



PATRIP Communications Guidelines

Introduction

Starting 2020, the PATRIP Foundation is placing more emphasis on sharing our common work with a broader audience. To this end, we are currently working on a new website and other online content. We believe that this will better illustrate the way we work, increase our overall transparency, and make it possible to present some of the remarkable differences our partners make in the lives of people to the general public.

To this end, we require visual and text material that is **separate from technical, project-related reporting**, in order to make the project impact tangible for an audience. Please kindly take note of the guidelines below, and do not hesitate to contact us should you have any queries.

Photo Material

The photo material we are looking for ideally depicts:

- Photos of PATRIP beneficiaries
- “Action shots” of PATRIP infrastructure being built, community (training) sessions, workshops, and similar
- Photos of people using PATRIP infrastructure
- Photos of landscapes to give an impression of the area in which the projects are being implemented

The photos are meant exclusively for public relation (PR) purposes and should therefore be selected according to their story-telling power and overall visual appeal. Please note that the photos should be a **minimum of 1800 pixels wide**. As an alternative measure, we are looking for **72 dpi** for adequate screen display.

Video Material

To utilise and promote the video material we regularly receive from partners, the PATRIP Foundation has created a YouTube channel, which will be used to promote PATRIP projects on various platforms. As with everything, the copyright will remain with our partners. We might however edit material in order to adapt it to our needs, without skewing the message.

Copyright

According to European Data Protection Rules, the photographer/holder of copyright of photographs must consent to each publication of his/her work. If you do not own the copyright, please therefore always indicate the photographer and his/her contact for future reference.

All material submitted by partners will be clearly marked with the respective authorship or copyright on all PATRIP platforms, be it the website, social media, or print publications.

Human Interest Stories/Success Stories

When submitting the success stories, which according to the PATRIP Implementation Manual are required as part of the Final Project Report, kindly consider following guidelines:

If possible, the texts should include direct quotes from beneficiaries rather than paraphrased or indirect quotes. Furthermore, the quotations should be literal and clearly designated to a specific person, preferably including information on the person’s background/profession and

approximate location (see details about anonymity under “Data Protection and Consent”).

When choosing the case studies, i.e. the interviewees, please consider to include different perspectives, such as male/female, young/old, as long as it is possible and does not interfere with a conflict sensitive approach.

We very much welcome details about people’s individual experiences with the project to demonstrate the human dimension of our work.

Data Protection and Consent

We take the rights and protection of our beneficiaries seriously, which is why we would like to emphasise the importance of consent prior to the publishing of photos depicting individuals, as well as quotes and stories from people that we have reached with our projects. While we recognise that written consent is often ineffective and unpractical, we stress the importance of verbal consent. Persons photographed and interviewed, including particularly people less familiar with technology, must understand what will happen to their data – i.e. that their photo and story will be published online – and explicitly agree to it.

The option of remaining anonymous must be offered to them (see “Conflict Sensitivity” for more details).

Where possible, however, we welcome written consent forms. As other platforms, such as the Website for German Development Cooperation, require them, we sometimes might request written consent in hindsight.

When approaching beneficiaries for quotes, photos, and interviews, it is important to avoid raising any expectations. Moreover, it is crucial to explain that there will be no negative consequences for them (i.e. will receive less support within the project) if

they refuse to participate in interviews or grant permission for their photograph.

To ensure their protection, children and youth under 18 should not be directly interviewed. Photographs depend on the consent of the parents or legal guardians. Likewise, people who due to any form of impairment are unable to fully understand what will happen with their data, should not be filmed, photographed, or interviewed.

Conflict Sensitivity

We trust our partners to always apply a conflict sensitive approach when interacting with beneficiaries. This means being aware of vulnerabilities within groups, anonymising interviewees, and restraining from gathering any such material if the security situation does not allow it. The do no harm principle applies not only to work within the project, but also to all PR and communications aspects of our work.

Frequency of Reporting

Photos, videos and/or text material that relates to communications and PR is to be sent to the PATRIP Foundation at least once a year, **together with every 4th Quarterly Progress Report**. Moreover, the **Final Project Report** should include success stories, photos, and – if possible – video material. Please forward all material either via email to magdalena.males@patrip.org, or alternatively upload it to the cloud in the IP filesharing folder.

Contact

For questions regarding these guidelines, please contact:

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