

Code of Conduct on Images and Messages

Our organisation has signed up to the Dóchas Code of Conduct on Images and Messages

By signing the Code, we have agreed to abide by the following principles in all of our communications:

1. **Respect for the dignity of the people concerned in the use of all images and messages**
2. **Belief in the equality of all people**
3. **Acceptance of the need to promote fairness, solidarity and justice**

Accordingly, 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 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 in relation to human rights and protection of the vulnerable people.**

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

We are also open to feedback on our adherence to the Code and we will articulate our commitment to the Code in all public communication.

The Dóchas Code on Images and Messages is available at <http://www.dochas.ie/code.htm>