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## **Code of Conduct on Images and Messages**

### **a. Guiding Principles**

Choices of images and messages will be made based on the paramount principles of:

- Respect for the dignity of the people concerned;
- Belief in the equality of all people;
- Acceptance of the need to promote fairness, solidarity and justice.

Accordingly in all our communications and where practical and reasonable within the need to reflect reality, we strive to:

- Choose images and related messages based on values of respect equality, solidarity and justice;
- Truthfully represent any image or depicted situation both in its immediate and in its wider context so as to improve public understanding of the realities and complexities of development;
- Avoid images and messages that potentially stereotype, sensationalise or discriminate against people, situations or places,
- Use images, messages and case studies with the full understanding, participation and permission (or subjects' parents/guardian) of the subjects;
- Ensure those whose situation is being represented have the opportunity to communicate their stories themselves;
- Establish and record whether the subjects wish to be named or identifiable and always act accordingly;
- Conform to the highest standards in relation to human rights and protection of the vulnerable people.
- Conform to the highest standards in relation to children's rights according to the Convention on the Rights of the Child (CRC); as children are the subjects most frequently portrayed

## b. Declaration of Commitment

As signatories to this Code, we confirm that our commitment to best practice in communications affects the entirety of our organisation.

By signing the Code, we commit to putting in place meaningful mechanisms to ensure that the Code's principles are implemented throughout all activities of our organisation.

Our responsibilities as a signatory to this Code lead us to be accountable in our public communications as follows:

1. We will make the existence of the Code known to the public and all our partners and will provide a feedback mechanism whereby anyone can comment on the fulfilment of the Code and where any member of the public will have a 'right to challenge' our application of the Code.
2. We will communicate our commitment to best practice in the communication of images and messages in all our public policy statements by placing the following statement on our relevant public communications (annual reports, website, policy statements, governance documents, leaflets and communication materials etc):

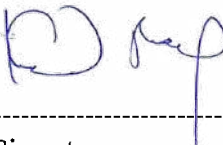
*"Südwind Verein für Entwicklungspolitik und globale Gerechtigkeit has signed the code of conduct on images and messages*

*(<https://www.globaleverantwortung.at/code-of-conduct-zum-umgang-mit-bildern-und-botschaften>) please send your feedback to [policies@suedwind.at](mailto:policies@suedwind.at)"*

3. We commit to assess our public communications on an annual basis according to the guiding principles.
4. We will include reference to adherence to the Code in the guiding principles of our organisation and ensure that the top management take the responsibility of implementing and adhering to the code.
5. We will ensure that all relevant suppliers, contractors and media will adhere to the Code when working with our organisation.
6. We commit to training our staff on the use of images and messages.
7. We agree to meet on an annual basis and share our experience of using and implementing the Code with other signatory organisations.



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Signature

Südwind Verein für Entwicklungspolitik  
und globale Gerechtigkeit  
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Organisation

Wien, 23 Feb 2022  
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Place / Date