

Code of Conduct on Images and Messages

Purple Field Productions (PFP) adheres to the principles of the Dochas Code of Conduct on Images and Messages which has been developed by NGOs working in the areas of emergency relief, long term development and development education.

The purpose of this Code of Conduct is to provide a framework on which organisations can build when designing and implementing their public communications strategy. The Code offers a set of guiding principles to assist practitioners in their efforts to communicate their organisation's programmes and values in a coherent and balanced way.

The values of human dignity, respect and truthfulness as outlined in the Code, must underlie all communications. The signatories to the Code are committed to these principles, and will translate them into internal policies and procedures. They are also committed to working constructively with others whose work involves communicating on issues of global poverty, to explore ways of reflecting these principles in other fields of communications.

Guiding Principles

The Code is founded on a framework of three core values:

Respect for the dignity of the people concerned

Respect means appreciating the people and situations NGOs are working with and showing consideration for people's privacy and dignity. It means regarding people as active, valuable, and capable agents of change in their lives.

Belief in the equality of all people

Equality, when capturing and using images, and communicating messages, is about respecting the rights of all people with the same standards, promoting an appreciation of diversity, and committing to non-discrimination.

Acceptance of the need to promote fairness, solidarity and justice

Solidarity is about using images and messages which promote working together with rather than for communities. Justice is about promoting issues in a way which calls for actions to address the causes of poverty, for example, and is not just about taking a charitable approach.

Practice

Choices of images and messages will be made based on these principles and accordingly, in all our communications and where practical and reasonable within the need to reflect reality, we strive to:

1. Choose images and related messages based on values of respect equality, solidarity and justice
2. 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
3. Avoid images and messages that potentially stereotype, sensationalise or discriminate against people, situations or places
4. Use images, messages and case studies with the full understanding, participation and permission of the subjects (or subjects' parents/guardian)
5. Ensure those whose situation is being represented have the opportunity to communicate their stories themselves
6. Establish and record whether the subjects wish to be named or identifiable and always act accordingly
7. Conform to the highest standards in relation to human rights and protection of the vulnerable people.

Signed:

Kevin Waldie

Name and position: Kevin Waldie, Chair of Trustees

Date: March 2021

Date for Review:

March 2022