

Going Green (Really) . . .

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*Stock Asylum Staff Report
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The so-called "green movement" has suddenly become the hottest topic in stock photography.

Much talk at last month's PhotoPlus Expo in New York City centered around creating stock photos for all those companies scrambling to position themselves as ecology-minded.

Similar discussions occurred at the more recent Picture Archive Council of America meeting in Las Vegas.

A week ago, Jupiterimages released a "Go Green" promotion, promising to donate ten percent of revenue from certain purchases to an environmental charity.

Spark Visual Research, a consulting company, has now released a paper about shooting green subject matter.

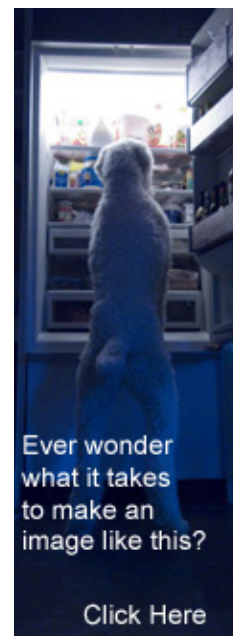
As unlikely as it seems, green has suddenly become a hot color.

But, creating and licensing pro-environment imagery or making an occasional ecology-friendly donation are not the same as being a truly green company.

For some, fighting global warming created by carbon and other emissions, is more than a marketing opportunity. And one stock distributor in particular



Alamy Chief Executive James West has made the green movement more than a sales opportunity at Alamy. (© Ron Rovtar)



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appears to be making a significant effort in this area.

"We have a lot of things to achieve before we can claim to be greenhouse gas neutral," admits Alamy Chief Executive James West. "But, we are committed to implementing most of these things in the next 18 months."

(Continued . . .)

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