

# Policy on the Portrayal of Local People

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**Date:** November 2013

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## INTRODUCTION AND CONTEXT

Palmera Projects (**Palmera**) uses images (moving or still representation of an individual in either film or digital media (**Image**)) and stories (any written material or message about Palmera, our projects, other work or our partners (**Story**)) of our members, staff, volunteers and local partners in its promotional materials and communications including through the Palmera website to describe Palmera, its objectives and projects.

The Portrayal of Local People Policy (**the Policy**) ensures that the use of Images and Stories portraying women, men and children from the communities in which we work, by Palmera in its promotional materials and communications, respects the dignity of beneficiaries and recipient communities.

## OUR COMMITMENT

Palmera is committed to the capturing and publication (anything made public by print, computer modem or program, internet, poster, brochure or pamphlet (**Publication**)) of Images and Stories of local people from the communities in which we work, in strict compliance with the Australian Council for International Development's (**ACFID**) code of conduct and in a manner that respects the dignity, values, history, religion and culture of the people portrayed (**Commitment**).

## OBJECTIVES AND SCOPE OF POLICY

The Policy sets out the requirements that all Palmera members, staff, volunteers, local partners and other individuals associated with Palmera who capture Images or write Stories that are Published by or on behalf of Palmera, must adhere to in order to uphold Palmera's Commitment.

If using Images and Stories to communicate about a local partner organisation, the Stories and Images must also adhere to any requirements of the local partner and must be approved by the local partner for use by Palmera.



The Policy does not apply to Images and Stories captured and used for purposes other than official Palmera use and Publication, including for purposes unrelated to Palmera such as personal Blogs and Social Media sharing (other than the official Palmera social media pages including the Palmera Facebook page).

### **REQUIREMENTS FOR CAPTURING IMAGES**

The photographer (being any Palmera staff, member, volunteer or other individual associated with Palmera capturing Images) must ensure that:

- Key figures in the Images will be informed of what the Image is being used for and how it may be used and if possible, their permission obtained to their Image being captured. Permission should be obtained in a way that is culturally appropriate and contextually sensitive.
- The Palmera Child Protection Policy has been complied with and the parent, guardian or other adult care giver of a child or children under the age of 18 years has given consent prior to capturing and using their Image and that details have been explained as to how and where the Image will be used. Where possible this information should be given in writing.
- The key figures in the Images understand that their captured Image may be published for the purposes of the promotion of Palmera and its projects.
- The key figures in the Images understand that the Published Images may be seen by people all over the world and for many years after the initial Publication of the Images.
- The local community partner (where relevant) has given verbal permission for the Images to be sent to Palmera and to be used in Palmera promotional material and communications.

Palmera partners who provide photos within monitoring reports will specifically state where photos or stories have not received permission for public use.

### **REQUIREMENTS FOR GAINING CONSENT**

There are inherent complexities in gaining consent from people in the context of aid and development. It is important that Palmera and its partners are conscious of the power differences that people in communities may experience, and acknowledge possible vulnerabilities. Palmera must provide enough information for any person from whom it is seeking consent in order that they are able to make a well informed decision without experiencing duress or pressure. It can be helpful to provide people from whom Palmera is seeking consent with examples of how a story or photo may be used, using visual aids wherever possible.

In the context in which Palmera works, where communities may be very poor and people illiterate, it is not necessary for Palmera to gain written consent. Rather, the onus is on Palmera and its partners to seek consent in the most culturally sensitive and appropriate way.

Any photos or stories provided to Palmera for official Palmera use and publication will be assumed to have consent from the key figures. Where this is not the case, Palmera must be advised.

## **REQUIREMENTS FOR PUBLISHING IMAGES AND STORIES IN PROMOTIONAL MATERIALS AND COMMUNICATIONS**

Palmera has the right to edit any Stories submitted by members, staff, volunteers, local partners and other individuals associated with Palmera who may capture Images or write Stories about Palmera, to ensure it complies with the requirements of this Policy.

All such material submitted to Palmera must be approved by a Project Manager prior to Publication to ensure strict compliance with the following obligations:

- Images and Stories of women and men, boys and girls will present them in a dignified, respectful manner, portraying them as equal partners in the development process;
- Images and Stories of children will portray them in a dignified and respectful manner and in accordance with the Palmera Child Protection Policy;
- Images and Stories will honestly portray the diversity of local people including age, disability and other marginalised groups;
- Images and Stories will honestly convey the context and complexity of the situations in which local people live and will not sensationalise the challenges faced in the recipient communities in which we work;
- origins of any Images used will be known and any necessary permissions, including copyright releases, be held; and
- care will be taken to ensure that the identification or use of Images of local people will not endanger the people they portray and if there are any such risks to local people which have been identified then the Images or Stories identifying those persons will not be published.

In alignment with Palmera's development philosophy of creating sustainable livelihoods and social ventures in local communities in which we work by empowering social entrepreneurs in those communities, all Palmera promotional materials and communications will promote local partners and beneficiaries as active agents and not as passive recipients of aid.

All promotional material and communications must accurately reflect Palmera's projects. Text and Images should directly relate to the country, place, context and activities supported by Palmera.

Where local partner organisations are involved in Palmera's projects or where Palmera works with local partner organisations on other projects, the promotional material should differentiate between Palmera's role and the role of the local partner organisation.

Where Palmera works with other NGO's or a broader international network, promotional materials should clearly distinguish between Palmera's work and the work of other NGO's or the network.

## **REVIEWING THE POLICY ON THE PORTRAYAL OF LOCAL PEOPLE**

This policy is to be reviewed every three years, or earlier if appropriate, and lessons learned incorporated into subsequent versions.



PALMERA

INNOVATING  
FOR SUSTAINABLE  
LIVELIHOODS

## Policy review date: 2016

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<b>Date</b>	18/10/2013	31/10/2013	1/11/2013	