



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

### **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 broader context 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 complete understanding, participation and permission of the subjects (or subjects' parents/guardian);
- 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 concerning human rights and protecting vulnerable people.

### **Implementation**

The Dóchas Code of Conduct on Images and Messages is reviewed annually. Any changes are discussed with the Diversity and Governance Committee and the board if required.

Approved by the Orbis Ireland Board of Directors on 19 October 2017