



Proposal 2015

For prospective investors, sponsors and patrons of Cameras for Conservation

"It should not be believed that all beings exist for the sake of man and the existence of man. On the contrary, all other beings too have been intended for their own sakes and not for the sake of something else."

Maimonedes, The Guide to the Perplexed 1:72 c 1190

Mission Statement:

To create a platform for photographers and artists in Botswana to showcase their work

To promote photography and art in Botswana

To provide talks on conservation in schools using powerful imagery

To provide excursions to the bush for school children

To promote and teach photography, art, travel writing and film making as career skills to youth

To promote Botswana as a destination



www.camerasforconservation.com

"In the end we conserve only what we love. We love only what we understand. We understand only what we are taught."

Baba Dioum – Senegalese poet



Introduction

Cameras for Conservation was started in 2011 by Steven Stockhall and Guy Symons. Our first goal was to create a national photography, art and short documentary maker competition to showcase and promote local talent in the country of Botswana. The exposure from the competition helps promote individuals in their careers.

The next phase is to use the imagery from the competition to promote conservation in local schools and to offer field trips to children. Our aim is to put a camera in each child's hands which they can use to record their journey. This is achieved through donations of cameras and funds from local businesses and individuals.

Wildlife Photographer of the year 2013 & 2014

The 2013 competition was a huge success with some 26 000 hits on the Cameras for Conservation Facebook page in just one week. The exposure for the winners and sponsors has been much greater compared to the 2012 competition.

For the 2014 competition we decided to add more categories to the photography competition including aerial and underwater, man and the environment and trees and plants. We also created a wildlife art category and a short documentary maker category.

The competition now produces Botswana's Wildlife Photographer, Young Wildlife Photographer, Wildlife Artist, Young Wildlife Artist and Wildlife Short Documentary Maker of the year.

The 2015 competition:

The 2015 Photography competition will have the following categories:

Mammal Portrait
Mammal Behaviour
Bird Portrait
Bird Behaviour
Landscapes

Black & White
Macro & Close up
Reptiles & Insects
Trees & Plants
Man & the Environment
Aerial & Underwater

Young Wildlife Photographer of the Year 2015

The 2015 short documentary maker

There are no categories for this section of the competition; however, film makers must express their documentary in not less than 3 minutes and no more than 5 minutes.

Cameras for Conservation also held the 2013 & 2014 Wildlife Artist of the year competition.

The 2015 competition will be hosted by OAA (Okavango Art Association) to be held in August.



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Conservation talks in schools:

The Cameras for Conservation competition produces very powerful images that showcase the country. We believe that sharing these images in schools as well providing talks on conservation issues facing the country is a powerful and visual tool to promote the causes of conservation in the future. The talks need to be arranged with various leaders and teachers in schools.

Donations, sponsorships and patrons to Cameras for Conservation



Kids with cameras:

In a fast changing digital world, we can note that cameras are fast being replaced with newer models. You can just imagine how many second hand/ old or disused cameras there are lying around the world. We believe that



putting a camera in a child's hand will enhance their experience on a field trip as well as create strong memories of their time in the bush. The talks and excursions also allow some pupils to consider a career in guiding, photography, writing or art.



Cameras for Conservation has to date been given 18 cameras and 1 laptop. We seek donations of old cameras, laptops, computers and editing suites to achieve our goals.

To take a child to the bush, we require a donation of USD 120.00 per child. This will cover camping fees, meals & drinks, tented accommodation, vehicle and fuel for a two night stay. We aim to take 6 – 12 students on weekend excursions to Khwai River with a local guide.

Competition Sponsorship:

The 2013 competition brought in BWP 28 000.00 in cash from businesses and individuals.

BWP 20 000.00 was given out in cash prizes. Food costs of BWP 3000.00, print costs of BWP 4500.00 and P 1000.00 were spent on materials for the exhibition and the award ceremony at the Motsana Centre in Maun. Safarions and Passage to Africa sponsored the winner with a Go Pro camera and USD 500.00 to be donated by the winner to a conservation body in Botswana.

We would like to see the prizes and incentives increase as we gain momentum and we are open to suggestions and recommendations on how to obtain donations for the winners.

We have received great interest in creating an international category for the competition thus building more of an international platform to showcase Botswana and Conservation. We hope that by involving others we can gain more support and sponsors.



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A home for Cameras for Conservation:

Our long term goal is to find a suitable building in Maun where we can continue to exhibit artworks and photographs. We also envisage producing a book and calendar where the respective photographers and artists gain an economic benefit from such productions as well as for Cameras for Conservation. We hope that by selling such merchandise we can create funds and support for our conservation workshops.

To achieve a home we would require investment into the set up and maintenance of the gallery and offices. Also by building a home for Cameras for Conservation we hope to achieve a network of researchers and their findings to help promote and build an understanding of conservation within Botswana. This space would be used as a hub for all involved in conservation, research and the arts.

Media:

Cameras for Conservation runs a website with the winning images and news of the next competition including rules and how to enter. We have a Facebook page and we also share the images through Safarious. Air Botswana's in-flight magazine – Peolwane – is running a three part series on the winning images and art. The images will also appear in Discover Botswana, furthering the name of the individual winners and the charity itself.

Judges and Patrons:

Cameras for Conservation seeks to structure the judging process by inviting external judges to make the competition as fair as is possible. We would also like to see a patron/s to the competition, preferably a person/s with an established career and high profile in the photography, conservation/research and safari world here in Botswana.

Please note: This is the first draft of this document and we are open to any structured criticism and feed back to make this a success.

With thanks

Steven Stockhall & Guy Symons



"There is grandeur in this view of life, with its several powers, having been originally breathed into a few forms or into one; and that, whilst this planet has gone cycling on according to the fixed law of gravity, from so simple a beginning endless forms most beautiful and most wonderful have been, and are being, evolved."

- Charles Darwin, The origin of speci

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