

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.»

What is the long-term impact?	What is our vision?			
	Image-making is a collaborative process.	Strong and fair visual stories influence all stakeholders.	Economic resources stimulate other sectors in GS.	The active and rights-based role of visual contributors becomes the new modus operandi of all visual communication.
What do we want to achieve?	<p>Fair visual communication facilitates interactions between people impacted by inequity and those potentially contributing to solutions as consumers, donors and citizens.</p> <p>Visual communication provokes empathetic engagement with injustice.</p> <p>Visual communication proposes new ways of thinking about the world, global problems and solutions.</p> <p>Public increasingly demands transparency and fair image production.</p> <p>Photos/videos call attention of public to systemic and global dimensions of injustice.</p> <p>Public has better access to accurate and diverse images and relevant context information.</p>			
How do we do it?	<p>KNOWLEDGE</p> <ul style="list-style-type: none"> - Building new knowledge - Developing new practices - Fairpicture communication - Fairpicture knowledge transfer 	<p>TOOLS</p> <ul style="list-style-type: none"> - Code of Conduct - Consent App - Data protection - Online platform - Simple withdrawal of consent - Traceability of pictures in use - Fairpicture Label - Fairpicture Fund 	<p>DIALOGUE</p> <ul style="list-style-type: none"> - Community learning - Community projects - Consultancy on fair image creation and use - Joint product development 	
What do we do?	<p>Fair Custom content by local visual creators</p> <p>Fair Stock with imagery by local visual creators</p> <p>Fair Consulting for a fair and safe visual communication</p>			
What do we believe?	<p>all stakeholders are CONCERNED about the problems</p> <p>all stakeholders are READY for change</p> <p>all stakeholders are DEMANDING CHANGE!</p>			
What is the problem?	<p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p>			
	PUBLIC	CLIENTS	VISUAL CREATORS	PEOPLE PICTURED