

SAMPLE PROPOSAL

The Green Miners: A Series of Photo Essays

Proposal Overview

Cryptocurrencies and blockchain technology have been making headlines across the world for the last few years. Not only for their obvious benefits (decentralization, cryptocurrencies, and most recently, NFTs) but also for the sheer amount of energy consumption needed to maintain and build upon the blockchain. Bitcoin, most notably, is infamous for wasting enough electricity to add 40 million tons of carbon dioxide to the atmosphere a year.

But there's a new wave of miners and blockchain experts who are paving the way and advocating for greener ways of powering the blockchain. This series of photo essays will highlight a number of subjects (individuals, entities, and organizations) who are reimagining ways of powering blockchain mining and maintenance through green colored glasses. The goal of this project is to humanize the people behind the green blockchain movement and to spread

Proposal Summary

A Series of Photo Essays

highlighting leaders in sustainable and green energy powered blockchain, telling their story and humanizing the world of blockchain and crypto to the everyday viewer

**Blockchain & Sustainability;
Corporate & Social
Responsibility in Blockchain;
The Future of Blockchain**

Grant Tier 4

\$40,000 USD (4 Photo Essays x \$10,000 Budget Each)



Proposal Continued



Breaking Down the Budget

The grant money will be used to cover:

- Production costs: travel, gear rental, paying crew members, etc.
- Fair compensation for subjects: licensing their image/likeness, other labor involved in participating
- Print and distribution of the photo essays: via a media partner or independently
- Creation of limited edition print/NFT for auction (proceeds go to a non-profit combating climate change)

initiative by
ARTSHELP



Here's the Plan

We will identify four different subjects of diverse backgrounds who are sustainably powering the blockchain through alternative mediums of energy. Subjects can range from individuals to communities and organizations.

We'll interview and photograph the subject and publish the photo essays either independently or through a media partner. Select photographs may be printed and auctioned off or sold as NFTs (sustainably) and proceeds will be donated to non-profit organizations combating Climate Change.



Sharing it with the World

We'll ideally work with a media partner to distribute the photo essays and get them in front of a wider audience. Potential partners include traditional journalism outlets (New York Times, New Yorker, etc.), blockchain/crypto or tech focused media outlets (Coindesk, WIRED, etc.), Arts magazines (Juxtapoz, Hyperallergic, etc.) or nature/climate focused media outlets (National Geographic, Discover Magazine, etc.).

We also want to create limited edition prints or NFTs of the photographs we create to auction off. We'll donate the proceeds to organizations/individuals combating climate change.



Estimated Timeline

We want to complete one photo essay a month and acquire media partners to publish the photo essays during Environmental Awareness month in September 2022.



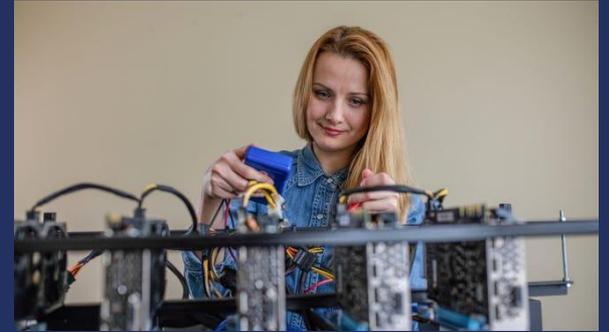
Can cryptocurrency ever be environmentally friendly?

A Costa Rican hydropower plant has transformed into a green crypto-mining operation. [An Article on Reuters.](#)



'Green Bitcoin Mining': The Big Profits In Clean Crypto

An [article in Forbes](#) exploring the new economic frontier of "green bitcoin mining" in the US



Mawson is a leader in sustainable Bitcoin mining

[Mawson Infrastructure Group, Inc.](#) is garnering both the high-powered computers and green energy required to power Bitcoin mining machines through nontraditional means that save money — and the planet.



Portrait of Eduardo Kooper ←
Eduardo Kooper owner of a hydropower plant in Costa Rica that is powering local blockchain mining facilities.



Bitcoin Mining Facility ←
Small caption

| Proposal Cont.



Ada Talenthouse

Insert Age Here – She/Her – New York City

Ada is a Production Manager at Talenthouse based in New York City. Technically she is not allowed to apply for a grant due to Conflict of Interest and some bylines in the Official Rules and [Creative Brief Guidelines](#). However, she had a great time putting this together and invites you to comment on the forum or reach out to us at artworks@talenthouse.com if you have any questions about this brief!

More About Me:

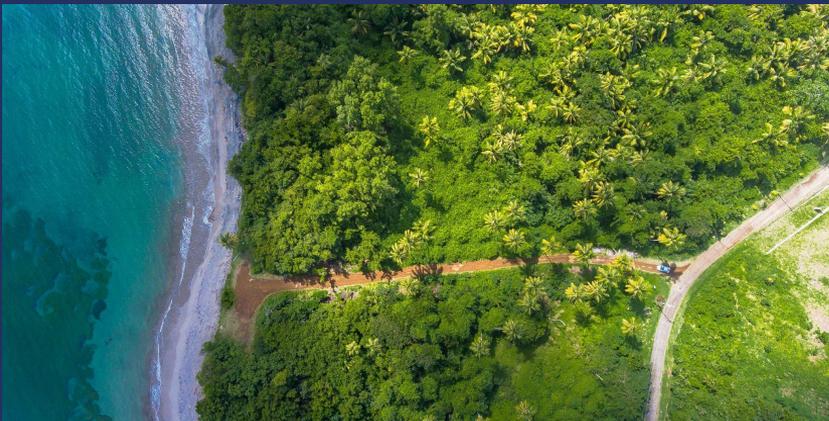
- www.talenthouse.com
- [instagram.com/talenthousefans](https://www.instagram.com/talenthousefans)



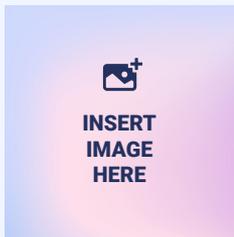
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Portfolio

Here are samples of work from our close friends at EyeEm who we work closely with on all of our photo production projects

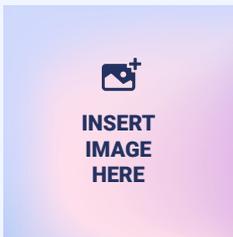


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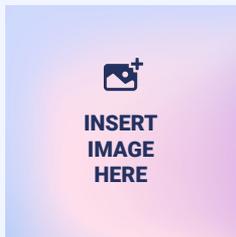
Robi ←
Project Manager (IT)

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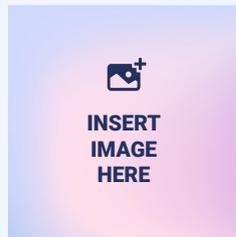
Dylan ←
Production Assistant (US)

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Katie ←
Videographer (UK)

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Colin ←
Photographer (US)

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Thank You!

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