

“Because there are interesting stories to be told. And you want to make sure to tell them well”

- Do you have a project running particularly well that you want to make more visible?
- Do you need to realise a reportage on a specific topic/story in the country you work in?
- Do you need to raise funds through the organisation of a photographic exhibition?
- Do you need to build up your organization's photo archive?
- Would you like to experiment photography as a development tool in your work with communities?
- Do you need to design brochures, posters, web-page contents, or any other communication material?
- Would you like your team to master basic photographic techniques?

As an actor in the field of Cooperation and Development, in the course of my different work experiences across 4 continents, I have witnessed the **need to rethink/reinforce the current communication strategies** deployed by most cooperation agencies. 60 years after the rise of the concept and practice of “development”, there is still widespread **confusion** about what agencies at all levels actually do in the field, why and how. After 6 decades of cooperation still too little is exactly understood, properly **focused** and efficiently transmitted.

Because there are stories to be told, and success stories to be transmitted and understood, there is the need to use organic and structured quality images to strengthen your institutional visibility, witness your innovative initiatives in the field, **communicate more efficiently and creatively what you do and how you do it.**



Bolivia, 2010. A project's beneficiary holding a communication material distributed by an international NGO concerning violence against women.



Bolivia, 2010. Cochabamba Department. The NGO SODIS is aimed to be a knowledge, training and advice center offering simple, innovative, high-quality solutions to improve access to



Bolivia. March 2011. Bolivar, Oruro's province. Two Quechua women taking notes during a training session on hygiene and sanitation, within a project funded by the NGO "SODIS".

Whatever their role, all actors engaged in a development project take pictures of “their” projects: they can be used for a variety of purposes, especially external communication (donor community and the public in general).

In between coordinating a meeting, running activities, managing a team, checking mail, making phone calls and dealing with the demands of colleagues, professionals must somehow also find the time to take pictures of what is going on. However, **it takes time and professionalism to tell a story well**, and people in the field usually already have too much pressure to cope with and other responsibilities, which makes it impossible for them to prioritize image taking, thus rendering “**visual justice**” to their work.

So, what if your organisation were to choose to reinforce its overall efforts in terms of communication through a **quality photography-based strategy**? What difference would it make to contract a professional photographer dedicating himself full-time to interpreting, reading and innovatively illustrating your job in the field? Funders and donors, for instance, could have visual proof of your work through a **dynamic, concrete and sensitive visual language**, able to communicate your achievements.

My work experience across 4 continents, combined with my professional skills and passion as a photographer, shape the right profile for meeting your communication for development needs.

Contact me. I will prepare a proposal for your specific needs.



Contact Info:

Matteo Bertolino

www.matteobertolino.com

info@matteobertolino.com

Currently based in Madrid, Spain



Mali. 2009. Bandiagara. The Italian NGO “CISV” runs projects on food security in the northern part of the country, particularly affected; these group of women direct a cooperative dedicated to cow-milk’s extraction, transformation and commercial distribution in rural areas.



Mali. 2009. Koro Province. A local peasant stands by his family’s personal sorghum stock; it is one of the few cereals which grows in the adverse climatic condition of this region. “CISV” implements “warrantage” mechanisms in order to contribute to food security.



Mali, 2009. Mopti Department. A young man sits on a water canal constructed by an international NGO in order to stimulate local rice production.