

Adobe team helps nonprofit triple film production to raise cultural awareness

Volunteers find that being empowered to help communities is one of the things that make Adobe a great place to work



Global Lives Project

Focused on cultivating cross-cultural understanding, the Global Lives Project (GLP) curates volunteer-produced films that capture 24 continuous hours in the lives of individuals from around the world.

globallives.org



"The Adobe Pro Bono Program gave us the opportunity to tap a consulting capacity that we never could have afforded. Our Adobe team's work is literally changing the way we operate for the better."

David Harris, Executive Director of Global Lives Project

At Adobe, we believe our global workforce is not only our greatest strength as a company, but also a powerful force for creating change in our communities. It's a win-win-win: charitable organizations get the support they need, our local communities benefit, and our employees experience a meaningful career development opportunity.

adobe.com/createchange

NEED

GLP had a process to help volunteer filmmakers produce three films annually. In 2012, the nonprofit received funds to ramp production to 10 films per year, but couldn't afford to quickly expand the infrastructure and streamline production.

PROJECT

For 3 months, Adobe's Craig Goodman and a team of Pro Bono volunteers collaborated with GLP to generate a film production guide that focused on efficiency. In 2013, GLP realized their goal and produced ten enlightening films of life experiences around the world.

IMPACT

By capturing the diversity of the human experience through their lens, GLP's video library provokes discussion, reflection, and inquiry about cultures, nations and people outside of their own communities.

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