accountability ceiling Fairpicture sphere of influence

fairpicture theory of change

«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.

accountability,

legal clarity

Efficiency,

time-saving

procedures

Mutual trust

Specifications,

and roles

briefings,

administration

facilitators

Economic resources stimulate other sectors in GS.

What do we want to achieve?

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.

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

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

Clients deepen their

sensitivity on fair

visual

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

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.

Visual communication provokes empathetic engagement with iniustice.

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

iniustice.

movers New visual codes and

trust in the

truthfulness of

communication

Transparency

and

accountability

Photos/videos

depict diverse

and complex

realities

facilitators

communication. conventions Fairpicture label enables public

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

responsibilities stakeholders. Optimized processes: assignments,

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

Empowerment of visual creators: professional movers development, increasing bargaining Transparency, 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.

movers

Safety: Visual creators adhere to security quidelines, assignments reflect security standards

Time to develop relationships and understanding of context

Self-reflection & awareness

facilitators

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 aive informed consent obtained by competent local visual creators.

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

Reliable access to visual content with high standards: aesthetic, diverse, fair, safe. Consent Management no longer a problem.

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

Respectful and fair interaction with those photographed or filmed.

KNOWLEDGE

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

TOOLS

- Consent App - Fairpicture Label
- Online platform - Fairpicture Fund
- Risk Assessment Guide - Image Fairness Analyzer
- White Paper Data Protection
- DIALOGUE - Community learning
- Community projects
- Consultancy on fair image creation and use
- Joint product development

Ecosystem for ethical storytelling

Service: Fair Custom Content Production

Public App: FairConsent App Knowledge and Consulting: Fair Training & Strategy

/hat do believe?

all stakeholders are CONCERNED about the problems all stakeholders are READY for change

all stakeholders are **DEMANDING CHANGE!**

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 services that ensure communication is produced under fair and transparent conditions. They also struggle to find non-discriminatory, nonstereotypical imagery. Many face uncertainty around security, data protection, and discriminatory practices in communication. Consent management is a pressing issue that remains largely unaddressed.

Visual creators in the Global South face structural barriers to markets often monopolized by Western counterparts. They lack proper financial and professional recognition and have limited influence in changing problematic representations of local communities. While consent is increasingly demanded, managing it remains difficult with current solutions.

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