



Federal Emergency Management Agency VIDEOS PROMOTE PRESERVATION OF PUERTO RICO'S WATER

OUR CHALLENGE

Many people might not associate a tropical island with drought, but **Puerto Rico** has experienced many dry years out of the past decade. Since 2011, the island's water table dropped by 32 feet, which makes it harder to fight wildfires, endangering already sensitive species, and threatening the drinking-water supply by making the aquifer more prone to salt-water intrusion. The **Federal Emergency Management Agency** (FEMA) offers Hazard Mitigation grants that can help communities protect their water supplies, and sought Greene Street's assistance in promoting these grants to encourage leaders in other areas of the country to obtain grants to benefit their own regions.



The agency sought to spotlight successful efforts in Salinas, Puerto Rico, as an example to other communities.

OUR VISION

Greene Street worked closely with FEMA to understand the issue so that we could present the complex topic in a clear and attractive way.



[Click here to view the video playlist!](#)

OUR WORK

Greene Street started this project by identifying interview subjects and location scouting. We also developed a storyboard, which improves collaboration and communication with our clients. As we began production, our photographers captured stunning images, while our graphic designers developed maps and illustrations to clarify understanding. Our content creators interviewed subjects and developed the script. Finally, our editors carefully wove the story together creating a compelling set of highly-informative videos.

OUR RESULTS

As a result, Greene Street produced a video series showcasing FEMA's work in Salinas, and why other communities should consider adopting aquifer-restoration practices. This work entailed all of the technical skills mentioned previously, as well as transcreation, in which cross-cultural marketing pieces are created from the ground up, rather than simply translating language.



These videos show how Greene Street is dedicated to making a difference for communities by providing accessible and engaging outreach materials.