**Leave No Girl Behind (LNGB) – ACTED**

**MEMO on Guidelines for Photos/Media Depicting Children and Vulnerable Beneficiaries of the Leave No Girl Behind (LNGB) Programme**

*Introduction*

The aim of this guidance memo is to describe the applicable procedures and practices for LNGB employees, volunteers, and other associated stakeholders working alongside the LNGB programme to safeguard children from all kinds of harm and risks related to media production. These guidelines are intended for use in conjunction with ACTED’s Photo Policy Guidelines (2016) previously communicated globally within ACTED.

ACTED seeks to promote the use of positive images of its programmes, and does not prevent the use of photographic or videoing equipment. ACTED intends to ensure that appropriate and proportionate safeguards are in place to ensure a safe environment for children and vulnerable adults participating the LNGB project with regard to media production.

*Specific Reference for these Guidelines*

Whilst ACTED fully appreciates that photo/media documentation is necessary for advocacy and campaigning for children’s rights, ACTED recognizing the importance of recognizing that, when one identifies him/herself as an ACTED representative, the photos/filming or any other form of media communication that s/he shares, posts, or uses can negatively impact the children or vulnerable individuals depicted within the mentioned media and/or reflect on the organisation and its mission in terms of child rights.

To maintain the positive legal and social reputation of the organization, ACTED avoids inappropriate or careless management or handling of photo/media records by strictly avoiding the below listed activities:

* Any media depiction that is against the laws of Pakistan, in which ACTED implements the LNGB program, or against any applicable international laws;
* Any media depiction that could be interpreted in a negative manner that harms the reputation of ACTED as a credible and independent international humanitarian organization;
* Any media depiction that diverts internal resources inappropriately;
* Any media depiction that negatively impacts the capacity of ACTED to work effectively in applicable areas of intervention; and
* Any media depiction that publishes non-public or proprietary information without the previous written release or consent to use of this information in the depiction.

In the context of these guidelines, please also take note of the ACTED Data Protection Policy (2016) previously communicated globally within ACTED.

Additionally, ACTED has adopted the following principles on photographs and film footage of children/vulnerable adults in order to ensure the safety of children in LNGB:

1. **Consent from the person**: Ensure that the designated individual producing media content has taken written permission by children/learners and their parent/guardian to produce their photo/ video image, and/or voice recording and any subsequent legal usage of that production. Adolescent girls of age 18 years and above (whether married or unmarried) and bearing National Identity Card (CNIC) can sign the consent forms themselves. However, girls (whether married or unmarried) below the age of 18 years and therefore not having been issued CNICs will require consent, signed from parents or their legal guardians. For this purpose, the ACTED Photo/Media Consent Form shall be utilised.
2. **Coverage/Clothing:** Children/LNGB adolescent girls must never be photographed or filmed in any state which could reasonably be described as semi-undressed or undressed or in inappropriate poses.
3. **Dignity:** The image, video or story shall only present the child/adolescent LNGB girl learner in a manner that respects the inherent personhood of the subject and ensures maintenance of the dignity of the individual photographed, filmed or interviewed.
4. **Care:** Children in conditions of poor health or situations dangerous to physical wellbeing must not be depicted. This could include, but is not limited to, e.g., babies or young children alone and/or in visible distress; children under attack, children experiencing severe acute malnutrition; children with visible signs of gender-based violence (GBV); children with wounds or extreme physical trauma.
5. **Safety and Security:** Distinctive buildings, street signs or landmarks should not be included in an image if inclusion can identify where a child or their family lives or works. Details attached to images and included in stories must not allow that child or their family to be traced back to his or her home or community. Geotagging of images should be disabled when taking photographs. Remember that posting photos or film details of a child and his/her exact whereabouts on any online medium may, in some circumstances, have security implications. Contact our Safety and Security team if you have any queries.
6. **Reputation of ACTED:** Bear in mind that all media production of children will reflect on ACTED and how the organisation is perceived by numerous stakeholders with possible impact on the safety, security and welfare of ACTED beneficiaries, staff and programmes.
7. **Branding:** Only use ACTED logos or branding with approval from the ACTED Communications Department or the Project Development Department and/or Coordination in country. Ensure that all use of other logos or branding relating to donors or other stakeholders is in adherence with the visibility policy or policies applicable to that donor or stakeholder in regard to the applicable project. In case of doubt, seek written guidance on visibility from the in-country Project Development Department. Further, in some instances, use of the ACTED logo and/or logos of specific donors and/or other stakeholders may have security implications, and usage requirements may be waived on the grounds of security.
8. **General rule for photographer/documentary maker/journalist/translator:** As per the DFID safe recruitment check-list, the photographer/documentary maker/journalist/translator should be properly vetted with references checked before deployment for any media production and are given orientation on Children Safeguarding if they interact with children.