

Communicating Sustainability Solutions Through Photojournalism

Rachael Rosenstein

Master of Sustainability Solutions

November 30, 2017

Background

- Current sustainability communication
- Alternative method: visual



The Project

- Locations:
 - Tempe and Phoenix, Arizona
 - Copenhagen and Aarhus, Denmark
- Community development solutions
 - Gardening
- Interviews, photographs, website and gallery, survey



Findings – Happiness



“I have [the plot] together with my brother so now we have a reason to see each other much more, so that makes me happy.”



Findings – Well-being



“Well-being for me is not only if you are fit and healthy, it’s also how you feel up here [*points to head*]...”

Findings – Community

“I think growing food in the same space creates community, it creates connections between people, and it creates connections with people you would never speak to otherwise.”



Findings – Education

“...if we can [teach] the children something, they can [teach] their parents.”



Gallery and Website



Can Community Gardening Increase Happiness?

Research Project by Rachael Rosenstein

[Home](#) [The Project](#) [More Information](#) [Garden Opportunities](#) [About Me](#) [Contact](#)

Welcome, and thank you for visiting my website!

Oftentimes, sustainability is difficult to understand. As a graduate student at Arizona State University, my goal is to use photography through my research on happiness, community gardening, and sustainability to visually present sustainable community development solutions. I have examined, photographed, and interviewed members of gardens in Phoenix and Tempe, Arizona and Copenhagen and Aarhus, Denmark.

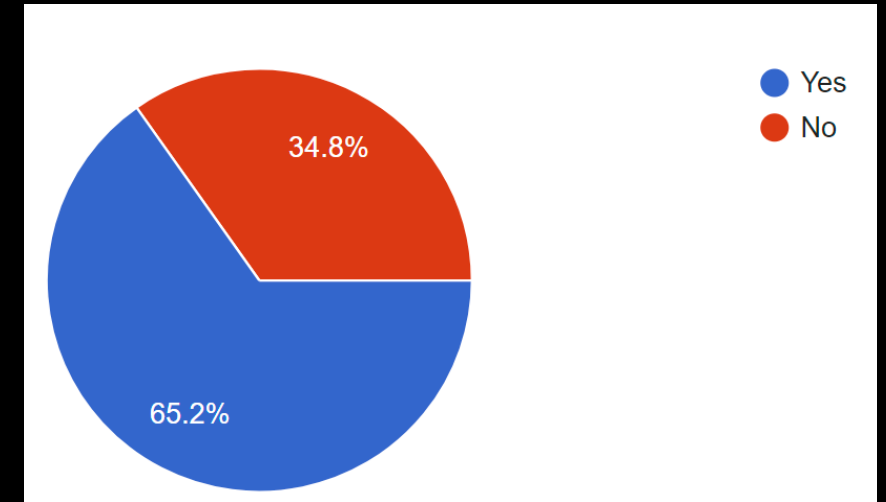
After you have looked through the pictures and read the short descriptions, I kindly ask that you complete a short survey, which you can find at the beginning of the "*The Project*" tab. It should take you no more than 10 minutes and would be extremely helpful for my research. Thank you in advance!

The "*More Information*" tab provides you with a deeper dive into my research and what garden members had to say about gardening, happiness, and community during the interviews.

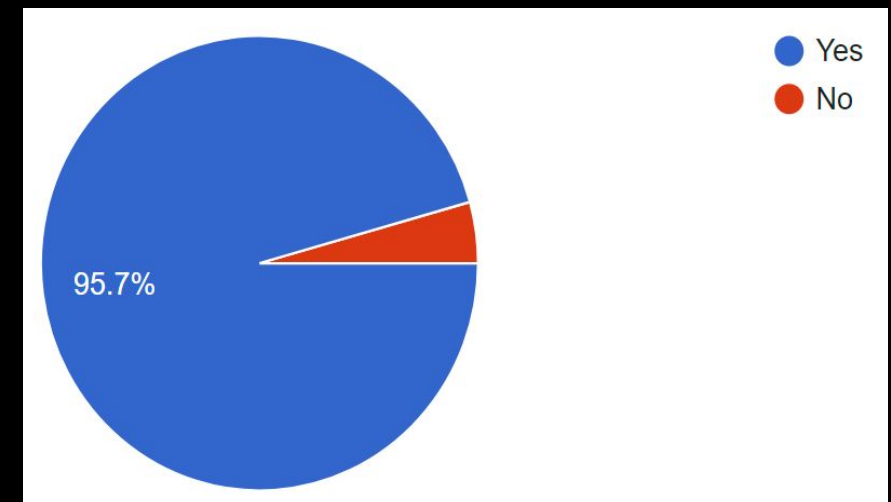
In addition to this website, a collection of these photographs and descriptions were displayed at the [Southeast Regional Library](#) in Gilbert, Arizona on Friday, November 3rd from 2-4pm. During this event, a short description of the project was given, along with a directed discussion surrounding these topics.

Survey Results

6. Did this event help you to understand concepts (such as sustainability and sustainable solutions) of which you did not previously have an understanding?

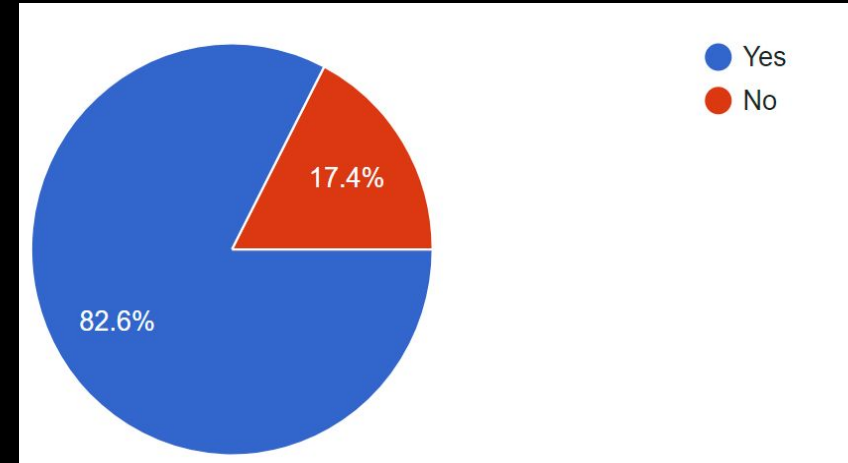


7. Do you believe that presenting these ideas through photographs allowed you to learn something you would not have otherwise?

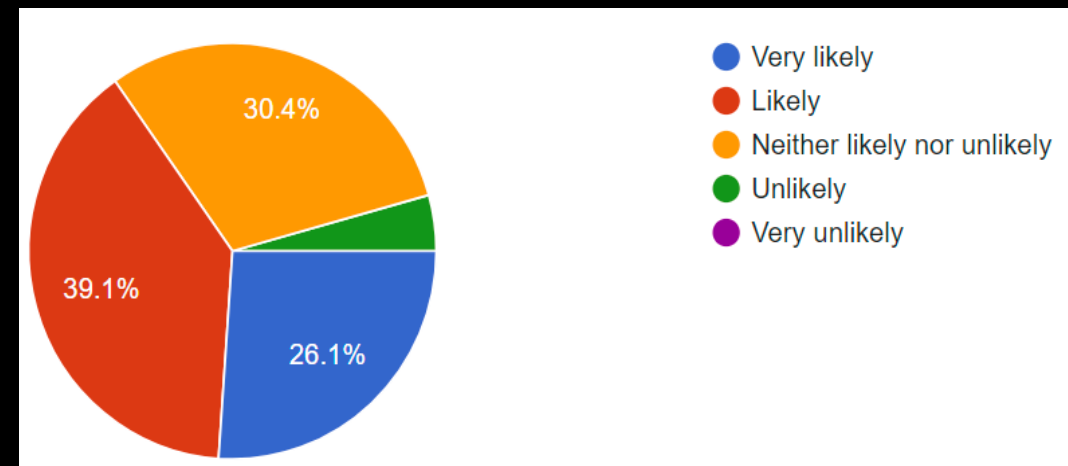


Survey Results

10. After attending this event, do you have an interest in becoming involved in community/urban gardens?



11. After attending this event, how likely are you to become involved in community/urban gardens?



Future Direction

- Host more events
- Longitudinal study
- Latitudinal study



A field of white and pink flowers with a blue sky background. The flowers are in various stages of bloom, and the overall scene is bright and cheerful.

Thank you!

Questions?