



## **USE OF APPROPRIATE IMAGES AND MESSAGES POLICY**

**AS ADOPTED BY THE BOARD OF DIRECTORS**

**ON DECEMBER 8, 2011**

**TO BE REVIEWED AGAIN IN DECEMBER 2013**

## **OUR MISSION STATEMENT**

**Global Schoolroom is dedicated to sharing educational experience between communities worldwide to help eradicate poverty, promote economic development and build sustainable communities.**

## **OUR FIVE GUIDING PRINCIPLES**

**Education has the power to enlighten one another and expand each individual's scope for opportunity.**

**A primary education for every child is essential (the UN's Millennium Development Goal for universal education).**

**Sharing good educational practices enriches the collective educational experience and widens the cultural horizons of everyone involved.**

**Forging respectful links between educational partners works to their mutual benefit.**

**Working directly with teachers and communities is the best way to build a strong framework for high standards of teacher training which, once in place, can be delivered by sustainable local networks.**

## **OUR POLICIES**

**Global Schoolroom's policies are proofed against our Mission Statement and Guiding Principles and aim to reflect best international practice.**

## **STATEMENT THE USE OF APPROPRIATE IMAGES AND MESSAGES**

Global Schoolroom is a signatory to the Dochas code of conduct on images and messages. Images and messages should seek to represent a complete picture of the Global Schoolroom partnership and should portray the reality of the lives of people with sensitivity and respect for their dignity.

### **CODE OF CONDUCT ON IMAGES AND MESSAGES**

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

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

Accordingly, in all communications and where practical and reasonable within the need to reflect reality, it is desirable 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.

## **TERMS AND CONDITIONS**

### **IRISH LAW**

You must respect the laws of Ireland and specifically, but not exclusively, be aware of your responsibilities under Irish law.

### **GLOBAL SCHOOLROOM POLICIES**

In addition, there are policies in a variety of areas, which Global Schoolroom Directors, Management, Staff, Volunteers and all other participants must be aware of and operate under where these policies are relevant.