



Photography and Videography Policy

Introduction

OneVillage Partners' Photography and Videography Policy was established to ensure that the photos and videos used by all those associated with the organization (staff, board, travelers, contractors, and volunteers) understand and promote the values of OneVillage Partners and ethical communications. OneVillage Partners defines ethical communications as respecting people's time, boundaries, and culture; it is shifting the power from the communicator to the storyteller.

This policy is to be followed when working and engaging with those involved with the organization, including OneVillage Partners' participants, local community members, and staff. It is recommended that the policy also be considered and followed when appropriate while working outside of OneVillage Partners' operating communities. Photographs not including people or OneVillage Partners-related projects and structures, such as landscape or nature, do not apply to the photos described below. The policy is reviewed annually by the Communications Manager in the last quarter of the year.

Informed Consent

OneVillage Partners obtains informed consent from all people photographed, audio recorded, and video recorded. We strive for "deep consent"¹, meaning we take the time to fully inform and dialogue with photo and video participants. "Deep" consent means participants have a clear understanding of how their photo, video, or voice will be externally used. Before taking photos or videos, the photographer/videographer must explain that photos and videos can be used on OneVillage Partners printed collateral (brochures, reports, posters, signboards, etc.), presentations, the OneVillage Partners website, social media channels, and emails. The photographer or videographer should provide visual examples (Appendix 1) and explain that thousands of people may see their photos or videos. It should be explained that participants have the right to refuse getting their picture or video taken without any repercussions; they have the right to have their face blurred and remain anonymous; they have the right to rescind consent after the fact; and they have the right to review and approve the photo/video.

- For people who participate in OneVillage Partners' programs such as NOW participants, Community Action Group (CAG) members, and Lead participants, written consent should be obtained at the beginning of their program participation. It should be explained that this consent form (Appendix 2) is a blanket consent form for the use of their photos and videos for the duration of their participation with OneVillage Partners. However, it should be explained that participants can rescind the consent at any point upon request.

¹ ["How to Write About Africa in 8 Steps: An Ethical Storytelling Handbook"](#) by Africa No Filter



- While written consent is preferred, it is not always an option, especially at large community meetings or with individuals who do not regularly participate in OneVillage Partners programming. In this situation, staff may obtain consent verbally.
- The photographer/videographer should clearly explain that the photo may be used for OneVillage Partners print, online, and event promotions. This includes social media platforms and website. When in doubt, use the following questions as a guide as to whether or not the photos can be used by the organization: Does the subject know they are being photographed? Do they know what this photo might be used for? Do they really understand what that means? Have they given their consent for their photograph to be taken? Do they feel like they have a choice in the matter?
- Explain the impact of the media: when used publicly, it may inspire people to donate money to the organization, fund community projects and programs, and inspire other communities, organizations, and government officials.
- As an organization, we protect the rights of children. Photographs of or with children must also receive consent. If the child appears to be under the age of 13, consent should be obtained by a parent or guardian as well.

Standard of Practice for Taking Photos

- Build trust with participants by conversing and building rapport with the participants. The more comfortable they feel, the better the photo will come out.
- After you have gained informed consent and you are ready to take the photo, participants should take ownership of how they are presented. They choose where they stand. They choose what they are wearing. They choose the way they interact with the camera. And after the photograph has been taken, they choose whether or not they are happy for it to be used.
- Respect people's boundaries and only take photos as a time and place when it is convenient for them. Do not exploit people's time.
- If the participant consents, record the date, collect their full name, community, and any other information they would like to provide about themselves. This is to ensure that we do not use nameless photos of people, and audiences understand the humanity behind the photos.
- No nudity, inappropriate images, or profane language on clothing or in the background.

Standard of Practice for Taking Videos

- Taking videos of participants should be done in the same standard of practice of taking photos.
- Gain written consent of people participating in videos as per the Informed Consent guidelines above.
- Build trust with participants by conversing and building rapport with the participants. The more comfortable they feel, the more authentic the video will come out.
- After you have gained informed consent and you are ready to take the video, participants should take ownership of how they are presented. They choose what they



are wearing. Collaborate with them on where they want to stand and the way they interact with the camera. And after the video has been taken, they choose whether or not they are happy for the footage to be used.

- Respect people's boundaries and only take videos at a time and place when it is convenient for them. Do not exploit people's time.
- Do not have participants stage lengthy scenarios, especially for videos for use for foreign audiences. Demonstrating skills or a short role play with the participants' approval is appropriate, but anything more than that is exploitive and constitutes unpaid acting.
- For communities who participate in the creation of videos for OneVillage Partners' use, the videographer should arrange a time and place to screen the video for the community, so the community and video participants can see how they are presented in the video and have an opportunity to provide feedback.

Photo and Video Ownership

- Participant Ownership: Official portraits of OneVillage Partners program participants (ACT, NOW, Lead, MSC) will be printed and delivered to the participants. Digital copies may be given to participants upon request.
- Organizational Ownership: If using OneVillage Partners' camera, the photos are property of OneVillage Partners.
- Joint Ownership: If using a personal camera for photographing images related to OneVillage Partners, the images are property of the photographer, who must adhere to the organization's Photography and Videography Policy. Once shared with OneVillage Partners (via Whatsapp, email, Dropbox, upload to OneVillage Partners computer, or other), the images also become OneVillage Partners' property.
- If submitting OneVillage Partners-owned (full or joint ownership) photos to external sites (for reasons such as contests, promotion, or blogs), the requester must submit a written request to the Communications Manager. The request should include which photograph will be submitted and the purpose. The approved photo must include a copyright or watermark to signify ownership.
- A staff departing the organization can submit a written request to the Communications Manager to retain a copy of specified photographs taken while employed with a OneVillage Partners camera. These photographs may be used for personal purposes only.

Appendix 1: Visual Examples of How Photos Are Used Digitally and in Print

Examples of how photos are used for OneVillage Partners' social media and website:



OneVillage Partners
September 22 · 🌐

"The NOW (Nurturing Opportunities for Women) learning is not only benefiting the NOW participants, but it has also inspired the community at large in terms of development." - Amara Nabieu, husband of a NOW participant, Pujehun

6 2 Comments



OneVillage Partners
November 17 at 3:10 PM · 🌐

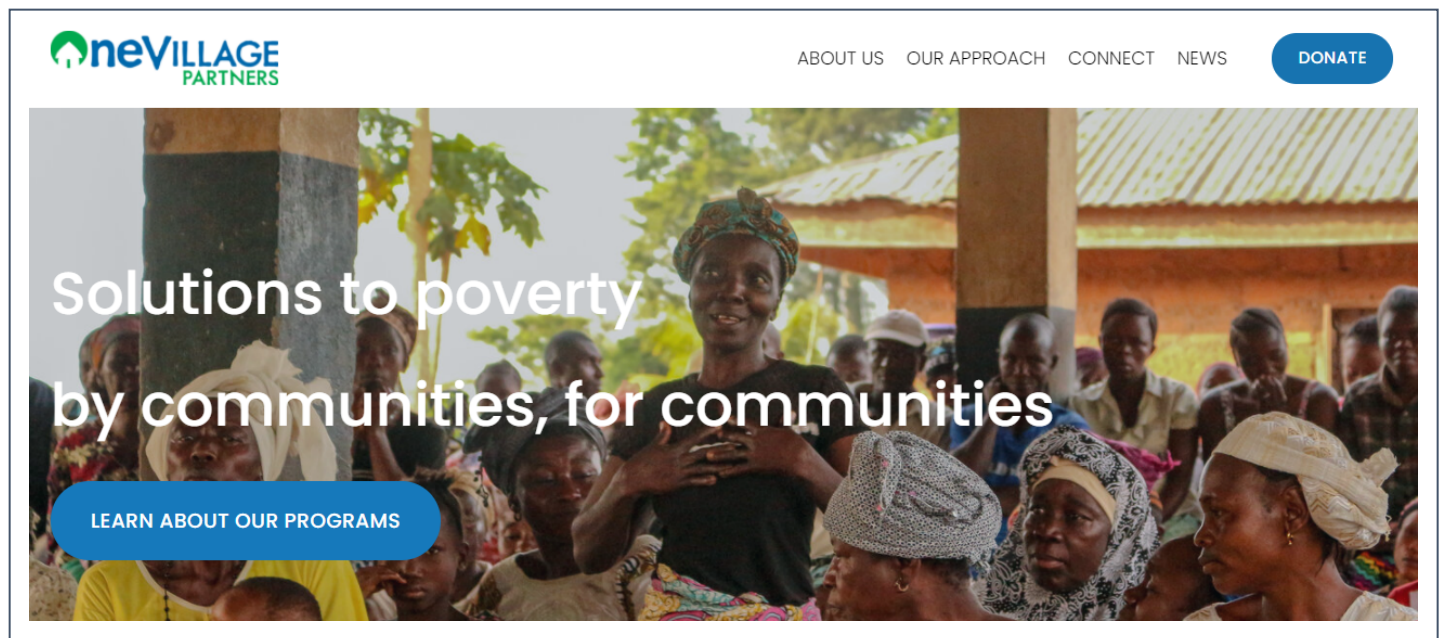
"Today's meeting has helped us realize the seriousness of the effects of water shortage here in our community. This is an opportunity to plan ourselves to solve this major challenge for our own wellbeing." - Ishmail Brima, traditional authority in Kambama

Read our latest blog post to learn how community volunteers in Kambama plan to pipe in clean water so 100% of residents have access to safe drinking water.

#TogetherWeGive #CleanWaterforKambama #GTMD2021

ONEVILLAGEPARTNERS.ORG
Together We Thrive: Clean Water for Kambama — OneVillage Partners

Emmanuel S George and 2 others



OneVillage Partners

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Solutions to poverty
by communities, for communities

[LEARN ABOUT OUR PROGRAMS](#)

Examples of how photos are used in OneVillage Partners' print materials:



Gender Equity

Sustainable development occurs when women are supported and empowered in the home and the community. When rigid gender roles become more flexible and equitable decision-making exists, whole communities can be engaged in the development process.

<p>91%</p> <p>Increase in NOW participants' control of household financial decisions</p>		<p>87%</p> <p>Increase in NOW participants speaking in public to large groups</p>	
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"I am now confident to run a business successfully with the new business skills I have acquired from the NOW learning. The culture of savings and budgeting saw me through my struggle, as it is the tool for my success. Through the NOW learning, I plead to other women to embrace change." —Hawa Raffe, NOW Business Skills 2020 Graduate

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Your investment in people and communities results in:

- 

Improved sanitation and health across entire communities from new latrines and water wells
- 

Thousands of women trained in financial literacy and business management
- 

Partnerships between communities and local government for sustainable regional development
- 

Leadership skills for continued community development and improved quality of life



Image: Sheku Karneh, Community Action participant, Bombohun

Who we are

OneVillage Partners saves lives and addresses the root causes of poverty. We do this by providing the tools for individuals to **meet basic needs** and create **long-term systems change**.

OneVillage Partners **catalyzes change** by providing communities with the platform to **end multi-dimensional poverty**. We are on a pathway to reach **3 million people** living in rural poverty in Sierra Leone.



Appendix 2: Media Consent Form



MEDIA CONSENT FORM

I, _____ understand that my story, photo and voice is my own and hereby grant my permission to **OneVillage Partners** to:

[CHECK ALL THAT APPLY]

Interview me

Record my voice

Take pictures of my image

Videotape me

I understand that the information I provide will be used for OneVillage Partners' communications and/or monitoring, evaluation and learning purposes. I understand the information may be edited and shared both immediately and in the future with external audiences on printed collateral (posters, brochures, etc.), websites, in videos, and on other public online forums (email, social mediasites, newsletters, etc.). I consent under the condition that the following requirements are met:

[CHECK ONE]

[CHECK ONE]

My image is used without being obscured.

My real name can be used.

My image is obscured so as not to reveal my identity.

A pseudonym is used to protect my identity.

I understand that media shared on the internet is subject to sharing and is accessible globally. I have the right to retract my consent after the production of the video, website, etc. My interview, picture, voice, or video can be used by for:

[CHECK ONE]

One time only for _____

Up to one year

Up to one month

Indefinitely

OTHER CONDITIONS:

CLIENT SIGNATURE OR THUMB PRINT

DATE

GUARDIAN WITNESS

ORGANIZATION SIGNATURE

DATE