
3 WAYS TO Be a Greener Photographer

BY KATHLEEN DAVIS

Earth Day is April 22, but the need for environmental sustainability is year-round. Here are ways to help save the environment (and perhaps some money) in your photography business.

1 Print responsibly. Get your business cards, letterhead, labels, and all other paper products from an eco-friendly outfit such as www.greenerprinter.com. Not only does it use only soy and vegetable inks and water-based coatings, but it operates on wind power alone. If you print photos at home, use an inkjet on natural-fiber paper (such as bamboo-fiber, tree-fiber, and cotton rag). Avoid resin-coated paper, made with harmful petrochemicals—it's not recyclable and doesn't decompose.

2 Rent equipment. Rather than fretting over the cost of the latest and greatest gear (and tossing last season's model), rent it. Hired to shoot a wedding? Renting special lenses will not just make your work stand out, but will help cut your costs, so you can charge your clients less yet earn more. Look for a local camera store that does rentals, or try a national firm such as www.borrowlenses.com. When you're ready to buy, shop for used gear.

3 Join a group. A great place to start is Greener Photography (www.greenerphotography.org). The site offers resources and advice spanning everything from running a greener business to eco-friendly printing to energy conservation. The best part? Listings of green photography suppliers for cameras and other gear, framing, office supplies, and services such as web hosting. ♻️