St Hugh's Foundation for the Arts template reporting form
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INVISIBLE CARBON - 50 MILES OF CARBON CAPTURES

Title;
Invisible Carbon - 50 Miles of Carbon Captures

Short Introduction;
The Lincolnshire coast has a very productive carbon-capturing coastline. The salt marshes cover most of the coastline from Cleethorpes to the Wash below Boston.They are more effective at carbon capture than rainforests and have the ability to capture carbon quickly and store it for long periods and also serve to provide natural flood defences. These salt marshes play such an important role in regulating local and global climate change.

Longer Written Content;
The Invisible Carbon photography project lasted for six whole months and was aimed at capturing the beauty and importance of the salt marshes that can be found along the Lincolnshire coastline. This salt marsh coastline is known to be highly productive when it comes to the capture of carbon from the atmosphere. In fact, the salt marshes that are spread out along most of the coastline, beginning from Cleethorpes, all the way to the Wash below Boston, are considered to be even more efficacious in carbon capture than rainforests themselves. This is due to their unique ability to capture carbon quickly, store it for long periods, and even serve as natural flood defences, thereby protecting the inhabitants living in and around the coastal area. These salt marshes play such an important role in regulating local and global climate change and are a vital resource for our Earth's future.
Salt marshes are crucial ecosystems that provide essential services to our planet. By helping to protect coastlines from erosion, these habitats allow for carbon sequestration and storage, ultimately reducing the severity and impact of climate change. The success of this project would demonstrate the importance of salt marsh restoration and encourage policymakers to prioritise the preservation and creation of similar habitats. Investing efforts into the conservation of salt marshes not only benefits climate but supports wildlife, insect and plant life and our own well-being.
By working to maintain and enhance these crucial habitats, we can achieve a sustainable balance between human development and the protection of our natural environment.

Information about what happened;
A 2-week photographic exhibition was held at the Spout Gallery in Louth, Lincolnshire. Consisting of exhibiting; 22 - 40x50cm framed prints and a printed; 210x210cm 16-page booklet promoting the values of the saltmarshes to visitors.
It was marketed throughout Lincolnshire with posters and a media campaign to an email database of 556 subscribers. A press media campaign to 33 news desks gained coverage in local and national press and local radio.
Visitors to the exhibition have found it very positive, enlightening and very informative. Taking away with them a new perspective of the coastal saltmarshes which before was unknown to them.

Credits for key Creatives involved;
I was the only creative involved in the project.

How did you meet those aims? (It's okay if you didn't);
My sole aim for this project was to bring awareness to the benefits of the saltmarshes. Such as; Carbon capture, reducing global warming, C02 storage, and natural flood defences through the medium of dramatic environmental landscape photography. I feel that all my aims for the project were succeeded.

Key lessons learnt; Any Challenges;
Attracting the press to cover the event was harder than I envisaged seeing as it is a hot topical subject. However, constant phone calls to them were eventually fruitful. Other than that, it all went to plan.