

Über die Mitgliedschaft in der Koordinierungsstelle der Österreichischen Bischofskonferenz für internationale Entwicklung und Mission (KOO) ist plan:g dem Verhaltenskodex der CONCORD (Dachverband der europäischen Hilfs- und Entwicklungsorganisationen) zum Umgang mit Bildern und Botschaften verpflichtet. Seit Juli 2014 setzt plan:g den Kodex durch praktische Maßnahmen um (Anpassung, Anwendung des Kodex bei der Arbeit mit Partnern, Berichterstattung im Jahresbericht). Der CONCORD-Code basiert auf dem international bekannteren DOCHAS-Code. plan:g hat auch diesen Code gezeichnet und weist Partnerorganisationen und Medienpartner auf die DOCHAS-Umsetzungshilfe hin http://dochas.ie/Shared/Files/5/Guide_To_Code.pdf.

Leitgedanken und Prinzipien

Bei der Auswahl von Bildern und Botschaften folgen wir drei Prinzipien:

- Respekt für die Würde der betroffenen Menschen.
- Gleichheit aller Menschen.
- Förderung von Fairness, Solidarität und Gerechtigkeit.

Wir stellen uns bei jedem veröffentlichten Foto die Frage:
Möchte ich mich selbst, meine Eltern oder meine Kinder so abgebildet sehen?

Dementsprechend bemühen wir uns, in unserem öffentlichen Auftritt und überall dort, wo es bei der Darstellung der Realität umsetzbar und angemessen ist, Folgendes zu beachten:

- Bilder und Botschaften auf der Grundlage von Werten wie Respekt, Gleichheit, Solidarität und Gerechtigkeit auszu-

wählen;

- Bilder oder beschriebene Lebenssituationen wahrheitsgemäß in ihren unmittelbaren und größeren Kontext einzubetten, um das öffentliche Verständnis der Realität und Komplexität von Entwicklungszusammenarbeit zu verbessern;
- Bilder und Botschaften zu vermeiden, die Menschen, Lebenssituationen oder Orte möglicherweise klischeehaft darstellen, überzeichnen oder diskriminieren;
- Bilder, Botschaften und Fallstudien nur mit dem vollständigen Wissen, der Beteiligung und der Erlaubnis der betroffenen Personen (bzw. ihrer Erziehungsberechtigten und Sachwalter/-innen) zu nutzen;
- sicherzustellen, dass die Personen, deren Situation dargestellt wird, die Möglichkeit haben, ihre Geschichte selbst zu erzählen;
- festzustellen, ob die betroffenen Personen genannt oder erkennbar sein möchten, und immer dementsprechend zu handeln;
- den höchsten Standards in Bezug auf die Menschenrechte und den Schutz gefährdeter Personen zu entsprechen;
- den höchsten Standards in Bezug auf die in der UN-Kinderrechtskonvention vereinbarten Kinderrechte zu entsprechen, da Kinder die am häufigsten abgebildeten Personen sind.

Wir thematisieren den Code beim Umgang mit Bildern und legen über die Umsetzung z. B. im Jahresbericht Rechenschaft ab.

Nachfragen? Bitte wenden Sie sich an presse@plan-g.at



§ 1. Preamble

This Code of Conduct on Images and Messages was initiated by Irish NGO DOCHAS. Successively, various NGOs working in the areas of emergency relief, long term development and development education have been contributed to the development of the code. It has been endorsed by the umbrella organization CONCORD. DOCHAS developed a guide for implementing the code http://dochas.ie/Shared/Files/5/Guide_To_Code.pdf that we highly recommend.

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

Signatories to this Code are acutely aware of the many challenges and difficulties entailed in conveying the scandal and injustice of poverty while striving to meet the ideals of the Code. It is a reality of our world today that many of the images of extreme poverty and humanitarian distress are negative and cannot be ignored. To ignore them would run counter to the spirit of this Code which is to portray the reality of the lives of people with sensitivity and respect for their dignity. Images and messages should seek to represent a complete picture of both internal and external assistance and the partnership that often results between local and international NGOs.

The values of human dignity, respect and truthfulness as outlined in the Code, must underlie all communications. The signatories to this 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.

By signing and promoting this Code, NGOs will continue to keep the development agenda very much in the public eye and to look beyond the sound bite or single image to reflect the values espoused in this Code.

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

Declaration of Commitment

As signatories to the CONCORD 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 CONCORD 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 sta-

tement on our relevant public communications (annual reports, website, policy statements, governance documents, leaflets and communication materials etc): plan:g has signed the code of conduct on images and messages. Please send your feedback to presse@plan-g.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.

Nota bene: Although a signatory of the CoC, plan:g did not previously participate in meetings with other organisations due to plan:g's small organisational size, and the need for working in efficient and effective ways.

Also, we believe that we implement the CoC in strictest ways. The value of the code is the training manual that we share and discuss with partners in the global north and south.

Any enquiries? Please contact presse@plan-g.at.

