



HOPECORE ETHICAL IMAGE POLICY

Village HopeCore International is a registered NGO with a mission to eradicate poverty and improve health in communities of rural Kenya.

To achieve such an ambitious goal, we need to inspire and motivate a huge number of people. Images play a vital role in helping us to do this. Through images and case studies, we can raise awareness on our poverty eradication programs. The images we choose to represent our work must show a true and accurate account of the ways in which people live. Authenticity is key to upholding our reputation.

The gathering of images can cause harm if it is not carried out to a high ethical standard and they can cause offence if they are intrusive or inappropriate. The use of images can also be counter-productive if they are reproduced inaccurately or with manipulation.

As a people-centered organization, we must do our utmost to ensure we treat people with dignity and respect. This extends to all aspects of image gathering and reproduction. When taking images, we must provide clear information about why we want to take a person's image and explain that it is their right to refuse to participate or to change their mind. People should feel like an active participant in the image-making process and happy for their images to be taken and used. It is vital that we accurately reinforce the HopeCore brand and ethos.

Throughout the policy, the word 'images' refers to both photography and film footage.

In all of our content gathering and communications work, we will strive to adhere to the following conventions:

1. The Universal Declaration of Human Rights (UDHR)
2. The Convention on the Elimination of All Forms of Discrimination against Women (CEDAW) The UN Convention on the Rights of the Child (UNCRC)
3. The UN Convention on the Rights of People with Disabilities (CRPD)

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1. Accuracy

All those involved in gathering images and related case studies must accurately document the conditions that they see. Images should only be taken of people's typical activities and the story that they relate in their interview. We must never imply that people are suffering from things they are not.

We will be accurate in the use of our images and ensure that:

- We use the correct names and details of people and places. If people are happy to have their image taken but do not want to be named, we will respect this. Please see guidance on child protection and data protection compliance for instances where we should not use full names and places.
- Quotes are correctly attributed.
- We only include the facts we know and do not assume information. We do not imply that we will help someone if we know that this is not true.

Translations

It is crucial that all translations are accurate and honest. This will ensure we get the full, detailed story and limit the potential for bias or misunderstanding. When gathering content there is no 'right' answer that we want to hear from community members, we simply want to document and record their stories. It should be explained to community members that they should be open and honest, and to partner staff and translators why it is important that we hear a full, truthful account.

2. Consent

As a people-centered organization, we must ensure we treat people with dignity and respect. We must provide clear information about why we want to take a person's image and explain that it is their right to refuse to participate or to remain anonymous. Extra care should be taken to ensure they understand that not taking part in a shoot will not jeopardize project work. Consent must be freely given and should be recorded as either a signed consent form or a video recording. The request for consent must be presented in a manner which is clearly distinguishable from other information, in an easily accessible form, and using clear and plain language.

The following approaches should be taken in order to gather informed consent

- A. We must explain how the images and stories that we collect will be used (across print, online, TV, adverts etc.) and should show examples to clarify this. It must be made clear that the images will be used widely and internationally. If someone is happy for us to take

and use their image but doesn't want them to be used in a particular medium, e.g. social media, then this should be recorded, and the images must not be used in this way.

- B. For anyone under 18 years of age, consent should be sought from whoever has parental responsibility.
- C. Whenever possible programme staff should visit/call community members in advance and explain about the forthcoming trip by the filmmaker and photographer before it takes place. This enables community members to decide if they wish to spend time with the visiting team and are happy for their images to be used.
- D. There are occasions where we work with people who are illiterate, and their written consent would not necessarily mean informed consent. In these cases, filmed consent is a better option.
- E. Requests for consent must be carried out in local languages or in Kiswahili.
- F. Contact information of either the Community Health Volunteer or a HopeCore staff member should be left with the community so that individuals can ask questions about the use of their image and remove their consent if they so wish.

Discussing and gathering consent is not always straight-forward and the following issues should be considered by the person getting consent:

- A. People may agree for their images to be taken without a full understanding of what they will be used for.
- B. There is not an equal power relationship between HopeCore and a community member who we are working with. People may feel unable to refuse a request to be photographed or filmed in case it jeopardizes the project.
- C. Ideally, the practice of gathering images should involve a dialogue with the person or community about their representation and they should be engaged as active participants in the process. People should be comfortable with the process and happy for their images to be taken and used. Equally, our own staff and partners must give their consent for images to be taken and used which show them.
- D. Simply asking 'Can I take your photo?' is not enough, particularly if you intend to publish images anywhere including personal social media accounts.
- E. Our process of gathering informed consent must take into account the fact that someone being photographed or filmed may change their mind either during a shoot or afterwards. Such a decision must be respected.

You can find consent forms at the end of this document. There are four forms available depending upon the person. There is one for:

- Adults
- Minors (anyone under 18)
- Communities

- Schools

Social Media

Informed consent must be gathered for images shared on social media; this includes any photos shared by volunteers, staff and supporters on a trip whether posted on personal or official HopeCore channels.

Our pledge to communities when gaining consent:

- We will explain how and where images will be used, using examples wherever possible.
- We will represent people accurately and honestly.
- We will only take images of people who want their images taken.
- We will not identify people who wish to remain anonymous.
- If a person initially agrees to have the image taken and subsequently withdraws their consent, this decision will be respected.

3. Longevity

Images are retained in accordance with HopeCore's Data Retention guidelines. We are not allowed to keep and use images for longer than is necessary. Moreover, anyone selecting an image to reproduce must consider the date an image or case study was gathered, and whether the content depicted is still relevant for his or her message.

Images that are five years old or more are archived on HopeCore Google Photos on the basis of legitimate interest. You must get approval before using these images.

4. Ethical Integrity

The ethics of photographic reproduction can be complex and there are differing views about style and how images should look. We want to tell rounded stories – which means showing a wide range of situations and emotions. HopeCore aims to ensure that individuals are always depicted with agency, accuracy and in a dignified way. We should continually consider and reflect on how we can avoid harmful stereotypes and tropes, respect an individual's privacy and be mindful of cultural sensitivities.

Stereotypes: As an International NGO HopeCore's use of images contributes to how people in developed countries view development charities and the need for aid. We do not want to perpetuate the stereotypes of people living in the developing world, but instead, want to reflect the reality of their situation. It is never about showing people as helpless objects of pity or simply smiling recipients of aid. Images of victimhood must be avoided, and we should instead gather a

range of images that show the need but also depict a wider reflection of the person and their everyday lives.

Positioning of the subject:

We never use images that make people look more vulnerable or powerless than they are. We avoid images where the camera looks down on people.

Perspective:

Images can easily reinforce public perceptions, and this should be considered in the way we take and use images, for example; how we show men speaking to women, how we show programme staff or visitor interacting with community members or who we show leading project.

Nudity:

We should never use images that could in any way reduce people to objects of desire or show them in a degrading way. We must also ensure that we respect people's privacy. We will not reproduce images that show nudity where this exposure exceeds cultural norms in either the location the image was taken or the location where it will be seen. More generally, care must be taken to ensure that the images we use are appropriate for our audiences. We will never photograph genitals.

Cultural sensitivity:

We must be mindful that there are certain practices that may be acceptable in the country or community in which the shoot takes place but are unsuitable to be shown in another and visa-versa. We must show care and sensitivity when taking or the ethics of photographic reproduction can be complex and there are differing views about style and how images should look. We want to tell rounded stories – which means showing a wide range of situations and emotions. HopeCore strives to be a leader in the field by ensuring that individuals are always depicted with agency, accuracy and in a dignified way. We should continually consider and reflect on how we can avoid harmful stereotypes and tropes, respect an individual's privacy and be mindful of cultural sensitivities using photographs that depict taboo practices or stigmatized populations. If in doubt, seek advice from local staff and partners.

5. Manipulation

In the digital age, what constitutes as manipulation is subject to different interpretations. As a guide, authenticity should be maintained in any digital process involving image editing.

Changing color: Many photographers will alter the colors of an image as part of their artistic process. However, no changes should be made by them or us that alter the reality of the image. Images should not be changed to duller or sepia tones to make a situation look worse than it is.

Cropping: Many images are cropped before publication online or in print; however, cropping an image should always be done with care as it can greatly affect the meaning of an image and you can easily lose important context. In addition, please always refer to the usage rights, as there are times when professional photographers will state that their images must not be cropped.

Enhancement: Digital technology makes it very easy to enhance and change images. Care must be taken to ensure that any enhancements do not alter the context of an image. For example, it is acceptable to remove red eye from a photo but not to change the color of water in an image to make it look worse. Over-enhancement can ruin this credibility.

Editing: We will not edit film footage in a way that changes what was filmed, for example by slowing footage down to make the situation appear worse than it is. Edited pieces should always accurately represent a person's story.

6. Child Protection

Images of children can be particularly emotive and as such are crucial to raise awareness and funds for our work. However, working with children is a sensitive issue and extra care must be taken to ensure that the children featured in imagery are protected and their needs respected. It is worthwhile to apply your own moral code – ask yourself how you would feel if the child was your own.

On a shoot: No-one should be left alone with a child for any reason. Children should be accompanied by their guardian or parent wherever possible.

Contact information: Care must always be taken when we publish images of children. No information should be given out that will allow an external person to contact a child in an image. This means we should not publish a child's surname or their exact location. Instead, we should use only a child's first name along with as broad a location as is appropriate, for example, give the name of the district or region rather than the village or school name. Care must also be taken to ensure this information is not printed about their family members.

GPS co-ordinates: These should not relate to a home or school or any other specific building, but they can be used if linked to a more general address such as a village or area. GPS coordinates should never be linked to a child's name.

Vulnerability: It is vital that our images show reality and are not set up or manipulated to make a situation look worse than it is.

Nudity: We will not take or use images that show any child naked from the waist down and we will not take or use images that show older female children naked from the waist up.

7. Working with donors and influencers

Sharing stories about our work with supporters is central to our fundraising and awareness-raising efforts but the needs and desires of donors and supporters should not be placed above our responsibility to respect the people we help.

The following should be observed when planning trips that involve donors and supporters:

- A briefing must take place before the trip to go over our ethical image policy. At this briefing, HopeCore staff should stress that adherence to the processes outlined is mandatory.
- Visitors should be reminded that posting images on their own social media channels constitutes ‘publishing’ and therefore informed consent must be gathered for all content shared in this way.

When we visit a community with donors or supporters there is an unequal power balance between us and the people we interview and photograph, therefore people may feel unable to say ‘no’ to our requests. For this reason, we must not ask anyone to hold, do or say anything they would not normally.

- Neither community members nor staff should be asked to say anything in a language they don’t usually speak, and they should not be asked to perform in any way.
- We will not ask communities to hold up signs or read out messages – including ‘thank you’ messages. If a community member says thank you on film or in an interview without being asked or prompted this can be used.

It is essential that everyone going on a trip, whether HopeCore staff, supporters or donors, reads this policy ahead of any field activity.

8. Equality and non-discrimination

Our photographs are an expression of our approach to equality and non-discrimination; therefore, we must consider who we are taking photographs of. All individuals should be shown in a dignified way. This is particularly important for individuals who may face discrimination or exclusion. This may include but is not limited to, older people, women, people with disabilities, and children. Photographers and filmmakers should ensure that they depict people who may be discriminated against as an integral part of society and the community – they should not be singled out.

9. Remuneration

HopeCore staff and visitors may wish to give gifts to communities who are being photographed, filmed or interviewed. We would suggest speaking to local staff to agree on what is appropriate. It is not normally part of our policy to pay communities to take their images, particularly during short visits and where the time commitment of people is not more than a few hours. However, in exceptional circumstances where we require a longer commitment, it may be appropriate to compensate the people on a loss-of-income basis. Speak to the country team and our partners to see what is appropriate and act on their suggestions.

The following options should be considered with the country team and partners:

1. Whether or not the compensation should be communicated upfront or offered as a gift at the end. This decision may also be influenced by the level of openness that we are hoping to achieve.
2. If the decision is made to make a payment in cash, this should be handed over at the end of the assignment in a discreet manner.
3. As a guide for the value of compensation, this should be based on the income lost. Speak to the local team or partners to find out how much individuals would normally be paid per day in their jobs.

10. Credits and third parties

Credits

HopeCore will credit all photographs taken by freelance photographers in the following way: HopeCore/Photographer's name; unless otherwise stated on the image library.

Sending images to third parties

HopeCore will only grant the use of its images to third parties, such as publishers, who will use them to raise awareness of HopeCore and our work.

Appendix 1. Guide to gathering consent when filming or photographing donors and supporters

Events taking place in a public place

- Participants who have signed up to take part in an event with HopeCore should accept T&Cs saying the following: I give my consent for images/footage and data collected as part of this event to be used by HopeCore. The material will be stored securely and could be used on printed materials, in the press and online including in social media. HopeCore abides by an Ethical Image Policy and will ensure that all material is used accurately, honestly and in context.
- By the nature of these events, there may also be members of the public taking part. Where possible verbal consent should be gathered from members of the public before taking their image.

Closed events organized by HopeCore or partners

- Invitations should include a notification that filming/photography is taking place and letting people know who they should speak to if they don't want to have their image taken.
- The convener or one of the speakers should let the audience know that filming/photography is taking place.
- Signs should be placed in a prominent position saying that photography/filming is taking place giving people an option to be excluded from this if they wish.



Consent Form- Adult

Name: _____

Date: _____

Location: _____ I give my consent for the images/footage, interviews and personal data collected to be used by HopeCore and _____ (photographer/filmmaker).

I understand the following:

1. The material will be stored and transferred securely by HopeCore and could be used on printed materials (including fundraising appeals, publications and adverts) and online including in social media.
2. The material could be used by HopeCore’s partners in advocacy, fundraising, campaigning and programme work.
3. The material could be used in the press, such as in newspapers and on television.
4. The material could be used by HopeCore offices around the world. The material will be used actively for 5 years and then archived and safely stored. There are some instances where material may be used after 5 years but it will always be appropriately contextualized.

HopeCore is committed to upholding the rights of data subjects under data protection legislation. HopeCore will abide by the ethical image policy and ensure that all material is used accurately and honestly. The material will not be used out of context. The material will only be used by organizations or individuals that are working with HopeCore and support its aims. I understand that I can withdraw my consent at any time by contacting HopeCore.

Signed:



Consent Form – Minors

Name of parent/legal guardian:

Signing on behalf of Name of child/children (under 18):

.....
.....

Location:

I give my consent for the images/footage, interviews and personal data collected to be used by HopeCore and _____ (photographer/filmmaker). I understand the following:

1. The material will be stored by HopeCore and could be used on printed materials (including fundraising appeals, publications and adverts) and online including social media.
2. The material could be used by HopeCore’s partners in advocacy, fundraising, campaigning and programme work.
3. The material could be used in the press, such as in newspapers and on television.
4. The material could be used by HopeCore offices around the world. The material will be used actively for 5 years and then archived and safely stored. There are some instances where material may be used after 5 years but it will always be appropriately contextualized.

HopeCore is committed to upholding the rights of data subjects under data protection legislation. HopeCore will abide by the ethical image policy and ensure that all material is used accurately and honestly. The material will not be used out of context. The material will only be used by organizations or individuals that are working with HopeCore and support its aims. I understand that I can withdraw my consent at any time by contacting the local HopeCore office or one of their partners.

Signed:



Consent Form – Community (School)

Name:Date:

Community or institution (e.g. School)

Location: _____ I confirm that I have discussed the collection of stories, images and data with the residents/attendees of the above community/institution and explained that all photos, film footage, interviews and personal information from this visit will be used by HopeCore and.....(photographer/filmmaker). I understand the following:

1. The material will be stored and transferred securely by HopeCore and could be used on printed materials (including fundraising appeals, publications and adverts) and online including social media.
2. The material could be used by HopeCore’s partners in advocacy, fundraising, campaigning and programme work.
3. The material could be used in the press, such as in newspapers and on television.
4. The material could be used by HopeCore offices around the world. The material will be used actively for 5 years and then archived and safely stored. There are some instances where material may be used after 5 years but it will always be appropriately contextualized. HopeCore is committed to upholding the rights of data subjects under data protection legislation. HopeCore will abide by the ethical image policy and ensure that all material is used accurately and honestly. The material will not be used out of context. The material will only be used by organizations or individuals that are working with HopeCore and support its aims. Any resident/attendee can withdraw their consent at any time by contacting the local HopeCore office or one of their partners.

Signed:



By entering this HopeCore event, you understand that your voice, name, and image may be recorded by various media and authorize use of these materials to HopeCore and its partners.