



# EXPLORER ENCOUNTERS

Conservation Storytelling in the Digital Age

# NO TO NUMBING NUMBERS: SEEING STORIES IN STATS



**DATA INSIGHT**

MAKE DATA ACCESSIBLE + COMMUNICATE IT PROPERLY



PEOPLE ARE BAD WITH DATA

NUMBERS DON'T SPEAK FOR THEMSELVES

PEOPLE ARE MOVED BY **STORIES**

## WHY DATA STORYTELLING?

OUR EMOTIONS CAN BE WRONG!

ADD RATIONALITY & CONSISTENCY!

**MEANINGFUL DATA**

ASK THE RIGHT QUESTIONS

VISUALIZE DATA TO GATHER INSIGHT

LOOK AT IT FROM DIFFERENT ANGLES!

COMPARE, CONCRETIZE, CONTEXT!

MAKING THE ABSTRACT INTUITIVE

USE DATA TO DECIDE WHICH STORIES TO TELL

**PATRICIA ANN FAUSTINO**  
DATA STORYTELLING MANAGER,  
THINKING MACHINES



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# TURNING CONSERVATION INTENT INTO IMPACT



FILIPINOS ARE DIGITIZING FAST



WE ARE CONNECTED TO OUR PHONES



BETTER ACCESS

IT'S ALL ABOUT BUILDING & INFLUENCING

MEMORY

LET UR CONTENT BE UNSKIPPABLE!

MICROMOMENTS = BATTLEGROUND FOR BRANDS

be There. 

be Relevant.

be Seamless 



**ISSA TOBIAS**  
INDUSTRY MANAGER - CPG  
GOOGLE PHILIPPINES

Change needs a  
**GRAND**  
Narrative



**VINCE CINCHES**  
OCEAN'S CAMPAIGNER  
GREENPEACE • ASEAN

# THE IMPORTANCE OF CAMPAIGNING IN RESOURCE PROTECTION & CONSERVATION.....



*How do you choose an issue?*

CHANGE REFLECTING  
**OUR VALUES**  
WHAT IS GOOD!



*Where are you now?  
What are your reasons?  
Who can bring about the change?*





SHOW, DON'T TELL!

# VISUAL STORYTELLING: THE WHY & HOW *in* CONSERVATION



**SALLY SNOW**

WILDLIFE PRESENTER & EXECUTIVE DIRECTOR  
LAMAVE

**WHY VISUAL STORYTELLING?**

GETTING AN EMOTIONAL CONNECTION!



**GOAL ORIENTED CONTENT!**



**FOR WHO?**

- GOAL
- AUDIENCE
- PLATFORM
- IMPACT



CONSIDER YOUR TARGET MARKET AND ITS IMPACT

**GOOD CONTENT**

VISUAL + SOUND  
TOOL QUALITY  
EDITING  
TEAM MOBILITY

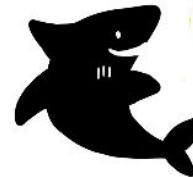


**HAVE A STRATEGY!**



HOW DO I MAKE THIS APPEALING TO MY TARGET AUDIENCE?

NETWORK & COLLABORATE WITH THE RIGHT PEOPLE!



**BE TRUE TO YOUR MESSAGE**





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# SKY ISLANDS OF INDIA



**PRASENJEET YADAV**



**BRIDGING THE GAP BETWEEN**

**SCIENTIFIC & NON-SCIENTIFIC**



**COMMUNITY**

**VIEWING ANIMALS FROM THEIR PERSPECTIVE**

**EVOLUTION IN ACTION**

DISCOVERING NEW BIRD SPECIES!



**SMALLEST FROG!**



**PHOTOGRAPHY  
STORY TELLING  
THROUGH MY  
CAMERA**



**DOCUMENTING PECULIAR ANIMALS IN THE SKY ISLANDS & FOREST PATCHES**



**REACH OUT TO PEOPLE THROUGH CONSERVATION STORYTELLING!**



**CAUGHT RARE PHOTO OF GREEN METEOR!**



**PUSHPIN VISUAL SOLUTIONS**



**EXPLORER ENCOUNTERS**

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*Engage  
& make a  
change*

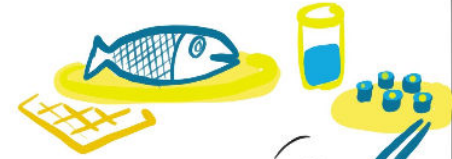
# OUR RELATIONSHIP WITH SHARKS: IT'S COMPLICATED



**DR. ALESSANDRO  
PONZO**

ENSURE THE NEXT  
GENERATION HAS

**FOOD &  
an OCEAN  
to SWIM IN!!**



CREATE A NETWORK  
OF AREAS DEDICATED  
TO **PROTECTING  
LAMAVE**

**MOST SHARK  
POPULATIONS ARE  
GONE WORLDWIDE**



**THEY ARE INDICATORS OF  
ENVIRONMENTAL  
HEALTH!**



# A PHOTOGRAPHER'S SEARCH FOR HOME



**HANNAH REYES MORALES**

**HOME**

- A PLACE FOR MEMORIES
- A PLACE FOR MY FAMILY
- ... MY TRAUMA

**PHOTOGRAPHY**  
AS A  
**WINDOW TO ESCAPE**




**HOME ...**  
CAN BE A PLACE  
YOU TAKE REFUGE IN



**CONSEQUENCES OF TYPHOON:**  
WOMEN DRIVEN TO SEX TRADE IN THE PH.

**EVERY PHOTOGRAPH IS A SELF-PORTRAIT**

WHAT DETAIL DO YOU FOCUS ON?

**HOME IS SOMETHING YOU BUILD**

