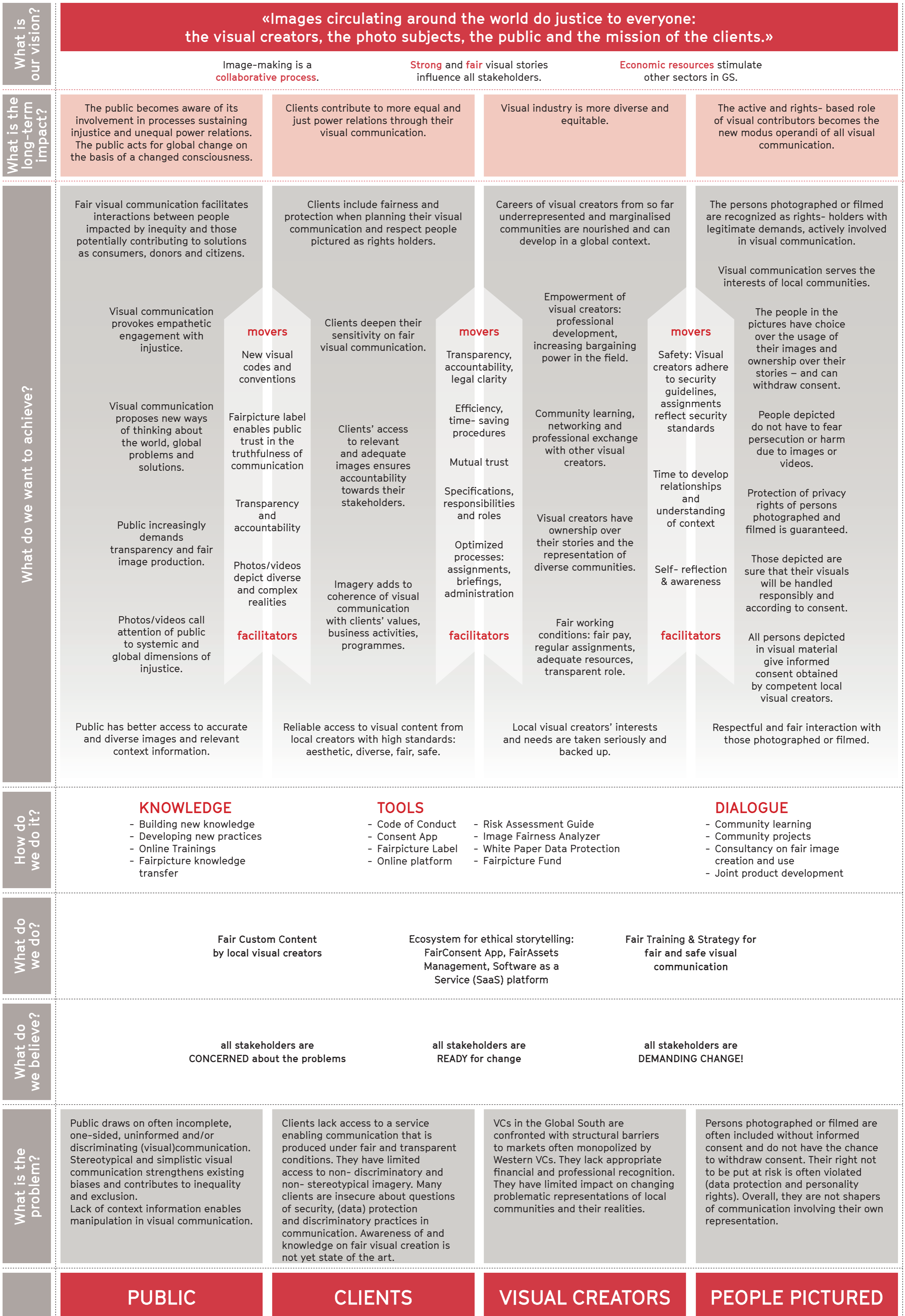# fairpicture theory of change

*Fairpicture sphere of influence* · *accountability ceiling*

## What is our vision?

> **«Images circulating around the world do justice to everyone:**
> **the visual creators, the photo subjects, the public and the mission of the clients.»**

Image-making is a **collaborative process**.

**Strong** and **fair** visual stories influence all stakeholders.

**Economic resources** stimulate other sectors in GS.

## What is the long-term impact?

| | | | |
|---|---|---|---|
| The public becomes aware of its involvement in processes sustaining injustice and unequal power relations. The public acts for global change on the basis of a changed consciousness. | Clients contribute to more equal and just power relations through their visual communication. | Visual industry is more diverse and equitable. | The active and rights-based role of visual contributors becomes the new modus operandi of all visual communication. |

## What do we want to achieve?

**Column 1 (Public)**

Fair visual communication facilitates interactions between people impacted by inequity and those potentially contributing to solutions as consumers, donors and citizens.

Visual communication provokes empathetic engagement with injustice.

Visual communication proposes new ways of thinking about the world, global problems and solutions.

Public increasingly demands transparency and fair image production.

Photos/videos call attention of public to systemic and global dimensions of injustice.

Public has better access to accurate and diverse images and relevant context information.

**Column 2 (Clients)**

Clients include fairness and protection when planning their visual communication and respect people pictured as rights holders.

Clients deepen their sensitivity on fair visual communication.

Clients' access to relevant and adequate images ensures accountability towards their stakeholders.

Imagery adds to coherence of visual communication with clients' values, business activities, programmes.

Reliable access to visual content from local creators with high standards: aesthetic, diverse, fair, safe.

*movers*
- New visual codes and conventions
- Fairpicture label enables public trust in the truthfulness of communication
- Transparency and accountability
- Photos/videos depict diverse and complex realities

*facilitators*

**Column 3 (Visual Creators)**

Careers of visual creators from so far underrepresented and marginalised communities are nourished and can develop in a global context.

Empowerment of visual creators: professional development, increasing bargaining power in the field.

Community learning, networking and professional exchange with other visual creators.

Visual creators have ownership over their stories and the representation of diverse communities.

Fair working conditions: fair pay, regular assignments, adequate resources, transparent role.

Local visual creators' interests and needs are taken seriously and backed up.

*movers*
- Transparency, accountability, legal clarity
- Efficiency, time-saving procedures
- Mutual trust
- Specifications, responsibilities and roles
- Optimized processes: assignments, briefings, administration

*facilitators*

**Column 4 (People Pictured)**

The persons photographed or filmed are recognized as rights-holders with legitimate demands, actively involved in visual communication.

Visual communication serves the interests of local communities.

The people in the pictures have choice over the usage of their images and ownership over their stories – and can withdraw consent.

People depicted do not have to fear persecution or harm due to images or videos.

Protection of privacy rights of persons photographed and filmed is guaranteed.

Those depicted are sure that their visuals will be handled responsibly and according to consent.

All persons depicted in visual material give informed consent obtained by competent local visual creators.

Respectful and fair interaction with those photographed or filmed.

*movers*
- Safety: Visual creators adhere to security guidelines, assignments reflect security standards
- Time to develop relationships and understanding of context
- Self-reflection & awareness

*facilitators*

## How do we do it?

**KNOWLEDGE**
- Building new knowledge
- Developing new practices
- Online Trainings
- Fairpicture knowledge transfer

**TOOLS**
- Code of Conduct
- Consent App
- Fairpicture Label
- Online platform
- Risk Assessment Guide
- Image Fairness Analyzer
- White Paper Data Protection
- Fairpicture Fund

**DIALOGUE**
- Community learning
- Community projects
- Consultancy on fair image creation and use
- Joint product development

## What do we do?

Fair Custom Content by local visual creators

Ecosystem for ethical storytelling: FairConsent App, FairAssets Management, Software as a Service (SaaS) platform

Fair Training & Strategy for fair and safe visual communication

## What do we believe?

all stakeholders are **CONCERNED** about the problems

all stakeholders are **READY** for change

all stakeholders are **DEMANDING CHANGE!**

## What is the problem?

| | | | |
|---|---|---|---|
| Public draws on often incomplete, one-sided, uninformed and/or discriminating (visual)communication. Stereotypical and simplistic visual communication strengthens existing biases and contributes to inequality and exclusion. Lack of context information enables manipulation in visual communication. | Clients lack access to a service enabling communication that is produced under fair and transparent conditions. They have limited access to non-discriminatory and non-stereotypical imagery. Many clients are insecure about questions of security, (data) protection and discriminatory practices in communication. Awareness of and knowledge on fair visual creation is not yet state of the art. | VCs in the Global South are confronted with structural barriers to markets often monopolized by Western VCs. They lack appropriate financial and professional recognition. They have limited impact on changing problematic representations of local communities and their realities. | Persons photographed or filmed are often included without informed consent and do not have the chance to withdraw consent. Their right not to be put at risk is often violated (data protection and personality rights). Overall, they are not shapers of communication involving their own representation. |

| **PUBLIC** | **CLIENTS** | **VISUAL CREATORS** | **PEOPLE PICTURED** |
|---|---|---|---|