

# CREATIVE

## Background/Overview

All members of the co-ordinator team support each other in running the volunteer programme; making sure our volunteers have a grounded experience is paramount. This includes thorough training and induction as to our methods, ethos and goals, and the provision of a platform and inspiration to follow their own individual contribution.

Additionally, each co-ordinator will have their own area of specific responsibility.

## Creative Capacity

Building the creative capacity of the AWdF is a key aspect of the Foundations work, it is fundamental to;

- increase the effectiveness of our communication efforts
- help our volunteers develop key skills, including educational qualifications in creative media
- improve our data collection efforts
- develop our capacity to make socially relevant films on a global level.

Co-ordinators in this area are expected to possess a passion for their medium, a strong interest in conservation and understanding of the power that creative medium has in affecting conservation methods. An interest in training young people is an essential, and working with them to develop their creative talents as well as a desire to make a difference through their work.

## Moving forward

The AWdF is becoming more focussed on creative volunteers and the work they can produce. This means that the Foundation is committed to;

- investing heavily in film making, music, graphics, animation and photographic capacity
- forming collaborations with professional film makers and freelance and organisations;
  - My Video Eye
  - Canary Film
- developing professional production capacity
- increasing our intake of creative volunteers

## Co-ordinator roles:

1. Maintaining, keeping safe and developing AWdF equipment
2. Training volunteers in the use of cameras particularly for use in photo ID research work but also in developing eco-tourism potential and in commenting on social issues
3. Working on developing film and photographic materials
4. Developing and running long weekend and 3-week accredited training programmes in film making and photography.

## CO-ORDINATOR PROFILES

5. Global Film Institute. Developing initial project concepts in:
  - a. Mali
  - b. Vietnam
  - c. Sao Tome
  - d. Myanmar
  - e. PLUS interesting volunteer ideas.
6. Commercial projects with My Video Eye
7. Developing a presence at exhibitions around the world in the creative sphere.
8. Developing 'creative' education networks and forming collaborations with excellent creative schools around the world
9. Supporting eco-tourism initiatives in Tenerife and globally
10. Supporting student projects