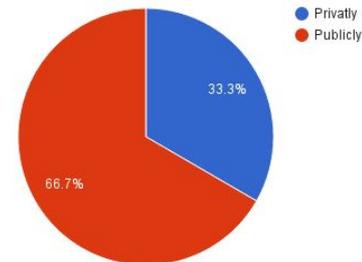
What are (usually) your main goals when you travel?



Do you write about your trips?



If yes, do you write privately or publicly?



SHARING MOTIVATION

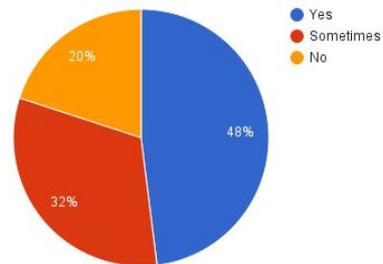
“Inspiring awe in others for the wonders of life, a motivation for regularly selecting my favorite photos from the ones I took and to share experiences lived alone to connect again with friends at a distance

TRAVEL AND PHOTOGRAPHY

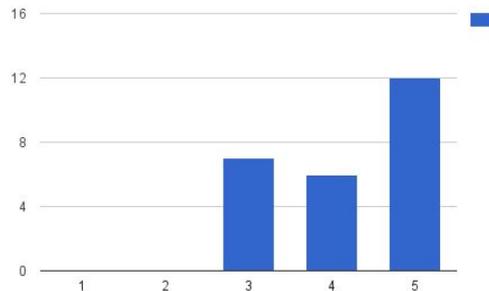
OVERVIEW

Most participants' travel plans are influenced by their desire to take great photographs. Nearly all mentioned that this is an important to a very important aspect of their trips. Lastly, they mentioned that the photos they take on their phones are usually shared instantly. However, photos that were taken with their bigger cameras are usually edited first before they are shared.

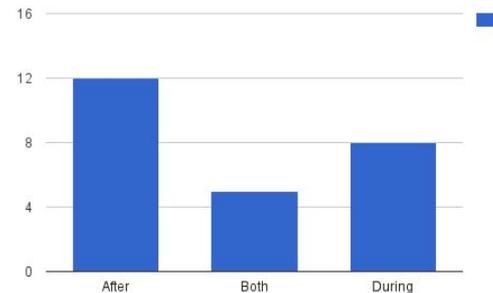
Photography influences travel plans?



Importance of taking great photos when traveling



When do you post your travel photos?

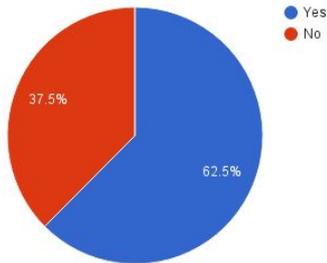


RECIPROCATATION - MOTIVATION

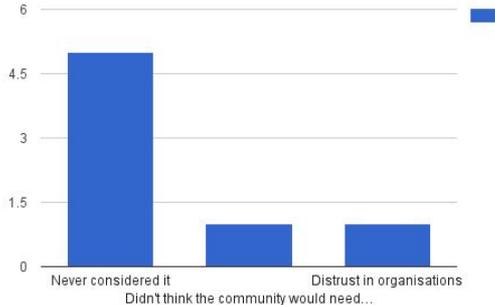
OVERVIEW

A majority of the participants has felt the need to give back to the place or community where they had traveled. On top of the list in this group, people had given their photography prints to locals. From those who didn't feel the need, the vast majority had simply never considered it.

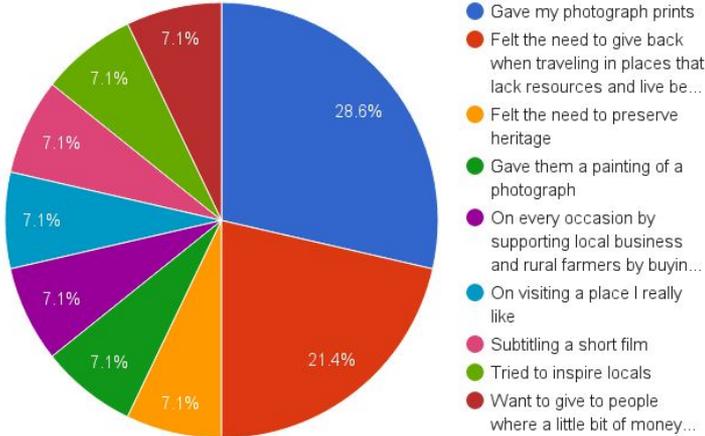
Have you ever felt the need to give back?



If not, why not?



If yes, on which occasion?

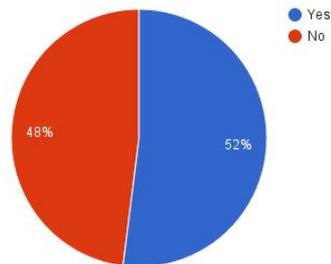


RECIPROCATATION - DONATING IMAGES

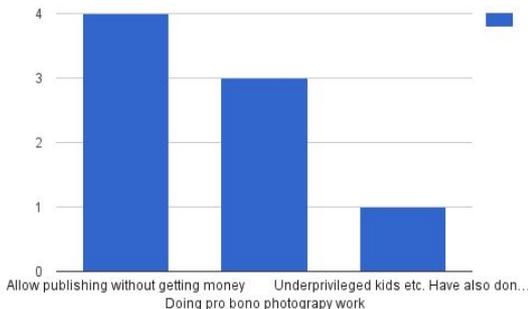
OVERVIEW

Most participants have used their photography skills to do good in the past; either by allowing a third party (ie. non-profit organisation) to publish their photos or by working pro bono. Of those who didn't, the majority mentioned that they had no clue such opportunities existed.

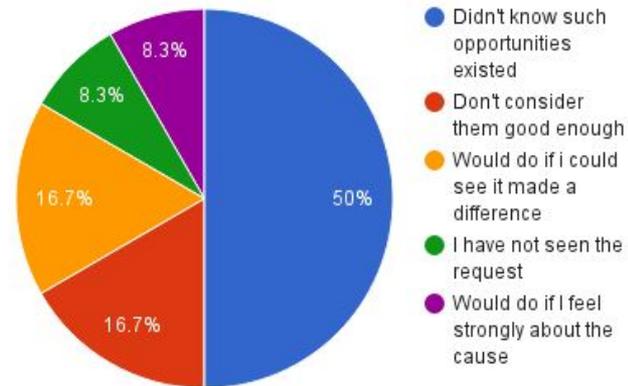
Have you considered donating photographs charity?



If yes, on which occasion?



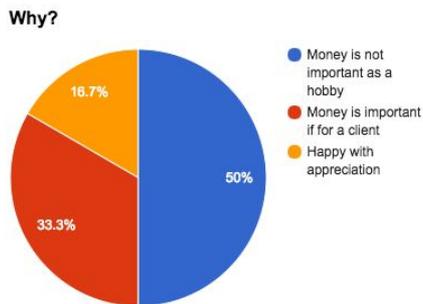
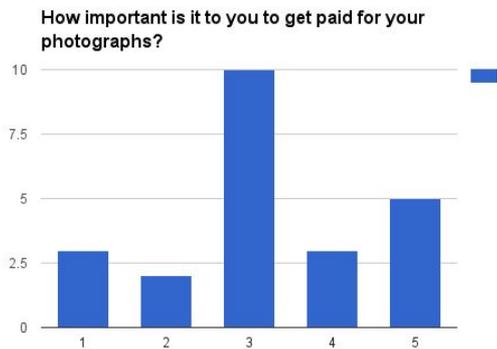
If not, why not?



PHOTOGRAPHER INCOME

OVERVIEW

When asked how important it was to get paid for their photographs, the majority answered in the middle, scoring a 3 out of 5. When asked further, it turns out that it depends on for who the photograph is. If for clients, money is important. If for themselves / as a hobby, money is not important at all.

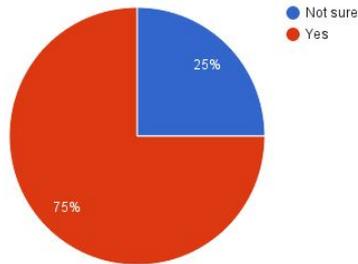


MINDFUL PHOTOGRAPHY CONCEPT

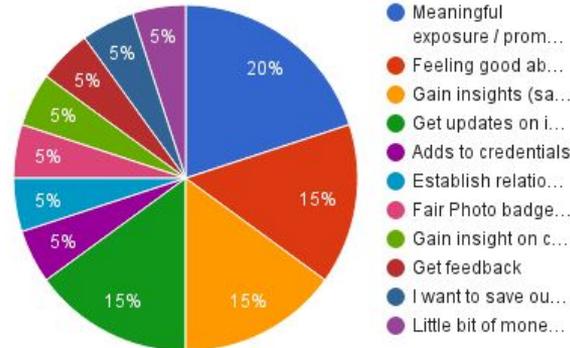
OVERVIEW

Everyone who was asked in the interviews whether they would give us their photographs responded positively. When asked how we could add value in return they largely said that it could give them meaningful exposure / promotional value and recognition. It would also help them feel good. The greatest concerns they had was to keep the quality strong and the make sure that the money ends up in the right place. See the next two slides for additional in depth information.

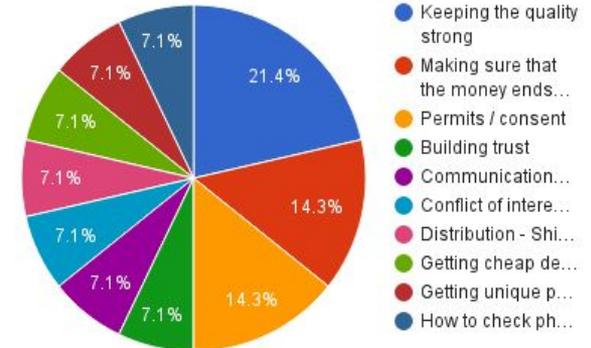
Would you give us your photographs?



How could this add value to you as a photographer?



What concerns can you see?



“

HOW COULD THIS ADD VALUE TO YOU AS A PHOTOGRAPHER

Meaningful exposure / promotion / recognition, Gain insights (sales/likes/post sale), Feeling good about giving back, Get updates on impact, Gain insight on cause, Establish relationships with buyers and charities, Get feedback, Fair Photo badge to use on own site, Little bit of money made in ethical way (photographers are poor), Adds to credentials, Pride

“

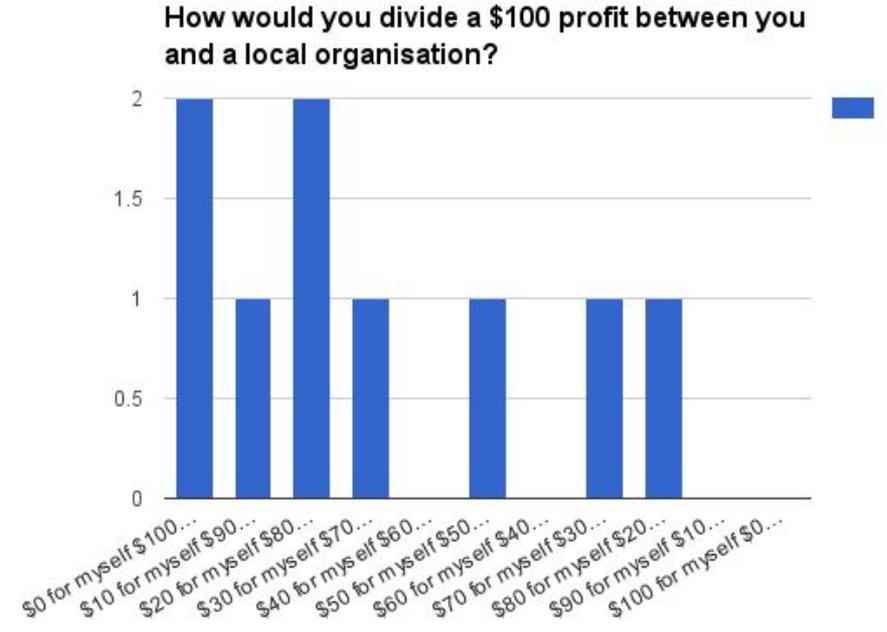
WHAT CONCERNS CAN YOU SEE

Keeping the quality strong, Making sure that the money ends up in the right place, Permits / consent, Law / copyright, Getting cheap deals with printing company, Getting unique photographs - Generic photos are already plenty / prevent people from getting a similar photo for free, How to check photographer is real photographer, How to portray people in the images, Building trust, Communication with organisations and governments, Lots of effort why not give \$50 to a charity instead, Conflict of interests - organisations might have their own photographers, Making sure to communicate their stories, Market: who's gonna buy that image that is \$1000, Need expert to approve final product, Not much of an overseas traveler so not sure if I could be helpful, Distribution - Shipping & Logistics, Proper research is done, Questions of ethics - How people in the photographs feel about it

PAYMENT

OVERVIEW

When asked how participants would divide a \$100 profit, the majority answered that they would donate from \$80 up to everything with \$20 down to nothing for themselves..





WHAT PEOPLE SAY ABOUT MAKING MONEY (OR NOT)

- If continuous sale: between \$0 and \$20, let's say \$10 for me and the rest for the local organisation. One off sale: donate everything.
- Main motivation to get into a program like this is to help but at the same time would be nice to make a bit of money from this
- If people are paid behind the scenes photographers should also get paid
- Money is not my motivation - it's not my job or how i live. Taking a cut to me seems insignificant and unnecessary
- The motivations for being involved wouldn't have been for monetary reasons
- You would attract a different caliber of photographer by offering money though people still need to make an income
- I'd just give the \$100 to the organisation since that would be the whole point of the photograph in the first place (that is helping raise funds for local organisations)

“

If people are paid behind the scenes
photographers should also get paid

Local Organisations (LO)



100%

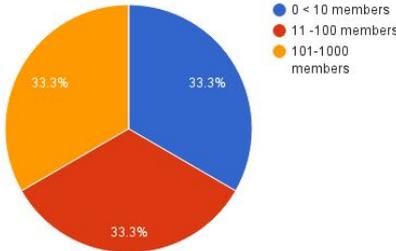
Of NGO's rate mindful photography as a concept a medium to great idea

DEMOGRAPHICS

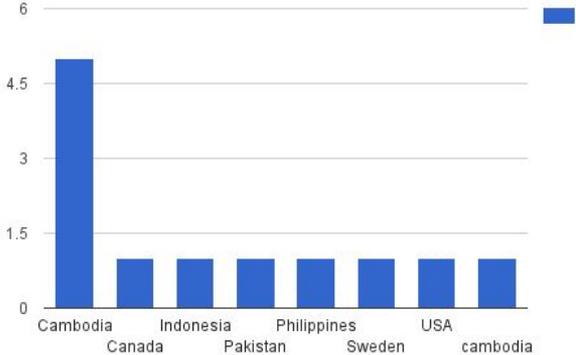
OVERVIEW

Participants range in the small to medium sized NGO's and mostly in the health sector. Majority is also based in Cambodia as one of our team members is currently volunteering there.

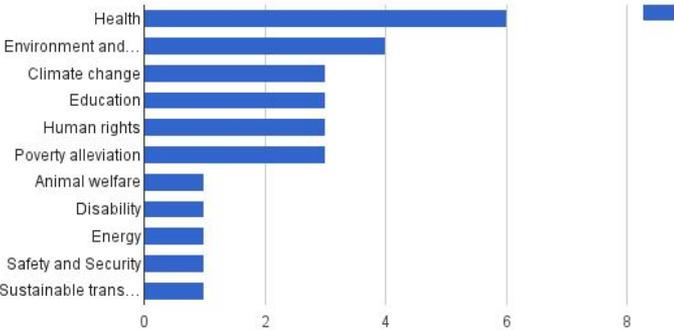
How large is your organisation?



Country



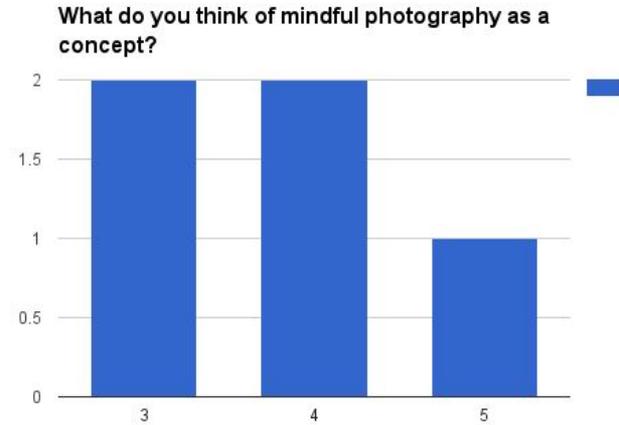
Category



MINDFUL PHOTOGRAPHY

OVERVIEW

People seem medium positive to very positive towards the idea.





GOALS

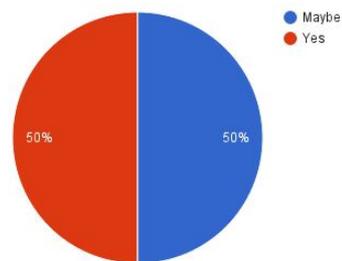
- To champion the principles of sustainable transport in the planning of our communities
- To empower citizens to take positive action for our environment
- Coral reef restoration, clean ups, waste management system, cat and horse clinics, organic garden, glass upcycled workshop
- Connect people through lending to alleviate poverty
- To break the market oligopoly and grow with customer satisfaction
- Research into sanitation solutions for floating or flood-prone areas and distribution of these products to floating communities through market mechanisms.
- To improve the quality of life for Cambodian women and children
- To promote the capacity, confidence and wellbeing of communities.

SUPPORT

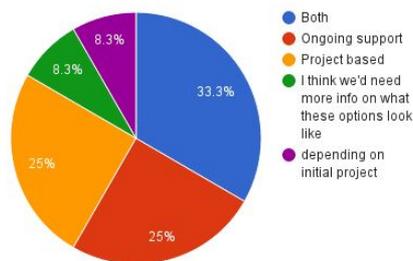
OVERVIEW

All participants were open to receive support from mindful photography. Half of these said maybe and the other half said yes. The majority seeks extra exposure, second and third are financial and photographic.

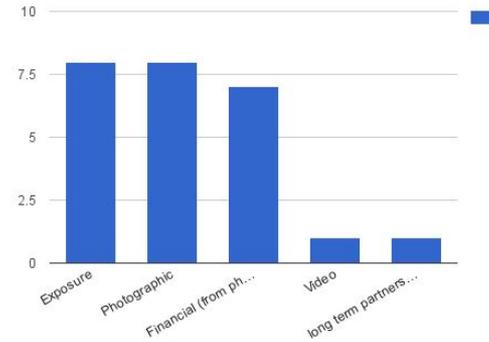
Would you be interested in receiving support from mindful photography?



Would you seek ongoing support or project based?



What type of support would you seek from mindful photographers?



“

WHAT PEOPLE SAY ABOUT HOW WE CAN SUPPORT THEM

- Fundraising and wider donor awareness raising.
- Showcase to the world the work that we're doing!
- Documenting our activities especially our flagship event, the annual Tour of the Fireflies, an annual bicycle ride around the cities of Metro Manila; and showing the photos to other communities around the world; to give donation for our cause so we may continue with our road safety and cycling education and sustainable transport and clean air advocacy; you can also train our photographer members so they can be part of your network of mindful photographers; hold photo exhibits in other countries showing photos of our event/activities and sales/auction proceed could go to our organization, the Firefly Brigade. This will help with our transition from an organization run solely by volunteers, to one with hired staff and project management.
- Manpower, ideas and money
- If you've got any photographers out in Cambodia, we need some pictures taken and a video to show how our community preschools are run daily."



WHAT CONCERNS PEOPLE HAVE

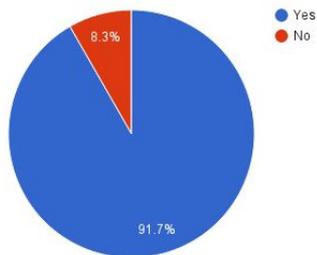
- Photos of people that cost money and none of that money going directly to the person in the photo.
- Mindful photography is a new concept for the members and you might need to explain this further.
- We're often trying to maximize space used in transportation to the villages so we might not have space for an extra person. Sometimes having cameras around can have an impact on the programming or work.
- Accurate depiction of poverty and children, funds being tied for certain uses, rural communities being disturbed, the people who are being photographed don't necessarily have say over where the money is spent.
- The concept is good, but it already exists. I think a photographer could do this on his own through Kickstarter or other p2p platforms. I don't think there is a need for a social enterprise. I guess it depends on where you add value. Matching photographers to projects... maybe? But I wouldn't build a website when there are so many good ones out there, at least definitely don't invest creating a website until you've trialed it on kickstarter.
- Risk of sensationalism, romanticizing certain conditions of hardship/poverty, and portraying a single story captured.
- It seems very broad and not very specific about what 'giving back' means

COLLABORATION

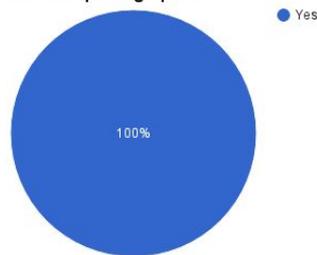
OVERVIEW

Most NGO's are happy to allow a photographer to document what they do and to have a third party like Fair Photo publish this information on their website. They are also happy to share information that could help them take better photographs.

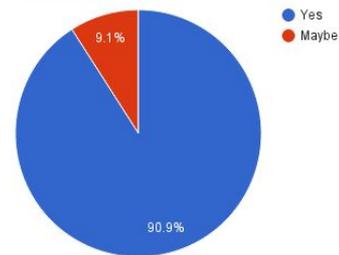
Would you allow a mindful photographer to document what you do?



Would you be happy to share information that could help a mindful photographer take (more) beautiful photographs?



Would you allow a third party website (ie. us) to document your organisation and/or activities on their website?

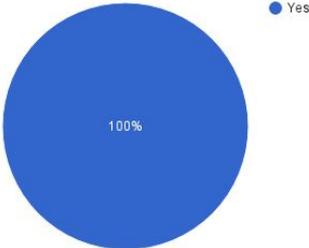


UPDATES

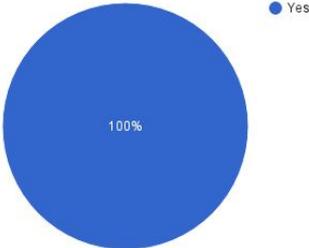
OVERVIEW

All NGO's keep track of their progress and they are all able to share this with us on a periodic basis. This could be largely provide in text with photos and video following after.

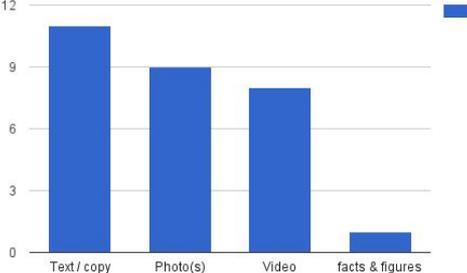
Do you keep track of your progress and impacts?



Would you be able to periodically share this information with us?



If yes, what type(s) of content are shared that show impacts of support?



“

WOULD YOU ALLOW A THIRD PARTY (IE FAIR PHOTO) TO DOCUMENT YOUR ACTIVITIES ON THEIR WEBSITE?

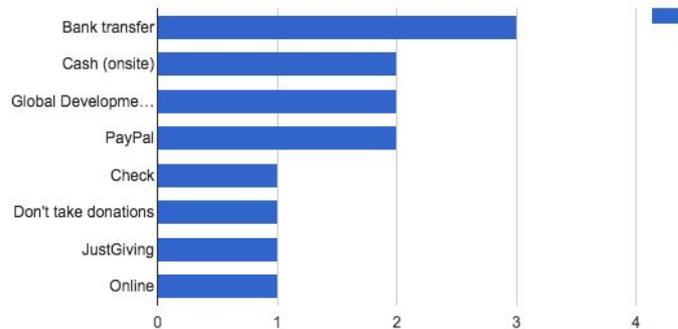
- 2 main concerns are "how much extra work will this be and is it worth it" and "is the depiction accurate". If you can cover these concerns, for sure.
- As long as the organization can be sure to review there is no reason not to.
- Good for exposure
- As long as trust and relationship is built, we see no problem.
- More people are aware of our actions, better support we get

FINANCES

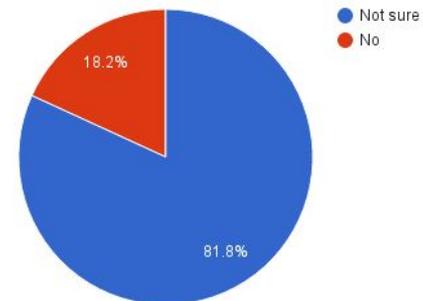
OVERVIEW

Most NGO's currently accept money through bank transfer transactions. Though most are unaware of the tax process for the payees.

How do you currently accept (foreign) donations?



Are senders paying taxings over these funds?





COMMENTS ON TAX

- Not always. Depends on how they donate funds to us and from what country.
- We have a non-profit 501c3 in the US, but don't do active non-profit fundraising
- Depending on the country where the donation comes from but we give receipt of donation which can be used in Europe for example
- Not sure if I understand the question. Are the people giving money paying tax? No. Or is it are the people giving money paying the recipient a commission? Yes

