



Green Lens
Visualise it!

GREEN LENS INTERNATIONAL

COMPANY PROFILE

GREEN LENS AT A GLANCE

We create visual content for entrepreneurs, leaders, companies/organizations and innovators, etc. that are providing radical solutions in the clean energy, environmental, and climate action sectors.

By doing so, we pave the way for others to accelerate change. We develop visual content that helps to influence positive, social, and behavior change by breaking the barrier of lack of awareness and advocacy in the environment, clean energy, and climate action sectors.

We believe that our efforts would help to improve funding, policies, adoption, and use of environmentally friendly solutions.



OUR MISSION

To Create Visual Content that Promotes Environmental Protection, Clean Energy, and Action against Climate Change.

OUR VISION

To be the world's best one-stop center for visual content that influences positive change for environmental protection, adoption, and continuous use of clean energy and Action against Climate change.





ABOUT US

Green Lens International is a not-for-profit organization for Advocacy, Research, Training, and Consultancy located in Ntinda, Kampala-Uganda.

Green Lens International was founded in 2014 by Mr. Nelson Byanyima aka Nelly Salvatore under the original name Adopt a Clean cookstove Campaign (ACCC) on social media platforms like Facebook, Twitter, Instagram, and Youtube.

In 2021, ACCC was changed to Green Lens International to have a wider approach to protecting the environment and to support all clean energy technologies and climate action programs.



WHAT WE DO



Photography & Videography | 01

Many organizations and companies across the world rely on digital strategies and visual content to tell their stories, drive funding and engage with volunteers and donors. But, with limited resources and distributed affiliates, it can be a challenge to collaborate effectively and maximize the return on investment on marketing material.

News and social media using high-quality, relevant photography, increase viewer engagement, Public Relations, and likely its onwards sharing.

Most companies and organizations mistakenly use poor-quality images and videos to showcase their business including services and products. At Green lens, we understand that your company or organization is a reflection of your hopes, your goals, your mission, and your vision! Therefore, we help you by creating powerful photographs and videos (documentaries/-films/advertisements) that tell stories of what your company or organization is doing or has achieved to influence positive change in your communities and networks and also let the world see your business as it is.

WHAT WE DO



Advocacy | 02

We work with clients and partners like governments, international bodies, charities, community organizations, academic institutions, businesses, and media houses to engage and drive the public on issues of climate change, environmental protection, and clean energy technologies.

Our work is focused on telling impactful stories that can influence positive change in the areas mentioned above.

Our work is to help raise awareness on the impacts of climate change in relation to health, environment, and economy and the respective radical solutions that are being put in place by different players to reverse the adverse impact of those challenges. We promote technologies and solutions like clean cookstoves, solar, biogas, and activities like tree planting with an aim of reducing the amount of greenhouse gases in the atmosphere. Our advocacy campaigns also help to encourage the communities to use environmentally friendly approaches in their daily activities to conserve and protect the environment. We use visual content like photography and documentaries/films, animations, graphic designs, etc. to communicate impactful stories that can make an impact and influence positive change.



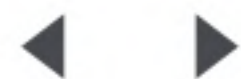
WHAT WE DO



Research & Training | 03

Green Lens works with different partners like research institutions, academic institutions, policymakers, donors, and communications professionals to deliver evidence and research-based visual content that is strong and impactful.

Our visual content supports various research studies to tell stories that identify the challenges of using technologies or human practices that negatively impact the environment and the climate and how clean energy technologies, like clean cookstoves, solar, and biogas can have a positive impact on health, environment, climate, gender, and economics. We believe that our work can lead to the achievement of the clean cooking sector's goal of universal access to clean cooking by 2030 while contributing to Sustainable development goals 7 (affordable and clean energy) and 13 (climate action) respectively. Our team of experts works with different partners like community-based organizations, research institutions, and civil society organizations to hold training workshops, demonstrations webinars, summits, conferences, radio talk shows, podcasts, classes, etc. on different topics that include climate change communication, environmental protection, and clean energy technologies among others.



WHAT WE DO

**Raise your voice
against
Plastic
Pollution**

**HERE IS HOW
YOU CAN HELP**

Participate in a plastic clean-up in your community and then record the branded plastic products you find in a brand audit so we can hold the worst corporate polluters accountable.

#raiseyourvoicecampaign

thegreenlens.org

Consultancy & Branding | 04

We offer consultancy services tailored to meet the needs of our partners to ensure that their objectives, missions, and target audience are reached.

Our team of experts works with different players in clean energy, environmental protection, climate action, and communications to create visual content and material that works.

We help to support our partners to create strategies that work for them while improving their businesses and operations, from branding to market intelligence and decision-making. We also help our partners to identify the right consumers of their products and services and match them with the right market and audiences because we are in the field that we understand better and love most.

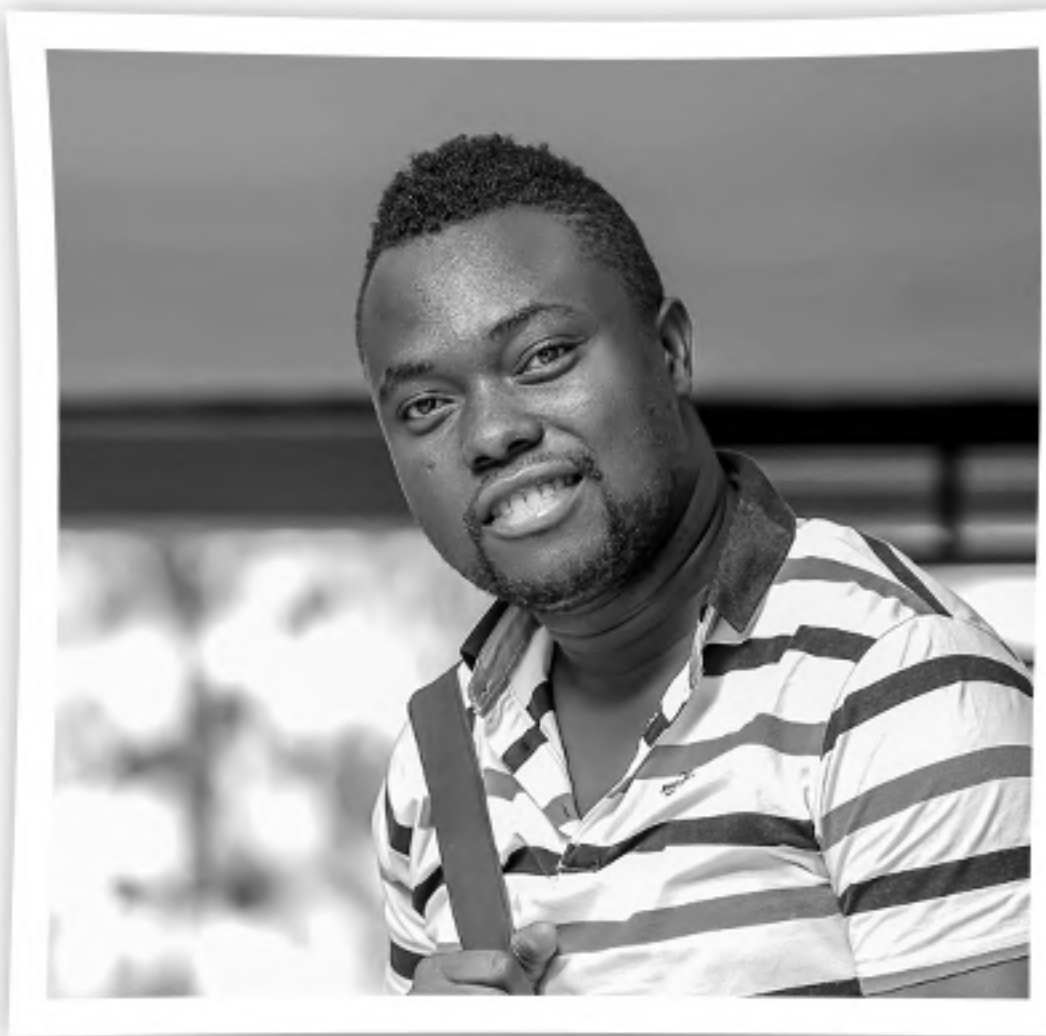
We help to improve the branding of companies through different ways like setting up their different channels to use to deliver information to their targeted audiences. We do this through services like social media management graphic designing, website development among others.

OUR TEAM



Nelson Byanyima | Founder
Nelly Salvatore | Photographer

Nelly Salvatore is a professional environmental scientist whose passion for art made him venture into professional photography. Nelly has over 10+ years in the field of environmental-related projects.



Samuel Kabanda | Cinematographer
Kines | Photographer

Samuel Kines is a professional Cinematographer and Photographer who's very passionate about documenting stories with a camera. Samuel has over 10+ years in the field of documentaries.



Edinah | Communications
Ahurira | Public Relations

Over years, Ednah has worked with several organizations as a communications expert. Edna is very passionate about creating communications material that helps to create awareness in the field of climate change and environmental conservations



OUR TEAM



Reagan Ashaba | Brand Strategist

Reagan has an excellent vision in regards to branding and identifying unique marketing strategies that match with campaign targets of our partners. Reagan has over 6+ years in this field.



Ibrahim Mubiru Musisi | Video Journalist

Ibrahim has worked with several media and video production companies in the country. Ibrahim uses his filmmaking skills to capture and tell stories that make an impact. Ibrahim has 11+ years of experience in the field of documentary production.



Bildad Kukundakwe | Accounts Officer

Bildad has worked with several financial companies as a credit officer and as an accountant. Bildad joins our team as an accounts officer bringing with him 10+ years of experience handling accounting and financial related projects





SOME OF OUR RECENT PROJECTS

World Earthday 2022 celebrations
Isingiro District
Western Uganda

Partners;

Oxfam International,
Caritas Uganda,

African Climate Reality Project

Community Integrated Development Initiatives (CIDI)





SOME OF OUR RECENT PROJECTS

World Wetland Day
Mabamba Wetland System
Kampala, Uganda

Partners;

The Conservation Crew



SOME OF OUR RECENT PROJECTS

#raiseyourvoicecampaign

Partners; An initiative by Green Lens International

Raise your voice campaign is an impact-based approach campaign that aims at raising public awareness about Environmental Conservation, Climate Action & adaptation, and the promotion of Clean Energy. Currently hosted on social media and other channels.

Raise your voice against Plastic Pollution

HERE IS HOW YOU CAN HELP

Participate in a plastic clean-up in your community and then record the branded plastic products you find in a brand audit so we can hold the worst corporate polluters accountable.

#raiseyourvoicecampaign thegreenlens.org

Raise your voice to promote Clean Cooking

ABOUT CLEAN COOKING

When we talk about clean cooking, we refer to people using cleaner fuels and energy-efficient modern stoves. Around 4 billion people do not have access to modern energy cooking services. Instead, they cook on traditional biomass or polluting fuels.

#raiseyourvoicecampaign thegreenlens.org

QUESTION OF THE DAY ?

How many trees have you planted so far this year and how many do you intend to plant before the year ends?

RAISE YOUR VOICE TO PROTECT FORESTS

#raiseyourvoicecampaign

JOIN THE CAMPAIGN +25670162306 thegreenlens.org

Raise Your Voice Campaign #Climate News

7th Sep 2022

Kasese Mudslides: Bereaved families are given shillings 5m each as the death toll rises to 16

At least 16 people lost their lives and scores were left injured and displaced when landslides occurred in the village of Kasika Kigoro Parish in Rukooki Sub-county, in Kasese District, Western Uganda following heavy downpours that happened on Tuesday evening. The prime minister of Uganda Hon. Robinah Nabbanja has informed the parliament of the sad incident.

According to Uganda Redcross, the death toll has risen to 16 and these include 2 male adults, 4 female adults, 3 male children, and 7 female children. The government of Uganda has provided each family with 5 million Ugandan shillings to help the bereaved families with burial arrangements.

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RAISE YOUR VOICE TO SAVE THE SHOEBILL STORK

DON'T DESTROY THEIR HABITATS

The Shoebill faces several threats. Its breeding success is largely impacted by anthropogenic human impact on the environment factors such as disturbance by livestock and people, destruction of nests and breeding areas by fire, and habitat conversion and degradation.

#raiseyourvoicecampaign thegreenlens.org

RAISE YOUR VOICE TO PROTECT WILDLIFE

Humans and wild animals face new challenges for survival because of climate change. More frequent and intense drought, storms, heat waves, rising sea levels, melting glaciers and warming oceans can directly harm animals, destroy the places they live, and wreak havoc on people's livelihoods and communities.

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Thank You !

We are looking forward
to partnering with you!

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 Ntinda, Kampala-Uganda

