



Around 1930 vs 2023
Gurgler Glacier - Austria

Effective Communication on
Sustainability using Glacier
Comparison Images

Dr. Jürgen Merz



Vanishing beauty



Glaciers are heavily affected
from global warming.
Stein Glacier
Switzerland

Need for sustainability as responsible business practices

Sustainability has become a crucial imperative for companies in the modern business landscape due to a combination of environmental, social, and economic factors. As global awareness of climate change and environmental degradation grows, consumers, investors, and regulators increasingly demand responsible business practices.

To underline this goal, glacier comparisons serve as a powerful visual representation of the urgency for sustainability. Contrasting images of glaciers from the past with their current state vividly illustrate the impact of climate change and the need to become more sustainable.

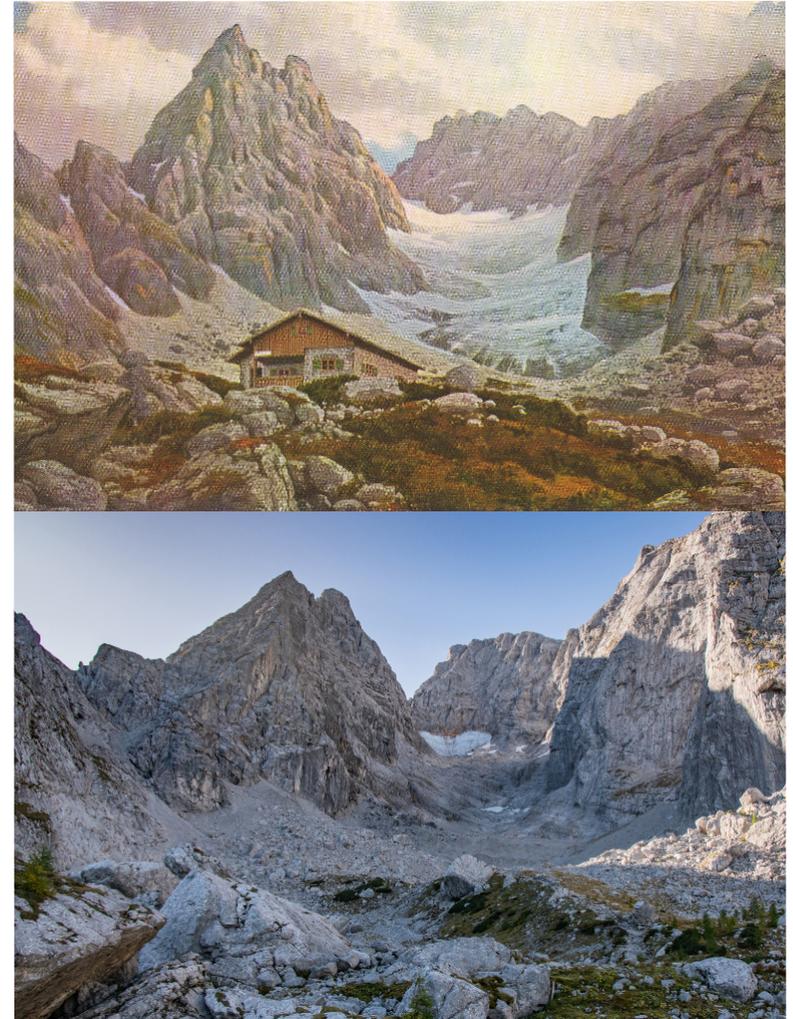
Although there has always been climate change, the speed at which it is taking place has dramatically accelerated. Processes that once unfolded over thousand or hundreds of years are now happening within decades or a few years.

Around 1925 vs 2023
Blaueis Glacier
Germany
The hut was destroyed by an
avalanche in winter 1955.

Glacier comparisons as effective way to convey the need for sustainability

Various aspects argue in favor of comparative photos:

1. Visible Impact: Glaciers are iconic symbols of climate change. Comparing historical photos with recent ones demonstrates the tangible consequences of environmental degradation.
2. Global significance: Glaciers are found in various regions worldwide, and their decline is a global phenomenon. This shows the urgency of taking action on a planetary scale.
3. Time-Lapse Effect: Glacier comparisons provide a tangible time-lapse effect, showing how rapidly environmental conditions have deteriorated.
4. Educational Value: Glacier comparisons serve as a powerful tool, helping people understand the direct connection between human activities, climate change, and the consequences for our natural environment.



Effective visual world in communication, marketing, and corporate efforts

Companies can use these comparisons for various purposes:

- Corporate Social Responsibility
- Public Awareness Campaigns
- Stakeholder Engagement
- Product Messaging
- Educational Initiatives
- Supply Chain Transparency
- Investor Relations
- Employee Engagement

Incorporating glacier comparisons into these context can enhance the effectiveness of communication and engagement efforts, making sustainability a more tangible and relatable concept for various stakeholders.

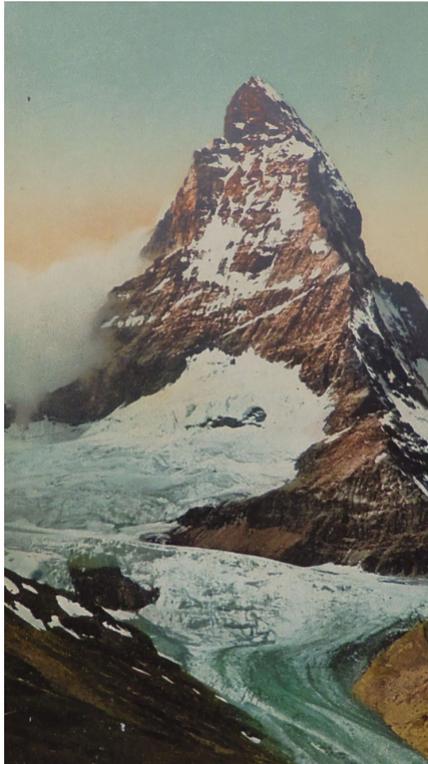


Full Service Provider

Using glacier comparisons has never been easier. With my capabilities as a landscape photographer I did all the research to find the exact locality for the comparable shot which makes me the copyright owner for today's images. Furthermore I also did intensive research to clarify if the images from the past are either no longer copyright protected (public domain) or who is in charge today to negotiate a commercial usage of the historical photography. Once the relevant images have been picked I will take care to provide all images in high resolution ready to print (campaigns, annual report, etc.) or to leverage them in a digital way (i.e. social media, presentations, etc.).

Sunrise at Hüfi Glacier
Switzerland



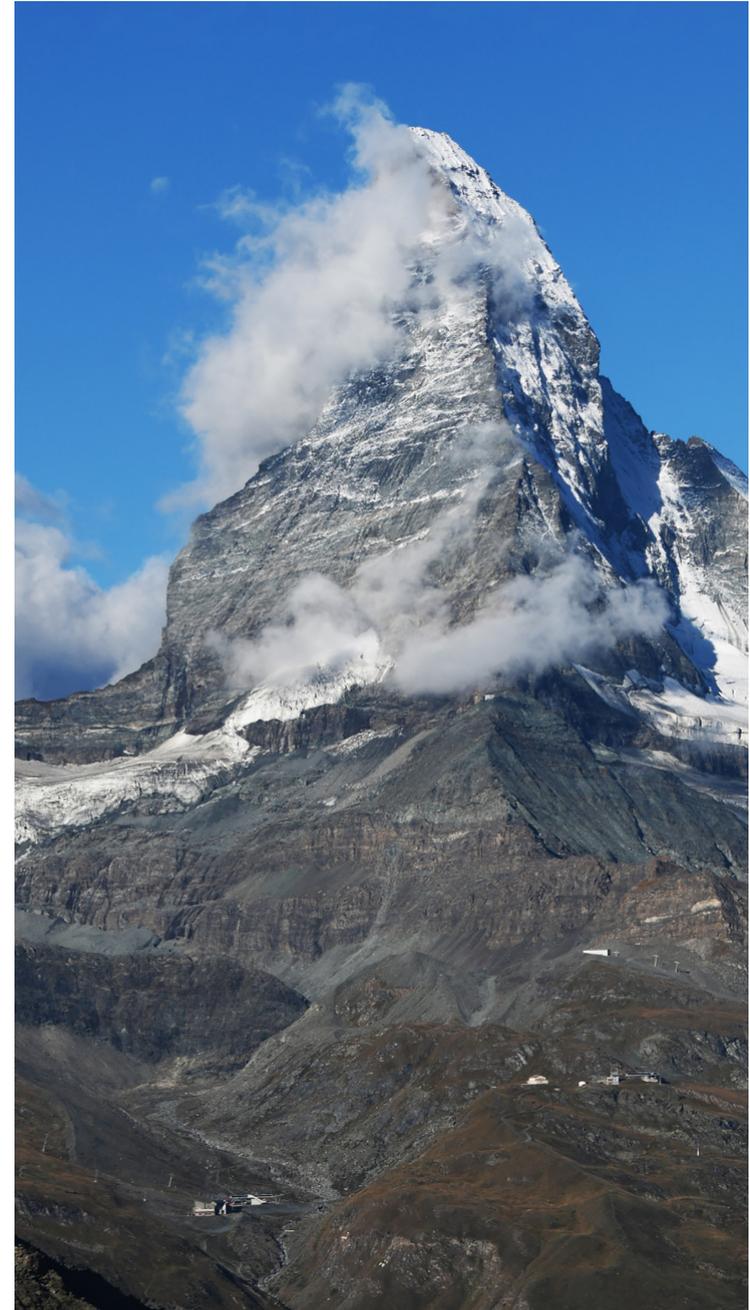


Around 1910
Matterhorn
Switzerland

Pricing

Recognizing that every project and usage of the images is unique, I believe in tailoring pricing structures to align with the distinct requirements and goals of my clients and their specific needs.

By offering customized pricing, I aim to foster a collaborative and transparent relationship with clients, promoting a fair and mutually beneficial arrangement that reflects the true value of the services and images provided.



2022
Matterhorn
Switzerland

Dr. Jürgen Merz



With climate change, glaciers all around the globe are experiencing a massive decline. I have been photographing the glaciers of the Alps, Iceland, and Norway for several years. My focus is on various aspects of these gentle white giants.

On one hand I document the abstract beauty of the ice, capturing it from both angles - aerial perspectives and close ups in macro shots.

On the other hand, I create comparative images using historical photographs, illustrating the impact of climate change on the glaciers.

Also holding a Ph.D. in Business Administration from the University in St. Gallen, Switzerland with a focus on change management, I aim to raise awareness among people about the issue of climate change.

Through my work on glaciers, I pursue the goal to inspire people to develop a determination to collectively face the challenges ahead and embrace change positively.

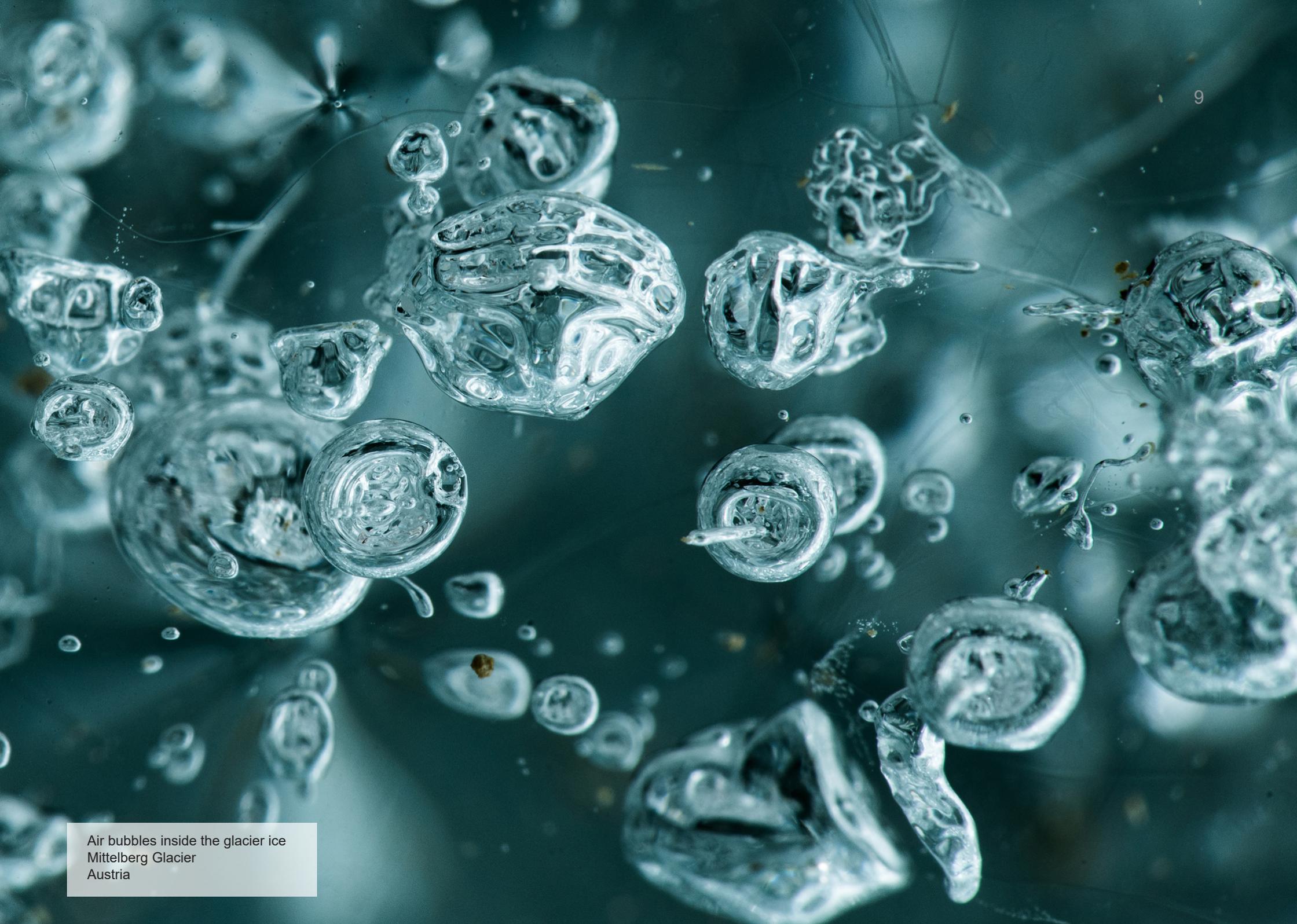
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Air bubbles inside the glacier ice
Mittelberg Glacier
Austria

Selected comparisons - more available in stock



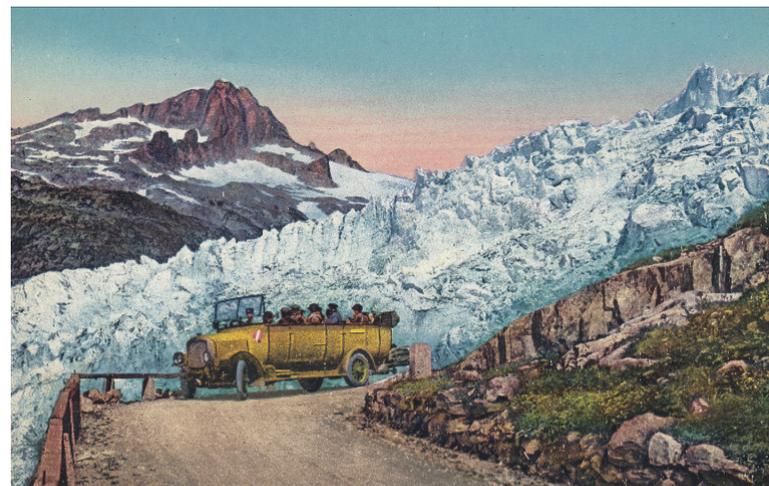
1905 vs 2022
Furgg and Matterhorn Glacier
Switzerland



Around 1910 vs 2021
Mer de Glace
France



Around 1910 vs 2022
Schneeferner Zugspitze
Germany



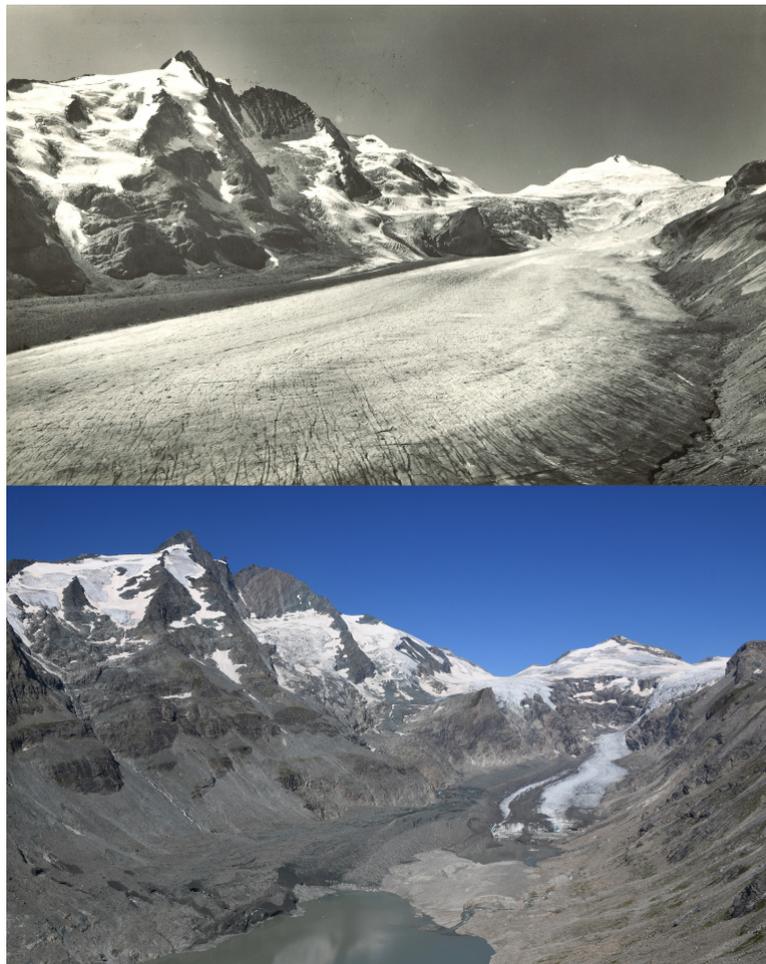
Around 1930 vs 2024
Rhone Glacier
Switzerland



1910 vs 2023
Übelthal Glacier
South Tyrol Italy



Around 1890 vs 2023
Tschierva Glacier
Switzerland



Around 1960 vs 2024
Pasterze Glacier
Austria



Around 1900 vs 2019
Pasterze Glacier
Austria



Around 1930 vs 2023
Morteratsch Glacier
Switzerland



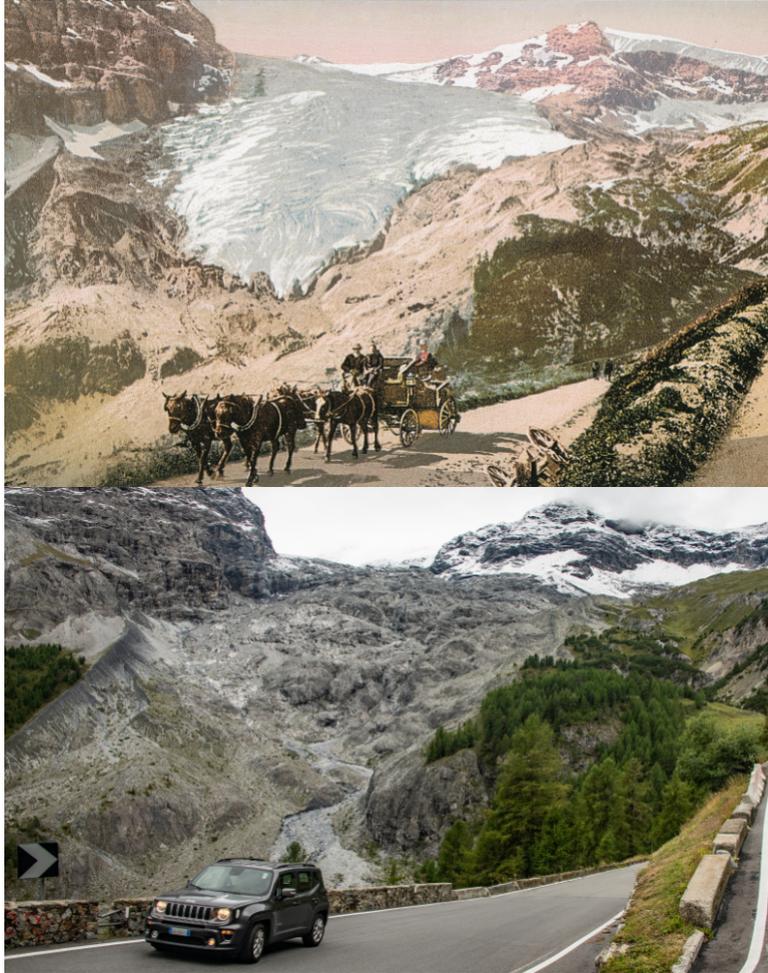
1930 vs 2023
Schwarze Milz Glacier
Austria



1885 vs 2024
Dachstein Glacier
Austria



1906 vs 2022
Middle Aletsch Glacier
Switzerland



Around 1910 vs 2023
Madatsch Glacier
South Tyrol Italy



Around 1935 vs 2024
Fiescher Glacier
Switzerland

Selected references related to my photography

Österreichischer Alpenverein - Bergauf #2
Coverimage and article with interview (April/May 2024)

Solo Exhibition "Gletscherschwund in den Alpen"
Innsbruck, Austria (April/May 2024)

Einzigartige Gebilde aus Eis und Schnee - Gletscherhöhlen
der Alpen (National Geographic Germany 2023 - online)

Panorama Magazin Deutscher Alpenverein (July 2023)
Double page Zugspitze Glacier

KLIMA_X Special Exhibition Glacier Comparison - Museum
für Kommunikation Frankfurt (2022/2023)

Schwindende Schönheit - Gletscherfotografie mit der
Drohne (Pictures Fotomagazin Jan./Feb. 2023)

Docu Magazine - Abstrakte Bildserie
(Volume 4; Issue 2; 2023)

Gletscherschmelze in Europa: Die Vorher-Nachher-Bilder
des Klimawandels von 1880 bis heute
(National Geographic Germany 2021 - online)

Selected Awards & Honorable Mentions

International Photography Awards (IPA)
2 x Honorable Mention (Fine Art - Abstract;
Nature Landscape) 2024

International Photography Awards (IPA)
Deeper Perspective; Finalist Category
Conservation 2023

Vienna International Photo Award 2023
Honorable Mention - Our World - The Beauty
of Nature

International Photography Awards (IPA)
2 x Honorable Mention (Fine Art - Abstract;
Nature - Aerial/Drone) 2023

SIENA Awards - Drone Photo Awards 2023
Shortlist

Vienna International Photo Award 2022
Gold Medal - Our World - The Beauty of
Nature