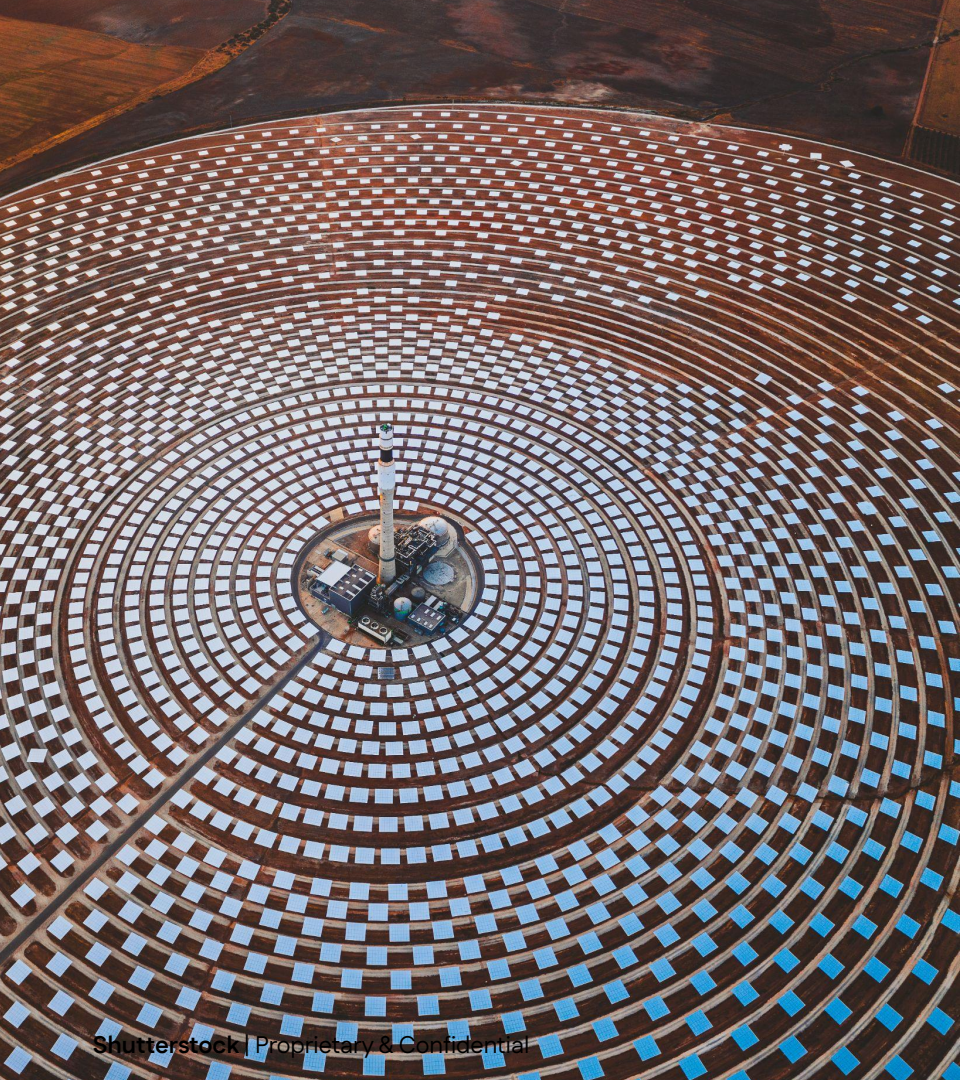


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Sustainable Climate Visuals

A Shutterstock Content Brief





Overview

Visualizing sustainability

The need for contemporary and highly aesthetic content depicting the latest in sustainability and energy production in both daily life and on an industrial or policy level is ever so present. As energy companies look to battle the climate crisis, they are reshaping their future focus on new technologies. To support this shift, Shutterstock is seeking content that shows the evolution of sustainability efforts, and the latest technology used in energy production, on both individual and industrial scales.

Energy companies, governmental climate agencies, financial services, specialized press, and industries with a strengthened focus on sustainability have shown strong interest in licensing this content.

Use the keyword **SustainableClimateVisuals** when submitting content to this brief.



Scenarios

What actions define a sustainable life?

Visuals that help illustrate the concrete actions, positive steps, and real solutions individual people take in everyday life that will pave the way to a better, more sustainable future.

- Incorporate sustainable props into your shoots, such as reusable cups, straws, or shopping bags, to illustrate how people reduce waste.
- Exclude single-use plastic items from your sets as much as possible.
- Scenes of people shopping at second-hand clothing or furniture stores or bulk grocery shops.
- Green ways of travel such as biking, driving an electric car, or opting for train travel over plane travel.
- Preparing and eating vegetarian or vegan meals. Purchasing food from local co-ops and vendors.
- Volunteers groups collecting trash from natural environments like beaches or forests.

Scenarios

Reuse and recycle.

- Narratives focused on refurbished electronics and reused or secondhand devices.
- People repairing their belongings, such as clothes, shoes, or reupholstering furniture.
- Repurposing used objects, for example, using old clothes as cleaning cloths.





Scenarios

Linking industrial-scale green technology with humanity.

- Natural portrayals of people in working environments, such as in factories or the field, interacting with green technologies. Customers tend to prefer images with only an individual or a few people (rather than larger groups).
- New energy-efficient buildings, green public spaces, or vertical forests that people interact with regularly.
- Climate change is a global issue so the people depicted in these scenarios should represent the diversity of the world across ethnicity, age, gender identity, sexual orientation, class, religion, and culture.

Scenarios

Industrial environments and new technologies at scale.

- Customers are looking for content showcasing technological solutions to the climate crisis. This can include decarbonization, the use of biomass or hydrogen, and wind and solar power.
- Elegant and aspirational depictions of green technology.
- Conceptual imagery about reducing carbon emissions.





What are some examples of green technology?

Green technology is the application of one or more of environmental science, green chemistry, environmental monitoring, and electronic devices to monitor, model, and conserve the natural environment and resources, and to curb the negative impacts of human involvement.

Decarbonization

Measures through which a business sector or an entity reduces its carbon footprint, primarily its greenhouse gas emissions, carbon dioxide (CO₂), and methane (CH₄), in order to reduce its impact on the climate.

Biomimicry

The rise of self-healing materials. The self-healing materials will have the capability to “heal” themselves when cut, torn, or cracked. This in turn will give longer lives to most consumer goods, thereby reducing the demand for raw materials and waste.



Waste-source Biofuel

Green technology is the application of one or more of environmental science, green chemistry, environmental monitoring, and electronic devices to monitor, model, and conserve the natural environment and resources, and to curb the negative impacts of human involvement.

Sunlight Transport

A system that channels sunlight from an external source and transports it through fiber optic cables to illuminate light-deprived rooms. As a result, energy consumption during the daytime is zeroed.

Biomass

A plant-based material, such as paper, grass, or wood chips, used as fuel to produce heat or electricity.

Visual Examples

The images included in this brief represent the subject matter and style that customers want when searching for **SustainableClimateVisuals** content. We encourage you to use these examples as references while creating content that is true to your unique style and part of the world.



Shooting video?
Keep these
specs in mind.

Video Specs

Frame Rate:	23.98p
Resolution:	Horizontal (Cinema 4k) 4096x2160 (UHD) 3840x2160 (HD) 1920x1080 Vertical HD - 1080x1920 4K - 2160x3840, 2160x4096, 2304 x 4096
Shutter Speed:	180 (1/48th)
Gamma:	Rec 709 Wide Dynamic Range (Cinema Style) Log-C
Compression:	Pro-Res 422 (HQ) H.264 (max bit rate and depth)

Customers want commercial-use content.

Legal Requirements

What is commercial-use content?

As the name suggests, commercial content can be used to commercialize, monetize, sell, promote, and advertise a product, business or service. Content that is licensed for commercial use has many more restrictions than content that is licensed for editorial use because commercial content is used for advertising and promotional purposes.

Please make sure the content you submit to this brief does not have any visible trademarks, intellectual property, and personally identifiable information. All content featuring recognizable people must be submitted with a valid model release.



Make sure customers find your content.

Metadata

Providing relevant and robust metadata is the best way to guide customers to your content.

You can include up to 50 keywords and a 200 character description for each image or clip. Include information about location, occasions, actions, people, clothing, and concepts in your metadata. The more descriptive metadata you provide, the more likely a customer can find and license your content.

Include the keyword **SustainableClimateVisuals** when submitting content for this request!

Other applicable search terms: *renewable energy, green energy, sustainable development, sustainable energy, renewable energy, reduce-reuse-recycle, solar, decarbonisation, sustainability, energy efficiency, carbon footprint, solar power, wind power, reduce waste, hydrogen use, biomass, sustainable innovation, wind turbine*



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Thanks!

**We can't wait to see
what you create.**

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