UNHCR
The UN Refugee Agency

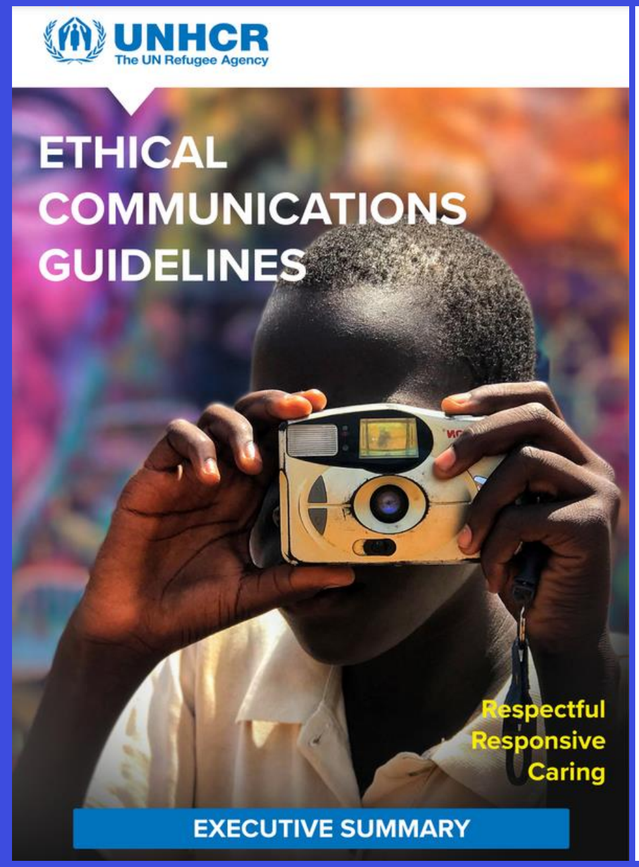
Who are the people I serve?

What are the risks around sharing their stories?

How much agency do they have in the storytelling process?

Ethical Communications

1. Informed consent
2. Participatory storytelling
3. Challenging harmful stereotypes
4. Continued learning


UNHCR
The UN Refugee Agency
ETHICAL COMMUNICATIONS GUIDELINES
Respectful
Responsive
Caring
EXECUTIVE SUMMARY


THE PEOPLE IN THE PICTURES
Save the Children
Vital perspectives on
Save the Children's image making


bond
Putting the people in the pictures first
Ethical guidelines for the collection and use of content (images and stories)

UNHCR
The UN Refugee Agency

UNHCR, the UN Refugee Agency, protects people forced to flee their homes because of conflict and persecution.

We work in over 130 countries, protecting millions of people by responding with life-saving support, safeguarding fundamental human rights and helping them build a better future.

UNHCR - Goodwill Ambassador Programme


UNHCR
What you need
to be warm


WE WERE HERE

8 key attributes of informed consent 1-4

An effective story gathering process that truly integrates informed consent ...

1. goes beyond just signing a form.
2. can be recorded by video or audio if needed.
3. includes safeguarding considerations.
4. involves an informative briefing before content capture takes place.

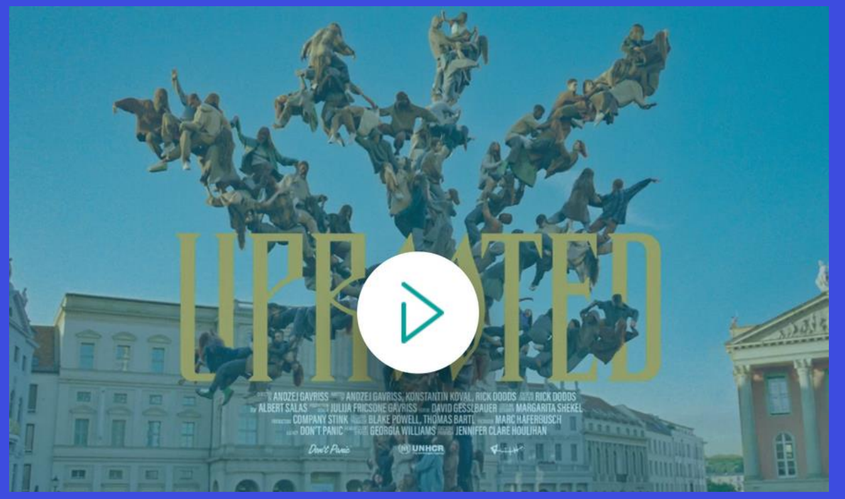
8 key attributes of informed consent 5-8

5. adresses the imbalance in power dynamics.
6. includes time for storyteller reflection afterwards.
7. is a continued process - with time for consent to be reviewed.
8. can lead to a more effective and powerful content.

Participatory storytelling

Giving agency to contributors within the content gathering process

Who holds the camera?



Participatory storytelling

Who generates the creative?

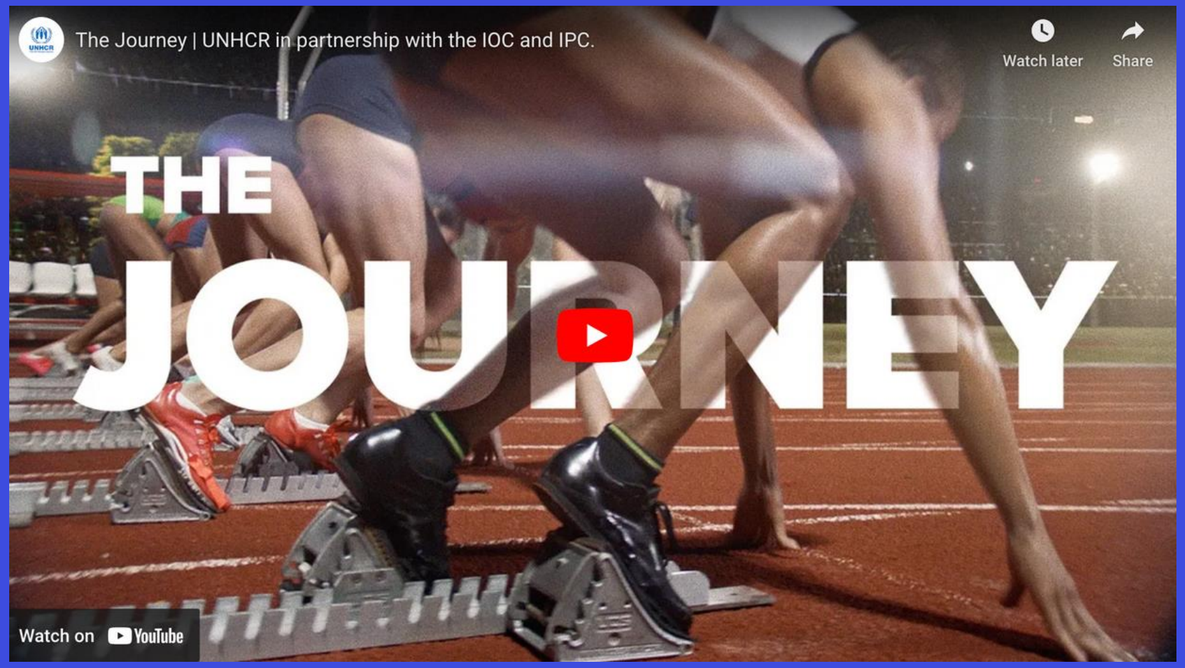
Participatory storytelling

Giving agency to contributors within the content gathering process

- What do the contributors think about the campaign and objectives?
- What do they want your audience to know?
- How do they want their experience to be captured?
- What feedback do they have on the results?

Participatory storytelling

An advisory panel



Ethical image making and avoiding harmful stereotypes

Ethical communications an evolving process.