

## **7.1. HOPE'87 – VISIBILITY GUIDELINES**

### **1. INTRODUCTION**

These guidelines apply to all projects commissioned and/or funded by HOPE'87 – Hundreds of Original Projects for Employment.

For other cooperation partners and/or donors of HOPE'87, they are recommended for orientation and use in strict compliance with the rules and regulations as stipulated by the donor and the contracts.

HOPE'87 Country Representatives, contractors and implementing partners undertake to

1. publicise and
2. thus, ensure the visibility of the HOPE'87 in all measures supported by HOPE'87

### **2. LOGO**

#### **2.1. Regulations for use**

The size of the logo of HOPE'87 and, where appropriate, of other donors should be adjusted to the type of printed publication (banners, posters, shirts, caps, etc.). However, the logo type must have a minimum size of 7 mm in height (folders, information sheets, etc.).

The logos must be placed where it is clearly visible (on cover and front pages/sides) and given equal importance to other logos.

The logos can be downloaded at [www.hope87.at](http://www.hope87.at)

### **3. Information brochures, folders, newsletters, reports, project sheets/reports**

All written publications must bear in a clearly visible place (on the cover or title page) the HOPE'87 logo and, where appropriate, of other donors. Reference should also be made in the text to the financing of HOPE'87 and, where appropriate, of other donors, and to the amount of funds granted.

### **4. STICKERS, SIGNS, COMMEMORATIVE PALQUES**

#### **4.1. Stickers**

Equipment and vehicles are to be labelled with stickers and signs bearing the logo of HOPE'87 and, where appropriate, of other donors.

#### **4.2 Signs and plaques**

Signs for events, references to projects and commemorative plaques (e.g. for opening events etc.) should be designed to fit the occasion and be in accordance with the norms of the relevant country. The HOPE87 logo must always be placed in the lower right-hand corner (where

appropriate, next to the logos of other donors).

5. VERBAL COMMUNICATION (PRESS CONFERENCES, MEETINGS, ATTENDANCE OF SEMINARS, WORKSHOPS AND CONFERENCES ET AL.)

HOPE'87 Country Representatives, contractors and implementing partners have to ensure that reference is made to the funding and support by HOPE'87 and, where appropriate, by other donors.

## 7.2. HOPE'87 COMPLAINTS PROCEDURE

### INTERNAL HANDLING PROCEDURE

This procedure applies to complaints about staff of and/or services supplied by HOPE'87 or by third party organisations/individuals funded by HOPE'87.

It does not apply to complaints from organisations/individuals who have been rejected for funding or who feel they have not received sufficient funding. Such complaints should be dealt with by the HOPE'87 Country Representative.

This procedure also serves as guideline for HOPE'87 Country Offices to develop a country based complaints procedure.

#### 1. GENERAL PRINCIPLE

Each HOPE'87 Country Office (CO) has to ensure that beneficiaries of actions carried out by HOPE'87 and/or its partners have access to relevant information on how to launch a complaint if they have well-founded information on possible irregularities in the implementation of such actions.

Taking into account the cultural and social environment and the security situation in the host-country as well as instructions given by relevant authorities or the donor, the HOPE'87 Country Office:

- has to choose the simplest and yet most efficient and safe way by which the concerned public could lodge a complaint with the CO. This includes, inter alia, lodging a complaint by using a special telephone number ("hot-line") and/or an e-mail address and/or a physical address and/or a postal address
- has to communicate in the safest visual and permitted way to the concerned public the available means of lodging such a complaint; this includes, inter alia, wall paintings at the project implementation site, contact details on folders or written information material, public announcements.

#### 2. COMPLAINTS MADE BY TELEPHONE

Complaints should be directed to the most appropriate officer directly connected with the subject of the complaint, e.g. the relevant Country Office Representative (CR) or officer-in-charge; The officer should try to resolve the issue immediately. If the complainant is not satisfied with the answer given by the officer they should be advised that the next step is to make a formal complaint in writing to the CR.

The officer should register the complaint in writing as a "telephone complaints template". The complaint should be registered whether resolved or not.

*Date: name of complainant: subject of complaint: name of officer: satisfactorily resolved/not satisfactorily resolved*

### 3. COMPLAINTS MADE IN WRITING OR PERSONALLY

Complaints made in writing (letter, fax, or e-mail) should be forwarded immediately to the CR. The complaint will be acknowledged and will be logged as a formal complaint. *Date: name of complainant: subject of complaint: Passed to(officer); Passed to (date); Reply due from officer (date); Reply issued (date):*

(A) If the complaint is about a direct HOPE'87 service or a HOPE'87 staff member the CR will acknowledge the letter normally within three working days. The CR will keep the original complaint document and will pass a copy of the complaint to the most appropriate officer together with the date by which the reply should be drafted. The officer will draft a reply for approval by the relevant Director or the CR. The CR will issue reminder/s as appropriate if the reply is not received by the due date. The draft reply, with evidence of approval by the relevant Director (if any), will be forwarded to the CR by the due date. The final reply will be issued by the CR under the signature of the Director (if any) within 14 working days of receipt of the complaint.

(B) If the complaint is about a third party organisation/individual funded by the HOPE'87 or a partner of HOPE'87 or any project related issue the CR will acknowledge the letter within three working days. The CR will inform the relevant Director (if any) of the complaint. The Director, if any, otherwise the CR himself/herself, will decide whether or not the complaint is to be handled in-house or whether it needs to be passed to the General Secretariat for action.

(i) If the Director decides that this is an in-house matter the complaint will be handled as per (A) above.

(ii) If the Director decides that this is a matter for the General Secretariat (GS) to resolve then a copy of the letter of complaint will be forwarded to the GS within 7 working days. The covering letter will ask the GS to deal with the matter and reply directly to the original complainant, copying the CR in on the answer. If a copy of the reply is not received from the GS within one month, the CR will issue a reminder.

(C) Anonymous complaints: all written anonymous complaints will be logged as above. The relevant Director or the CR will decide on the level of investigation into the complaint and the outcome will be recorded on file.

(D) If the complaint is about the CR or if any allegation of financial misconduct, such as fraud or corruption, is involved the complainant can address the GS directly. Until any investigation will have been concluded and a written reply given, the complainant may not face any deterioration in his/her working conditions, with the exception of leave of absence.

### 4. REPORTING

Each CO will communicate to the GS before the yearly General Conference the number of complaints received- if any- and the outcome within the same period.

**7.2.1. Basic Document Complaint as per "HOPE'87- complaints procedure"**

Instructions:

1. Please, fill in all sections of the form below.
2. Give as much details as possible.
3. Attach any supporting evidence.
4. Submit the completed complaint form within 24 hours of receipt to your supervisor.
5. An inquiry officer may be appointed to deal with the complaint.
6. HOPE'87 HQ has to be informed within 24 hours of receipt

Name of complainant	
Address	
Phone/Fax/Mobile/email	
Status of the complainant (staff member, partner, authority, beneficiary,...)	
Urgency (low-middle high)	
Date and way of filing of this complaint (personal, hotline, mail,...)	
Complaint filed against {name(s) of person(s)} or service	
This complaint is forwarded to: (name and title)	

Nature of complaint	
<p>Please, provide exact details of the incident(s) as well as any other information, that may be helpful for the inquiry. Please, also support the complaint by furnishing evidence of any irregularities you may have notice of:</p>	
<p>Please, specify what the complainant is requesting:</p>	

**7.2.1. Basic Document Complaint as per "HOPE'87- complaints procedure"**

<i>(Place and date)</i>	<i>(Signature)</i>

**7.2.1. Basic Document Complaint as per "HOPE'87-Staff grievance policy and procedure"**

Instructions:

1. Please, fill in all sections of the form below.
2. Feel free to give as much details as possible.
3. Attach any supporting evidence.
4. Submit the completed complaint form within 7 days of receipt of the form.
5. An inquiry officer may be appointed to deal with the written complaint.

Name of complainant	
Address	
Phone/Fax/Mobile/email	
Duration of contract with HOPE'87 (from...to)	
Position:	
Date of filing of this complaint	
Complaint filed against {name(s) of person(s)}	

Nature of complaint	
<p>Please, provide exact details of the incident(s) as well as any other information, that may be helpful for the inquiry. Please, also support your complaint by furnishing evidence of any irregularities:</p>	
<p>Please, specify what you are requesting:</p>	

**7.2.1. Basic Document Complaint as per "HOPE'87-Staff grievance policy and procedure"**

I declare, that the information I have given above is true in all aspects and can be used for the purpose of dealing with my complaint. I confirm this with my signature.

*(Place and date)*

*(Signature)*



### 7.2.2. Basic Document

#### Formation of an Internal Complaints Committee (ICC)

As per decision of the Board of HOPE'87, it is mandatory for every Country Office (CO) to have an Internal Complaints Committee (ICC) established. This ICC has especially a critical role in the prevention, prohibition and redressal of sexual harassment at the workplace. The ICC has a responsibility to establish an effective internal complaints procedure, which entails:

- assurance that no victimisation will result from making a complaint
- procedure, that is well documented, available and in accessible formats
- members, who manage complaints, are well trained
- assistance provided as needed by the parties to handle a complaint
- ensuring that the process is confidential, independent and based on the principles of natural justice
- ensuring that the process has clear timelines
- ensuring that all conflicts of interest are managed appropriately

Each ICC will be composed as follows:

- 1.) A Presiding Officer – where possible, this should be the most senior woman employee of the CO
- 2.) Not less than two more members, preferably from amongst the staff members and preferably committed to the cause of women or who have had experience in social work or have legal knowledge

At least one half of the total members so nominated shall be women.

If a CO has less than 5 staff members, the Country Representative (CR) can appoint a Complaints Focal Person, who shall act in the same way as the ICC. The HOPE'87 HQ has to be informed about the situation.

## **7.3. CHILD PROTECTION POLICY**

### **I. POLICY STATEMENT**

This policy arises from our belief that all children – boys and girls - whatever their circumstances are, have the right to be protected, nurtured and to be free from all forms of violence such as abuse, neglect, maltreatment and exploitation. Herewith we manifest our values as well as our aims and describe the steps that will be taken in meeting the principles of the UN Convention on the Rights of the Child (1989). This child protection policy is based on the “Minimum Standards for Child Protection in Humanitarian Action” (2012), as formulated by the Child Protection Working Group (CPWG).

### **II. OUR COMMITMENT**

The intention of this policy is to assure that all children in all circumstances have the right to be protected and to live free from harm, exploitation and abuse. We ensure that HOPE'87 has procedures in place which will protect both the children with whom its representatives may come into contact from any adverse consequences of that contact and the representatives themselves from being placed in a vulnerable position as a consequence of that contact. In addition to that we call on to all people associated with HOPE'87, including its Directors, staff, volunteers, partners and country representatives to share our commitment to this principles.

### **III. STANDARDS AND CODE OF CONDUCT**

1. Treat all children with respect and dignity.
2. Children are to be protected against harm, injury and disability caused by physical dangers in their environment.
  - Prevent possible dangers as much as possible. Create safe spaces and areas for children.
  - Raise awareness for possible risks and implement risk reduction strategies, if needed.
  - Ensure safety and include safety-precaution and risk-reduction-education in educational and recreational activities for children.
  - Install clear measures to be taken in the event of an injury. Be ready to respond to injuries in a timely and efficient way.
3. Children are protected from physical violence and other harmful practices (such as domestic violence, corporal punishment, neglect, exploitation, forced marriage, etc.).
  - Commit to protecting the children you are working with.

- Do not slap, hit or physically abuse any child. HOPE'87 does not support corporal punishment, but recommends alternative methods of discipline. Use and promote non-violent coping mechanisms.
- Ensure that those coming into contact with children have signed codes of conduct prohibiting violence against children, and are trained in positive discipline.
- Identify and refer children who may be affected or endangered by physical violence and harmful practices.
- Reach out to children at risk, without singling them out or stigmatizing them.
- HOPE'87 personnel and visitors are expected and required to report any suspicion of child abuse to the national director immediately.
- Identify existing social norms that might oppose this standard and do not engage in such a behaviour even if it is seen as a social norm. Be aware of these and address them whenever possible.

#### 4. Children are protected from sexual violence.

- Make sure that codes of conduct forbidding all forms of sexual contact, exploitation and abuse are widely circulated among staff.
- Be sensitive to the unwritten cultural laws of personal familiarity in language, conversation, and physical intimacy, but renounce harmful cultural practices.
- Do not expose anyone to sexual materials or abuse them through non-contact sexual activity. Be cautious in sending verbal, nonverbal, or written messages that could be misinterpreted by the child or adults.
- Do not touch sexual areas of the body or have sex with a child.
- Do not spend time alone with a child. Always be in view of at least another adult when with a child. This is for the child's protection as well as a precaution from possible false accusation.
- Halt any interaction with a child if a child says stop, or if the child appears uncomfortable with the interaction.
- Ensure ways for violations to be reported and acted upon.
- Adults are always responsible for their behaviour with a child, even if a child is acting seductively.
- Always ask permission from a child and the child's parents or guardians if you wish to take a photograph or to raise data.
- All visitors to HOPE'87 projects must be accompanied by a designated staff member at all times.

#### 5. Children are protected from any form of child labour.

- HOPE'87 staff does not hire children as house help or place a child in situation of exploitative labour.
- Reach out to children at risk, without singling them out or stigmatizing them.
- Work together with national bodies and already existing child protection referral systems (CLMS – child-labour monitoring systems), if children seem to be at risk or already in danger.

6. All children have access to community-supported, child-friendly spaces that provide structured activities and are carried out in a safe, child-friendly, inclusive and stimulating environment.
  - Set up clear guidelines, programs and schedules for activities with children.
  - Provide ongoing monitoring with feedback mechanisms that involve the children and their families. Where possible, include the parents and stay in contact with them.
  - Volunteers receive ongoing training and follow-up support.
  - Take into consideration the needs of children with disabilities; include them into activities, while paying close attention to their needs.
  - Reach out to children with special needs, but without further singling them out or stigmatizing them.
7. All children are ensured access to basic services and protection. No child is denied access to rights, opportunities and resources, thus affecting the development of his or her full potential.
  - Do not exclude children on any grounds (age, sex, religion, ethnicity, health, impairment or social status).
  - Always consider the best interest of children in all activities.
  - Ensure the involvement and access of all children to social activities.
  - Spread information regarding such activities, also targeting excluded groups. Make sure all children and their families know about available services and support.
  - Be careful to ensure that providing specialized services and outreach is done in a way that does not further stigmatize.

#### IV. POLICY IMPLEMENTATION

##### 1. Contact with Children

Some HOPE'87 representatives and employees, as part of their duties, will from time to time come into contact with children. When this occurs, strict protocols apply to ensure that such contact is never unsupervised and that the children involved do not feel threatened or intimidated and the staff member is not placed in a vulnerable position. Therefore employees are at all times accompanied by and under the management of the children guardians.

##### 2. HOPE'87 Board

The Board of HOPE'87 has approved and adopted this policy statement for incorporation into the Procedures. In doing so, they have acknowledged and accepted its application to themselves. New Directors are provided with a copy of this statement and are asked to complete a declaration before taking up their position.

### 3. Employing Staff and Engaging Volunteers

A copy of this policy statement is given to applicants for employment and volunteers. Further they are asked to complete a Declaration before starting the occupation.

## V. BREACH OF POLICY

HOPE'87 will fully investigate any actual or suspected breach of this policy by any of its representatives and, where grounds are found to exist, will report the matter to the relevant authorities for possible criminal proceedings being taken against the offender. In the case of employees, such action may constitute "gross misconduct" under the terms of their employment contract and may result in the immediate termination of their employment. In the case of other representatives, such action may constitute breach of contract and HOPE'87 reserves its rights to take whatever action may be open to it at law.

HOPE'87 Country Representatives must be advised as soon as possible and will liaise with the headquarter in relation to the investigation of the report. If appropriate, HOPE'87 Country Representative or HQ will also report the matter to the authorities.

## VI. GLOSSARY

*Children* - are defined as any human being under the age of 18 years, as recognised by international law. While these particular behaviour protocols focus on children, we expect your interactions with adults to show similar respect for culture and human rights.

*Emotional abuse* – Humiliation, uncaring attitudes, absence of praise, ridiculing, bullying, denying time to play, demoralising the child rather than focusing on behaviour changes, stigmatising children with disabilities.

*Exploitative child labour* - involves giving a child tasks for which she or he is not developmentally ready, expecting children to do work that does not allow time for their education, rest, and play. Examples include bonded or forced labour, persuading children to sell drugs, recruiting children into fighting forces, domestic workers, and trafficking.

*Harmful cultural practices* - deny children their rights. These include female genital mutilation, female infanticide, and early marriage.

*Physical abuse* – Hitting, burning, or caning children, or punishing by denying food/nutrition, abduction, and kidnapping.

*Sexual abuse* – Inappropriate touching to rape (contact), and non-contact sexual abuse, which is forcing a child to observe sexual acts, and showing a child pornography.

## 7.4. Basic document

### HOPE'87 GUIDELINES FOR ENVIRONMENTAL PROTECTION IN HUMANITARIAN AID PROJECTS

Referring to the SPHERE handbook, a joint approach regarding 'Humanitarian Action and Environment', by the United Nations, UNEP and OCHA, as well as the UNHCR's Environmental Guidelines for Refugee Operations, this checklist on environmental protection guides the humanitarian approach of HOPE'87.

For an easy handling in the field, we divided the check-list in the conception, implementation and the evaluation phase.

#### I. PHASE I: CONCEPTION OF HUMANITARIAN AID PROJECTS

##### Water and Sanitation

When planning water and sanitation systems:

→ *Consider the dangers of contaminating surface water or water sources when:*

1. Planning the position of latrines, especially in flooded environments. (see below)
2. Developing an excreta disposal management plan. Consider especially children's faeces, because they are more dangerous than those of adults, and be prepared to give out information on this.

→ *Consider the sustainability of water use and the impact on the environment when:*

1. Planning the quantity of water usage needed.

##### Settlements and Shelter

When planning temporary or permanent settling of the affected population:

→ *Be aware of the dangers of an adverse impact on local natural environment which can result from the production and supply from construction materials, by:*

1. Assessing the extent of the available resources for construction.
2. Assessing the impact of sourcing natural such as water, construction timber, sand, soil and grasses, as well as fuel for the firing of bricks and roof tiles, before the construction process.
3. Identifying customary users, extraction and regeneration rates and the ownership or control of these resources. Alternative or complementary sources of supply may support the local economy and reduce any long-term adverse impact on the local natural environment.
4. Considering the use of multiple sources and the reuse of salvaged materials, alternative

materials and production processes (such as the use of stabilised earth blocks).

5. Considering to retain trees and other vegetation where possible to increase water retention, minimise soil erosion and provide shade.

### Planning the implementation of waste management

When planning waste management:

*→ Consider avoiding health and environmental problems for the affected populations when disposing of solid waste by:*

1. Involving the affected population in the design of the solid waste disposal programme. In conjunction with the affected population, plan a system to ensure that household waste is put in containers for regular collection to be burned or buried in specified refuse pits and that clinical and other hazardous wastes are kept separate throughout the disposal chain.
2. Planning periodic solid waste clean-up campaigns.

### Energy Consumption

When planning humanitarian aid projects:

*→ Be aware of the negative side effects of energy sources by:*

1. Considering energy saving measures, such as fuel-efficient stoves and cooking techniques, fast cooking foods and the usage of cleaner energy sources (eg. gas and photovoltaic power) if possible.

### Transport

When planning humanitarian aid projects:

*→ Consider possibilities to reduce air pollution and fuel consumption where possible by:*

1. Assessing the availability of well-maintained vehicles and considering eco-friendly driving techniques.
2. Keeping in mind the usage of goods from local markets that are closer to the site to reduce driving long distances and to use less fuel.
3. Assessing the possibility of coordinating the use of transport facilities with other implementing humanitarian aid agencies to minimize overall transport requirements



## Refugee Camps

When planning the construction of refugee camps:

→ *Consider an appropriate site for a camp by:*

1. Taking into account important local environmental factors . Try to develop plans which help prevent, or at least minimize, irreversible environmental impacts as well as to identify environmental hazards which might have an impact on refugee health.
2. Taking into account that the size of a camp should in principle be determined by the carrying capacity of a proposed site.
3. Avoiding closeness to ecologically sensitive areas and neighbouring camps.

## II. PHASE II: IMPLEMENTATION OF HUMANITARIAN AID PROJECTS

### Water and Sanitation

When implementing water and sanitation systems:

→ *Avoid contaminating surface water or water sources by:*

1. Locating latrines at least 30 m from groundwater sources and at least 1,5 m above the water table. Also, position them downstream of wells. Consider the up- and down-stream impacts of water use and sanitation, as well as its cumulative impact on a watershed.
2. Building elevated toilets or septic tanks to contain excreta in flooded or high water table environments, if necessary.
3. Keeping excreta disposal safe to keep the environment free from uncontrolled and scattered human faeces. Immediately after a disaster and while an excreta disposal management plan is put in place, consider implementing an initial clean-up campaign, demarcating and cordoning off of defecation areas, and siting and building communal toilets.
4. Paying particular attention to children's faeces, because they are more dangerous than those of adults. Parents and caregivers should be provided with information about safe disposal of infants' faeces, laundering practices and the use of nappies, potties or scoops for effectively managing safe disposal.

→ *Determine sustainable level of water use by:*

1. Assessing the presence, quality, quantity and recharge rate of groundwater
2. Raising awareness of the importance of water conservation from the beginning

## Settlements and Shelter

When implementing temporary or permanent settling of the affected population:

→ *Avoid an adverse impact on the natural environment through construction activities by:*

1. Managing local natural environmental resources to meet the ongoing and future needs of disaster-affected populations Where the environmental resources required to support a substantial increase in human habitation are limited, any such unsustainable demand on the natural environment should be mitigated. Where such natural resources are available, temporary communal settlements should be managed to minimise environmental damage. Sustainable external supplies of fuel and options for livestock grazing, agricultural production and other natural resource-dependent livelihood support activities should be provided and managed.
2. Retaining trees and other vegetation where possible to increase water retention, minimise soil erosion and provide shade.
3. Minimising erosion and flooding through using natural contours for such elements as roads, pathways and drainage networks. Where this cannot be achieved, any likely erosion should be contained through the provision of excavated drainage channels, piped drainage runs under roadways or planted earth banks to minimise water run-off.
4. Using alternative or complementary sources of supply to support the local economy and promoting the use of multiple sources and the reuse of salvaged materials, alternative materials and production processes (such as the use of stabilised earth blocks). This should be combined with mitigation practices, such as complementary replanting.

## Implementing waste management

When implementing waste management:

→ *Avoid environmental problems for the affected populations when disposing of solid waste by:*

1. Involving the affected population in the implementation of the solid waste disposal programme. In conjunction with the affected population, implement a system to ensure that household waste is put in containers for regular collection to be burned or buried in specified refuse pits and that clinical and other hazardous wastes are kept separate throughout the disposal chain.
2. Providing clearly marked and appropriately fenced refuse pits, bins or specified area pits at public places, such as markets and fish processing and slaughtering areas.
3. Ensuring that all households have access to refuse containers which are emptied twice a week at minimum and are no more than 100 metres from a communal refuse pit. At least one 100-litre refuse container is available per 10 households, where domestic refuse is not buried on-site.

4. Isolating all medical waste (including dangerous waste such as glasses, needles, dressings and drugs) and disposing of it separately in a correctly designed, constructed and operated pit or incinerator with a deep ash pit, within the boundaries of each health facility.
5. Ensuring there is a regular refuse collection system in place. All waste generated by populations living in settlements is removed from the immediate living environment on a daily basis, and from the settlement environment a minimum of twice a week. Household waste should be collected in refuse containers for disposal in a pit for burying or incineration. Where it is not possible to provide refuse containers for each household, communal refuse containers should be provided. Distribution of commodities that produce a large amount of solid waste from packaging or processing on-site should be avoided.
6. Encouraging recycling of solid waste within the community, provided it presents no significant health risk.

### Energy Consumption

When implementing humanitarian aid projects:

→ *Try to reduce the negative side effects of energy sources by:*

1. Promoting energy saving measures, such as fuel-efficient stoves and cooking techniques, fast cooking foods and consider using cleaner energy sources (eg. gas and photovoltaic power)

### Transport

When implementing humanitarian aid projects:

→ *Try to reduce air pollution and fuel consumption where possible by:*

1. Using well-maintained vehicles and eco-friendly driving techniques.
2. Using goods from local markets that are closer to the site to reduce driving long distances and to use less fuel.
3. Trying to coordinate the use of transport facilities should with other implementing humanitarian aid agencies to minimize overall transport requirements.

### Refugee Camps

When constructing refugee camps:

→ *Avoid an adverse impact on the environment, by:*

1. Trying to keep the camp populations below 20,000. Otherwise the population density (refugees alone or refugees plus local population) is likely to exceed the local carrying capacity (of water, fuel supply, etc.), or lead to serious depletion of natural resources, in the short or longer term.

2. Locating camp sites at least 15km from ecologically sensitive areas and neighbouring camps. Proximity of refugee sites to forest reserves, natural parks, wildlife reserves, range land, open water courses and other fragile areas may increase the risk of damage caused by overuse or unmanaged exploitation of natural resources. This damage may include deforestation, loss of biodiversity, rangeland degradation, erosion, siltation and pollution of water resources etc. and may cause conflict with the local population.
3. Paying special attention to the construction of shelter. (See above) Consider especially controlled harvesting sites or mud brick construction to avoid deforestation.
4. Paying special attention to an efficient waste management. (See above) Promote the importance of an efficient waste management in the camp, especially “three Rs” of waste management: Reduce, Re-use and Recycle.
5. Paying special attention implementing an efficient water and sanitation system. (See above)

### III. PHASE III: EVALUATION OF HUMANITARIAN AID PROJECTS

#### Water and Sanitation

→ *Monitor whether there are measurements to avoid a contamination of surface water or water sources by:*

1. Checking on the location of latrines and whether they are at least 30 m from groundwater sources and at least 1,5 m above the water table.
2. Checking on the existence of a safe excreta disposal to keep the environment free from uncontrolled and scattered human faeces. With this, assess whether particular attention is paid to children's faeces, because they are more dangerous than those of adults. Also, check whether parents and caregivers are provided with information about safe disposal of infants' faeces, laundering practices and the use of nappies, potties or scoops for effectively managing safe disposal.

→ *Monitor the sustainable level of water use by*

1. Checking on the groundwater extraction to ensure that the natural recharge rate is not exceeded.

#### Settlements and Shelter

→ *Monitor whether the constructed settlements do not have an adverse effect on the natural environment by the following key indicators:*

1. The planning of all return, host or temporary communal settlements demonstrate that adverse impact on the natural environment has been minimised and/or mitigated.

2. The construction processes and sourcing of materials for all shelter solutions demonstrate that adverse impact on the local natural environment has been minimised and/or mitigated.

#### Evaluating the implementation of an efficient waste management

→ *Monitor whether the implemented waste management is efficient by the following key indicators:*

1. All households have access to refuse containers which are emptied twice a week at minimum and are no more than 100 metres from a communal refuse pit.
2. All waste generated by populations living in settlements is removed from the immediate living environment on a daily basis, and from the settlement environment a minimum of twice a week.
3. At least one 100-litre refuse container is available per 10 households, where domestic refuse is not buried on-site.
4. There is timely and controlled safe disposal of solid waste with a consequent minimum risk of solid waste pollution to the environment.
5. All medical waste (including dangerous waste such as glasses, needles, dressings and drugs) is isolated and disposed of separately in a correctly designed, constructed and operated pit or incinerator with a deep ash pit, within the boundaries of each health facility.

#### Energy Consumption

When evaluating energy consumption in humanitarian aid projects:

→ *Monitor whether negative side effects of energy consumption have been targeted by:*

1. Evaluating whether there have been promoting activities for energy saving measures.

#### Transport

When evaluating transport in humanitarian aid projects:

→ *Monitor whether a reduction of pollution and fuel consumption has been targeted by:*

1. Checking on the usage of well-maintained vehicles and eco-friendly driving techniques.
2. Checking on the usage of goods from local markets that are closer to the site to reduce driving long distances and to use less fuel.
3. Checking on coordinational attempts to the use of transport facilities with other implementing humanitarian aid agencies to minimize overall transport requirements.

## Refugee Camps

When evaluating humanitarian aid in refugee camps under environmental aspects:

→ *Monitor whether an adverse impact on the environment could be avoided by the following key indicators:*

1. The camp populations has been kept below 20,000.
2. The camp site is located at least 15km from ecologically sensitive areas and neighbouring camps.
3. The shelter has been constructed without negative side effects for the environment.
4. There is an efficient waste management in place.
5. There is an efficient water and sanitation system in place.

## For further information:

- SPHERE Handbook, especially:

<http://www.spherehandbook.org/en/shelter-and-settlement-standard-5-environmental-impact/>

<http://www.spherehandbook.org/en/solid-waste-management-standard-1-collection-and-disposal/>

<http://www.spherehandbook.org/en/excreta-disposal-standard-1-environment-free-from-human-faeces/>

- UNHCR's Environmental Guidelines for Refugee Operations:

<http://www.forcedmigration.org/sphere/pdf/shelter/unhcr/env-guidelines-96.pdf>

- 'Humanitarian Action and Environment', by the United Nations, UNEP and OCHA:

[http://postconflict.unep.ch/publications/IASC\\_leaflet.pdf](http://postconflict.unep.ch/publications/IASC_leaflet.pdf)

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## 7.5. HOPE'87 – HUMANITARIAN AID STRATEGY

### 1. INTRODUCTION

The overall goal of the humanitarian aid strategy is 'to save and protect lives, alleviate suffering and maintain human dignity during and the after math of humanitarian crises'

The policy is guided by the four core humanitarian principles, providing the foundation for humanitarian actions:

- Humanity; meaning the centrality of saving human lives and alleviating suffering wherever it is found
- Impartiality; meaning the implementation of actions solely on the basis of need, without discrimination between or within affected populations
- Neutrality; meaning that humanitarian action must not favour any side in an armed conflict or other dispute where such action is carried out; and
- Independence; meaning the autonomy of humanitarian objectives from the personal political, publicity, economic, military or other objectives that any government or agency may hold with regard to areas where humanitarian action is being implemented.

The centrality of these four principles is formally enshrined in UN General Assembly Resolutions 46/182 (1991) and 58/114 (2004).

Adherence to the principles is critical in order to distinguish humanitarian action from the activities and objectives of political, military and other actors, and the principles are central to establishing and maintaining access to affected people, whether in a natural disaster or a complex emergency, such as armed conflict. There are multiple pressures on humanitarian actors to compromise humanitarian principles, such as providing humanitarian aid as part of efforts to achieve political ends. Maintaining principled humanitarian action in the face of these pressures is an essential task, but not an easy one. Commitment to the principles will continue to remain at the core of HOPE'87' humanitarian strategy.

### 2. GUIDING PRINCIPLES

The implementation of HOPE'87' humanitarian aid strategy is informed by the following guiding principles:

- I. Respect and promote the fundamental principles of **humanity, impartiality, neutrality and independence**. In practice, this means that HOPE'87' humanitarian assistance targets its support on the basis of need, and that such assistance is administered impartially and without discrimination.
- II. Promote the implementation of **International humanitarian law, refugee law and human rights law** as they relate to both the delivery and receipt of humanitarian assistance.
- III. Respect and reaffirm **the primary responsibility of the state** for respecting, protecting and fulfilling the rights of its citizens to receive humanitarian assistance.
- IV. **Respect the rights and dignity of crisis-affected communities and people**, ensuring that the human dignity and preferences of these individuals, communities and affected states are respected and preserved. Support local communities directly or through our implementing partners who deliver humanitarian assistance in support



- of these communities. Recognize the important role of communities as first responders and advocate for their inclusion in preparedness, decision-making and monitoring of humanitarian assistance thus helping to empower these groups.
- V. Support and promote **the central role of the United Nations** in providing leadership and coordination of international humanitarian engagement and in particular the role of the Office for the Coordination of Humanitarian Affairs (OCHA).
  - VI. Recognize the authority of **the International Committee of the Red Cross**, provided for under International Humanitarian Law, and support the unique and complementary role of the Red Cross and Red Crescent Movement.
  - VII. Support the important role played by experienced and professional **local Non-Governmental Organisations** in the provision of humanitarian assistance.
  - VIII. **The protection of vulnerable groups** in emergencies is a key priority for humanitarian assistance. In particular, affirming that the prevention of and response to gender-based violence is in itself a life-saving action, which needs to be an essential part of every humanitarian operation.
  - IX. In all of our work, remain committed to ensuring that issues of **gender, protection, governance, the environment, and HIV and AIDS** (where context relevant) are at the centre of planning, implementation and evaluation.
  - X. In responding to need, recognizing that **individual vulnerabilities and differentiated responses** must be taken into account. From the outset, special attention is therefore paid to the differing needs of, for example, women, children, the elderly, the sick, persons affected or living with HIV and AIDS, and people with disabilities. HOPE'87 also recognizes that vulnerable groups are potential agents for change and a resource for self-help, not merely passive victims of disasters.
  - XI. Ensure that we '**do no harm**' through our humanitarian efforts. Conflict sensitivity, environmental management and understanding the political economy are of critical importance when planning humanitarian interventions.
  - XII. Recognize the requirement that the **scale of a response** should be commensurate with the scale of need and available resources.
  - XIII. Recognize that humanitarian relief assistance, which addresses acute need, forms part of a broader humanitarian response, which takes **longer term objectives** into account and addresses the core vulnerabilities of disaster prone and crises-affected communities before, during and after an acute crisis.
  - XIV. Recognizes that **fragile states and situations face particular challenges in a wide range of domains** (e.g., provision of physical security, legitimate political institutions, sound economic management and the delivery of social services), indicating the need for a mix of actors, instruments, incentives and interventions.
  - XV. Commitment to developing and upholding **agreed international standards** in relation to humanitarian assistance.

### 3. FOCUSING ON VULNERABLE GROUPS:

Through the advocacy, appraisal tools, and programming and funding decisions, HOPE'87 seeks to ensure that a differentiated approach to humanitarian response is adopted and that in all aspects of the relief effort, special measures are taken to ensure the inclusion of those who are hard to reach.

#### 3.1 Focus on gender



Humanitarian emergencies affect women and girls differently from men and boys. Women in situations of armed conflict, civil unrest or natural disasters often lose their capacity to sustain their family's livelihood. Women often still carry the responsibility of meeting their family's day-to-day survival needs, but with greatly limited access to resources. During natural and man-made emergencies, women and girls are particularly vulnerable to all forms of sexual and gender-based violence, including physical abuse and exploitation, trafficking, rape and early and forced marriage.

### 3.2 Focus on children

The Convention on the Rights of the Child states that a child is considered to be an individual below the age of 18 years. Children often form a larger percentage of an affected population. In disaster situations, in addition to the most basic needs of food, water and shelter, children are always the most vulnerable to the effects of malnutrition and disease. A specific focus is also laid on education in emergencies. Other risks that threaten the wellbeing of children include: separation from their families or other caregivers; recruitment into armed forces or groups; economic exploitation; physical or sexual abuse; gender-based violence; and psychological distress

### 3.3 Focus on people with disabilities

Approximately 15% of the world's population has one or more disability making them the largest minority group. Of these, 80% live in developing countries or areas at a high risk of humanitarian emergency (World Report on Disability, WHO, 2011). People with disabilities are more likely to be left behind or abandoned during evacuation in disasters and conflicts due to a lack of preparation and planning, as well as inaccessible facilities, services and transportation systems. During crises, people with disabilities are particularly vulnerable to abuse and exploitation.

### 3.4 Focus on people living with and affected by HIV and AIDS

The impact of a humanitarian crisis on HIV transmission depends on existing HIV prevalence rates and the capacity of the government, international agencies, donors and civil society to respond. In the context of a high HIV and AIDS prevalence rate, the effects of poverty, powerlessness and social instability are intensified during a crisis, increasing people's vulnerability to HIV transmission. Migration, displacement and the collapse of social systems are all factors that contribute to increased risk and vulnerability to HIV and AIDS. Military forces, other armed groups or those responding to crises can contribute to increased HIV transmission. Furthermore, the health infrastructure may be greatly stressed and inadequate supplies of medicines may hamper HIV and AIDS prevention and/or treatment efforts.

### 3.5 Focus on older people

Older people are particularly vulnerable and face specific threats from man-made and natural disasters that differ from those of younger members of a community. Older age brings reduced mobility and muscle strength, impaired sight and hearing, and greater vulnerability to heat and cold. Minor conditions can quickly become major handicaps that overwhelm a

person's ability to cope. These require special consideration, in particular in the areas of physical and mental health, nutrition and access to essential services.

#### 4. RESILIENCE AND DISASTER RISK REDUCTION

Building on lessons learned within previous humanitarian aid and development programs provides a practical understanding of the key challenges of and the best practices in linking humanitarian, recovery and development interventions to strengthen resilience at household and community levels

Internationally, the Sendai Framework for Disaster Risk Reduction (2015 – 2030) provides the global blueprint for disaster risk reduction efforts. HOPE'87 recognizes that investing in disaster risk reduction today is more cost effective than responding to a crisis tomorrow. As such, we believe that primary responsibility for disaster risk reduction (DRR) rests within the domain of development, whereas the humanitarian efforts can provide several entry points for DRR. In line with this strategy, disaster risk reduction takes place primarily within both the humanitarian and development funding mechanisms, particularly linking the work of HOPE'87 on food security/nutrition/hunger, fragile states and situations, social protection, environmental sustainability, climate change and essential services (such as WASH and shelter).

Mainstreaming of DRR allows greater flexibility and predictability to address risk and vulnerability and implement more ambitious and responsive interventions aimed at holistic change for poor and marginalised people.

HOPE'87's development programme has a strong focus on its 12 Country Offices in Bangladesh, Pakistan, Bhutan, Burkina Faso, Mali, Senegal, Burundi, Ethiopia, Chile, Paraguay, Bosnia and Herzegovina and Republic of Moldova and is subsequently working with project partners in Key Partner Countries like Brazil, Peru, Columbia, Tajikistan, Ghana or the Philippines. Many of these countries have been particularly prone to an increasing number and frequency of crises and disasters. At a programming level HOPE'87 Strategic Planning process in these countries provide the basis for addressing risk and vulnerability in a more planned and systematic way through joint humanitarian and development analysis and flexible programme design with the potential to be adapted and revised based on changing needs.

#### 5. SUPPORTING THE INTER-AGENCY TRANSFORMATIVE AGENDA

HOPE'87' approach is based on the principles of coherence, coordination and integration into the aid efforts of the national and international community. Humanitarian projects and programmes are coordinated in advance with different humanitarian actors. Coordination between international partners, national governments, existing civil society organisations and the affected population itself must be ensured.

HOPE'87 supports the Inter-Agency Standing Committee's Transformative Agenda (ITA) and encourages active participation and engagement in implementing its objectives, to take part in coordination mechanisms (e.g. Humanitarian Country Team/Clusters) and to allocate resources to foster the ITA roll-out.

## 6. CENTRALITY OF PROTECTION

HOPE'87' humanitarian interventions ensure that the actions do not bring further harm to affected people (Protection Principle 1), that the activities benefit in particular those who are most affected and vulnerable (Protection Principle 2), that they contribute to protecting affected people from violence and other human rights abuses (Protection Principle 3) and that they help affected people recover from abuses (Protection Principle 4). The roles and responsibilities of HOPE'87 as a humanitarian agency in protection is, generally, secondary to the legal responsibility of the state or other relevant authorities. Therefore protection often also involves reminding these authorities of their responsibilities.

## 7. INNOVATIVE APPROACHES SUCH AS CASH AND VOUCHER TRANSFERS

An increasing number of humanitarian projects include the distribution of cash and vouchers to beneficiaries. This trend is based on increased acknowledgement of the efficiency and effectiveness of this modality when used in the right context, and an increased evidence base on when and how cash and vouchers can be used. Cash and vouchers offer greater choice to beneficiaries and help to foster dignity in the receipt of assistance.

Cash and voucher transfers should be considered as another tool in the humanitarian toolbox and not as a replacement of in-kind aid: they are an additional and complementary instrument that can be used in a variety of ways depending on the context.

## 8. FOCUS ON EVIDENCE AND RESULTS FOR HUMANITARIAN ACTION

HOPE'87 recognizes the need for a strengthened evidence base for humanitarian action across the project and program cycle; the need to go beyond the current narrow focus on inputs and outputs and to address outcomes and impacts; the need to invest in monitoring, evaluation and learning; and the need to focus on new and innovative practices which can improve how things are done.

In the humanitarian context, HOPE'87 has adopted and adapted the following Key Principles of Results Based Management:

- A strong context analysis underpinning programme development and implementation
- Recognize that humanitarian assistance is a principled endeavour in which the process as well as the outcome is important and therefore, it is important to also assess adherence to the humanitarian principles
- Focus the dialogue on performance and managing for results
- Align programme cycle with results, informing decisions at each stage: assessment/analysis; planning; programming; and monitoring and evaluation
- Keep measurement and reporting simple
- Manage for, not by, results
- Use results information for learning and decision-making

## 9. STAGES OF HUMANITARIAN ACTIONS:

### 9.1 STAGE 1: Diagnosis of the humanitarian situation

In an emergency, the HOPE'87 teams are rapidly deployed to the field. Upon arrival they consult with the affected populations so that together they can identify the immediate risks and pinpoint the most acute needs. Multi-sectoral analysis tools developed by HOPE'87 are available as part of the HOPE'87 Rapid Response Plan (Annexes see below), which can be adapted to suit each situation. These tools enable the team to draw up, in just a few days, an overview of the risks facing a community with regard to the areas of intervention: water, sanitation and hygiene (WASH), shelter, food security/nutrition, livelihoods and education in emergencies (EiE). Depending on the context, HOPE'87 incorporates other criteria into the analysis, such as population displacement, problems relating to violence against women and children and their protection, and access to education.

The information collected during the assessment needs to be disseminated for the benefit of the humanitarian community.

### 9.2 STAGE 2 : Responding to the most acute needs

In the immediate wake of a natural disaster or following large-scale conflict-induced population displacement, affected populations often suffer from a lack of water for both drinking and preparing meals, or to maintain minimal hygiene levels. Similarly, a humanitarian crisis can be synonymous with a loss of dignity for those affected, when they are forced to live away from their homes in makeshift shelters, carrying out everyday chores under the open sky, and often in insecure and overcrowded conditions, deprived of their privacy. In addition, access to food is highly dependent on the populations' resilience capacity (economic means, type of housing, existence of reserves, etc.) and the most fragile are vulnerable to a food crisis if no aid is forthcoming. Education in emergencies can be both life-sustaining and life-saving. Provided in safe spaces, it offers a sense of normalcy, psychosocial support and protection against exploitation and harm. It can also be used to communicate messages about safety, life skills and vital health and hygiene information. To combat these unsanitary and dangerous conditions and the lack of food, and to enable the victims of humanitarian crises to recover their dignity, the teams are deployed together with logistical resources to the field as quickly as possible.

Intervening by treating and distributing clean drinking water in sufficient quantities, installing sanitation systems, supplying hygiene products and basic necessities; by supporting the construction of temporary shelter; through the conditional or unconditional distribution of food or cash; and arranging and developing safe places for children to learn and play. Even though these actions are carried out during an emergency, they nonetheless take into account the needs of the different groups that make up a community (men, women, boys, girls, seniors, the disabled, etc.) so that appropriate support can be provided.

### 9.3 STAGE 3: Exit strategies

If a humanitarian response is not well planned it can have a negative impact on the economy, the social fabric or even the environment. It is therefore important to identify exit strategies at the beginning of each emergency action. The primary objective is to save lives, but at the same time the aim is to strengthen the community's resilience. It is of fundamental

importance that communities do not become over-reliant on humanitarian aid. Similarly, the sudden withdrawal of humanitarian aid can have negative consequences for an affected population.

Throughout the course of the HOPE'87 interventions, the way is prepared for gradual withdrawal. As far as it is possible, the community is encouraged to take over responsibility for the emergency activities. Alternatively, emergency activities are replaced by the setting up or re-establishment of sustainable services.

## 10. TOOLS AND STANDARDS TO BE USED AND APPLIED

1. HOPE'87 Rapid response plan
2. Annex 1\_SitRep
3. Annex 2a\_Need Assessment Questionnaire
4. Annex 2b\_Evaluation initiale\_questionnaire\_HOPE'87\_fr
5. Annex 3\_Need Assessment\_Data Analysis
6. Annex 4\_Need assessment\_Report\_HOPE'87
7. Annex 5a\_Project idea\_eng
8. Annex 5b\_Idee de projet\_fr
9. Annex 5c\_Projektidee\_dt
10. Annex 6a\_Stakeholder analysis
11. Annex 6b\_Diagram of problems
12. Annex 6c\_Example DoP
13. Annex 6d\_Diagram of objectives
14. Annex 6e\_Example DoO
15. Annex 6f\_Selection of strategy
16. Annex 6g\_LogFrame
17. Annex 7\_Budget\_format

## **CONCORD Code of Conduct on Images & Messages 2006**

### **7.6. Basic Document**

By signing up to the Code, organisations pledge to increase awareness of the Code and its guiding principles across their organisation. By integrating the Code into the organisation's ongoing planning and training processes, the Code should remain relevant over time as new people, and new organisations, enter the field.

The proper use of adequate images and messages has become ever more evident in external communications of Development Cooperation and Humanitarian Aid organisations. The Code of Conduct on Images and Messages concerning countries of the global south was prepared by European NGOs during the Development Education Forum (DEF) and was adopted by CONCORD in 2006.

The Code of Conduct sets the framework for organisations' design and implementation of their public relations issues. The key questions are based on the belief that all people are equal, the human dignity is inviolable and we want to be fair, solidary and just in our depictions and presentations.

Images and messages for external communications regarding people of and living conditions in the global south should represent a comprehensive illustration of the cooperation between and partnership of local as well as international NGOs.

All public communications have to be based on the values described in the Code like human dignity, respect and honesty. The signing parties commit in full to these principles and will also implement them in their internal procedures and strategies.

Furthermore they are bound to their commitment of constructively working together with other member organisations of Global Responsibility and CONCORD in order to develop new possibilities of implementing these principles.

Through recognition and promotion of the Code NGOs contribute to the advertisement of Development Cooperation and Humanitarian Aid as a subject of public discussion as well as to further advocating the Code's basic values beyond single images and messages.

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<sup>1</sup> The contents of this manual are on the one hand based on the results of two workshops which were carried out by AG PEPI for members of Global Responsibility on 2<sup>nd</sup> December 2010 and 20<sup>th</sup> September 2011, the latter being done in cooperation with AG Gender. Furthermore some content is based on a translation of the manual on the Irish platform. The authors of this guide's German original are: Anja Appel, Christian Herret, Stefan Kerl, Stephanie Lettner and Lisa Sterzinger.

# Code of Conduct on Images and Messages

## a. Guiding Principles

Choices of principles and messages will be made based on the paramount principles of:

- Respect for the dignity of the people concerned;
- Belief in the equality of all people;
- Acceptance of the need to promote fairness, solidarity and justice

Accordingly in all our communications and where practical and reasonable within the need to reflect reality, we strive to:

- Choose images and related messages based on values of respect equality, solidarity and justice;
- Truthfully represent any image or depicted situation both in its immediate and in its wider context so as to improve public understanding of the realities and complexities of development;
- Avoid images and messages that potentially stereotype, sensationalise or discriminate against people, situations or places;
- Use images, messages and case studies with the full understanding, participation and permission (or subjects' parent/guardian) of the subjects;
- Ensure those whose situation is being represented have the opportunity to communicate their stories themselves;
- Establish and record whether the subjects with to be named or identifiable and always act accordingly;
- Conform to the highest standards in relation to human rights and protection of vulnerable people;
- Conform to the highest standards in relation to children's rights accord to the Convention on the Rights of the Child (CRC); as children are the subject most frequently portrayed.

## b. Declaration of Commitment

As signatories of this Code, we confirm that our commitment to best practice on communications affects the entirety of our organisation.

By signing the Code, we commit to putting in place meaningful mechanisms to ensure that the Code's principles are implemented throughout all activities of our organisation.

Our responsibilities as signatory to this Code lead us to be accountable in our public communications as follows:

1. We will make the existence of the Code known to the public and all our partners and will provide a feedback mechanism whereby anyone can comment in the fulfilment of the Code and whereby any member of the public will have a 'right to challenge' our application of the Code.
2. We will communicate our commitment to best practice in the communication of images and messages in all our public, policy statements by placing the following statement in



our relevant public communications (annual reports, website, policy statements, governance documents, leaflets and communication materials etc.):

*“HOPE’87 has signed the code of Conduct in Images and Messages (Homepage) please send your feedback to [office@hope87.at](mailto:office@hope87.at).”*

3. We commit to assess our public communications on an annual basis according to the guiding principles.
4. We will include reference to adherence of the Code in the guiding principles of our organisation and ensure that the top management take the responsibility of implementing and adhering to the code.
5. We will ensure that all relevant suppliers, contractors and media will adhere to the Code when working with our organisation.
6. We commit to training our staff on the use of images and messages.
7. We agree to meet on an annual basis and share our experience of using and implementing the Code with other members of Global Responsibility.

## **Part I: Introduction**

*“If a picture is worth a thousand words then it must be treated with the same care and consideration we afford our policy documents and other communications”* Justin Kilcullen, President of CONCORD (since 2006) and Director of Trócaire

Organisations use images and messages for a number of different reasons such as:

- To inform (media/education)
- To sell (marketing/fundraising)
- To convince (advocacy/policy)
- To account for (reporting)

Each of these is legitimate and worthwhile - the Code applies to them all.

Development Cooperation and Humanitarian Aid organisations want to depict existing global inequalities through their public communications. At the same time they commit to the promotion of equality and justice in a global context. A possible response to this inherent contradiction is the complementary use of image, caption and text, which may help develop new perspectives.

The institutional interest and the general responsibility towards depicted persons and partners of the Global South should be at balance. This means having the courage to radically re-interpret currently existing imagery. This does not only refer to a reversal of imagery politics such as the showing of a smiling child instead of a starving one, but strives for a visualisation of our work's goals and furthermore the ways of getting there.

An effective mechanism of checking the real effect of an image is through asking one-self: “Would I like to be depicted like that? Would I like, that my children are represented like that? Would I like an image to tell the viewer that others might know more about myself and my situation than I do?”

It is not about appraising images as being “wrong” or “right”. It is about showing how stereotypes are represented and why they are depicted in a particular manner. However, we must not forget that Development Cooperation Campaigns, where images and messages are used, in general are shaped and characterised by colonial history and namely “white” knowledge.



The perceived reality of an image always depends on the moment of its showing as well as on the interpretation of seeing person. At the same time it is an expression of the relation between the viewer and the portrayed person. The repertoire of reflective experience is strongly related to the particular collective past and therefore also depends on the points of view acquired through history. The way “we” learn to speak, name the things and understand the world surrounding us, “we” also learn to interpret images around us. The “white colonial view” is such a traditional view, an interpretative pattern, which we make use of every day (consciously or unconsciously) in order to quickly capture and interpret messages. This particular view is reflected in the usage of “Us” and the “Others” as well as the reproduction of stereotypes.

A public appearance strategy (reports, campaigns, educational material, fundraising etc.) then automatically integrates such learned interpretative patterns regarding images as well as language in order to be immediately comprehensive and understandable for the outside viewer.

Therefore we have to ask:

- who depicts who, how and why;
- which segment is consciously chosen and more importantly
- who chooses this segment;
- how the plurality of perspectives is virtually reduced to only one distinct perspective and
- how the target group can be reached on an emotional level without resorting to a colonially coined world of images.

How can people from the Global South and their contexts of life can be portrayed without reproducing the stereotype of the “helpless victims” on the one side and the one of the “rich donors” on the other?

The purpose of this guide as well as of the Code itself is not to promote absolute truths or dogmata. There are no “right” or “wrong” answers. The Code represents a set of values and principles. Of course distinct opinions will always diverge in one way or another but it is still vital to remember the key principles of the Code. The Code was designed to facilitate the decision-making process regarding explicit images and messages, whereby this guide functions as an additional support tool.

## **Further Comments**

### **a. General Information on Images and Messages**

The term “images” refers to any visual representation of people, places and situations through photographs, pictures, illustrations, cartoons or videos.

The term “messages” refers to any oral or written communication in titles, captures, case studies, articles, interviews (TV and radio), public forums or in advertisement.

Images and messages may be communicated through a variety of channels such as the press, radio, TV, internet, magazines, presentations, SMS, posters, brochures, flyers, press releases, interviews, any kind of marketing material and internal documentations.

The specific interest groups concerning the Code are:

- single persons, groups of people, communities, countries which are represented through images and messages;
- The public or target group which is to be addressed through communications;
- NGO staff members (especially in the fund raising and public relations unit);

- members of the board and employees in managing positions;
- cooperating and contracting partners that offer professional services such as advertising copywriters, journalists and photographers;
- actors in the media sector;
- supervisory authorities, if necessary

#### b. Images in Humanitarian Aid

“The image of the helpless will only make it into the media, when their image is subject to a general convenience. Politics is the border of selflessness.” (translated from German; Daniela Ingruber 2000)

This kind of instrumentalisation of people in a situation of crisis described by Ingruber does not only represent a “dispossession of the body” but in an extreme form is considered as an abuse of the depicted person: Here the problem of a moralistic depiction beneficiary to the gain of funds arises. Such kind of representation of people in crisis discredits the alleged awareness-raising which should be the actual goal of such images. Hence, a special meaning is assigned to a particular photograph through the seeing person.

Visible representation of catastrophes seems to have its own dynamics. Certainly, images are a possible way of portraying very complex and abstract situations and conditions, as they can be found during a crisis, in a simplified rather clear-cut manner. Images may generate some sort of familiarity and intimacy. What seems to be so far away is suddenly having an effect, touching someone, making him angry, lost in despair or even forcing him to (re)act.

Due to this power of interpretation it is important to acknowledge the CoC, especially in a situation of crisis. Exceptional circumstances must not be exploited in order to discriminate people through disrespectful representation. This is why we must cherish the code's values such as human dignity of all, respect and honesty in the whole of communication and fundraising in humanitarian aid.

## Part II: Indications on the Implementation of the CoD

The ethical standards and demands proclaimed in the CoD may seem logical when reading the code. However, when it comes to applying the mentioned principles things get tricky rather quickly. During a workshop starring representatives of diverse members of Global Responsibility it was made clear that in everyday working practices a variety of challenges arise regarding concrete implementation as well on a methodological as on an organisational level. Starting with questions regarding time management when archiving and editing photographs, to more process orientated questions on workflow coordination.

Key results of the workshop:

1. First of all it should be noted that the implementation of the CoC cannot be done from one day to another but must be considered a fluent process. It is essential that every organisation may shape this process independently, integrating this new aspect into preferably all working areas. It takes resources as well as capacities to apply the code's principles on images and messages.
2. It takes resources and capacities to archive images and messages according to the CoC.
3. In this respect, a possible guiding question might be the one posed by Beatrice Achaleke: Would I like my child or myself to be represented like this?

In the following two examples illustrating this complex issue will be presented.

The first example concern stereotypes: Which of the following is a more suitable possibility of portraying reality: a poor child looking sad or a poor child smiling?

It is a very welcome development that many organisations have recognised their responsibility to overcome the use negative images and messages. However, the current tendency of simply replacing a crying child with a smiling one does not fulfil the requirements of the situation. Presenting negative stories and conditions in an adequate way while sticking to the key principles of the CoC is definately possible and feasible. As the Irish Code notes 'it is a reality of our world today that many of the images of extreme poverty and humanitarian distress are negative and cannot be ignored. To ignore them would run counter to the spirit of this Code which is to portray the reality of the lives of people with sensitivity and respect for their dignity'.

#### **a) Internal preparations**

Every signing organisation should prepare to integrate the CoC step by step on all working levels. Even though the higher managements support is essential, true implementation will only be possible when every staff member is actively involved and cross-departmental is made possible. Therefore it is of utmost importance that employees are aware of the existence of the Code, that they understand its basic principles and values and furthermore acknowledge its influence on their everyday work. Moreover appropriate infrastructure especially in regard to archiving of images and messages (even more importantly concerning quotations) is needed. In this respect it is surely advisable to use adequate tools like an image database, which saves all important information in order to ensure documentation of projects, journeys, reproduction and passing-on.

#### **b) Production of images**

Before taking a photograph:

- Photographer briefing – Photographer should be aware of the CoC and should honour its intentions.
- When choosing a photographer cultural relations should be taken into account. E.g. In some cultures women are not allowed to look a man directly into the eyes even if a camera is used.
- Photographers should look into the specific living conditions/environment of the people they are about to portray
- There is a reasonable need for local people acting as photographers (professionals as well as local project-partners or people concerned) as they have a high degree on expertise in their environment (see for example <http://www.ipsum.at/en/>)
- Stop taking simple snapshots and start consciously photographing. To this end know-how as well as the right equipment is needed.
- Even before a photographer arrives inform the people concerned that (their) pictures will be taken and what they are taken for. Who would use the photographs and to what end? How could the pictures be used? Such an approach allows you to get the peoples' consent to having their pictures taken and them being used up-front.

When taking a picture:

- In an ideal situation the photographer understands/speaks the local language in order to guarantee a flow of communication especially when conducting additional interviews (when people want to tell their story to the picture) to further document the special circumstances of the picture taken.
- Seeking the consent of the people concerned is a must! If the photographer does not speak the local language he/she has to be accompanied by an interpreter of he has to make him-/herself understood through gestures (see below).
- Get the photographed person's name. BUT in some circumstances it might be advisable not to disclose a certain person's identity. Check carefully!

After taking a picture:

- Making sure that people have given their consent to using their images (with the help of project managers for example).
- Sent a specimen copy.

Sometimes it is also advisable to completely forego the idea of depicting people and using symbolic images instead, e.g. devastated empty landscapes of (natural) disasters, empty cooking pots and pans in famine conditions etc.

## **Consent and permission**

### Verbal consent:

If possible it is advisable to build some kind of a relationship of trust with the people concerned before taking their photograph. When approaching somebody, do it politely, present yourself and clearly state the purpose of your visit, why you want to take those photographs and what they may be used for. When in clinical settings, the management's permission for taking a picture of staff members of patients should be asked upfront.

E.g.: *"I am taking photographs for HOPE'87, a non-profit organisation which is trying to meliorate the health system in your country. May I ask permission to take pictures which will be used in our publications as well for educational reasons?"*

- In case the photographer does not speak the local language he/she has to communicate through gestures such as smiling and pointing to the camera, kindly asking permission for taking a picture. If the addressed person shows confusion, rejection or even contempt, no picture shall be taken. The right to not having your picture taken must be respected in all cases!
- When travelling with someone who speaks the local language, this person should be asked to kindly translate the question for permission for taking a picture.
- When dealing with a child, a responsible adult should be consulted in order to ask permission. (see table below)

### Written consent:

Getting a written consent is not always possible. Moreover written consents do not make sense for people who speak another language, are barely able to read and who do not even know the meaning of photographs and the media in general. In case the organisation's praxis demands a written consent the following leads shall be respected:

- The consent form should be prepared upfront in the local language.
- If a formulation in the local language is not possible an interpreter is to be consulted.
- People who are not able to read or write should at least be asked to draw a sign onto the consent form. In case they are not willing or not able to do so, an oral consent is to be given. In this case a witness must be present that can confirm in writing the accuracy and the understanding of the read aloud consent form.

The consent form

When consent is not needed	Non-recognisable individuals in public (faces and all other identifying features are obscured)	Public figures in public (e.g. celebrities campaign launches).	Crowds in public (e.g. an audience at outdoor concert, demonstrations) or war and war-like situations where it could mean more harm for the photographer and/or the photographed person to ask than just take the picture.
When to obtain verbal consent	All individuals in all settings when possible	Parents, guardians, or teachers of children and the child itself.	Directors/Managers of clinics or other service programs
When written consent is encouraged	People are identifiable depicted in a picture (members of staff or patients) of clinical situations	Recognisable or non-recognisable individuals in all settings where personal, private information is exposed in the photo or documented in the corresponding caption, such as: <ul style="list-style-type: none"> <li>• <b>Health status</b> (e.g. HIV-positive persons, persons living with AIDS/STIs, abortion history, TB, diarrhoea, disease, etc.)</li> <li>• <b>Health behaviour</b> (e.g. sex workers, sexual orientation, alcohol and drug use, contraceptive use)</li> <li>• <b>Victims</b> (e.g. survivors of Gender Based Violence (GBV), rape, exploitation or abuse)</li> </ul>	

		<ul style="list-style-type: none"> <li>• <b>Criminal behaviour</b> (e.g. perpetrator of GBV or violence, etc.)</li> </ul>	
The special case of photographing children:	<p>The parents', guardians' or teachers' permission should be given. Moreover the children themselves should be asked if they are alright with having their picture taken. When either an adult or the child itself rejects their permission the picture must not be taken.</p> <p>E.g. The parents are against having their child's picture taken but the child itself gives it consent  → permission is not granted! OR: The parents give their consent but the child rejects → permission is not granted!</p>		

### Children and adolescents in images and messages

Since children and adolescents are often the most frequently portrayed subjects, there is a need to consider the particular situation of children and young people. The following should be considered:

- Foster children's and young people's participation by enabling them to express their views freely and impart information and ideas of all kinds.
- Where possible, inform people about the positive actions taken by children and young people at local, national and global levels.
- Avoid creating vulnerability where it does not exist (for example, images looking down on children).
- Images depicting naked children should be avoided.
- Children should know that they are being photographed. Therefore telephoto lenses are no adequate means.
- Children should not be questioned on traumatic situations/experiences.

#### c) Image processing and use

Image archiving

- The installation of a digital photo database would assure proper storage and documentation of all the gathered photos and information (e.g. during journeys) for processing and transmission.
- Timely documentation and processing is advised so that no information is lost.
- Comprehensive archiving encompassing as many details as possible.
  - i. Author/photographer
  - ii. Date
  - iii. Copyright/Individual rights of use (for photographer, company and motive)
  - iv. Name(s) of the photographed
  - v. Story and context of the image (place, project etc.)
  - vi. Contact details for further information

#### Image use

- Gather information on legal regulations regarding the use and publication of images.
- The meaning of images and messages must not be altered or confused through the setting into another (wrong) context other than the original – avoiding image to text gap
- Whenever possible a proper caption that accurately describes the depicted situation is to be prepared.
- Images naming international staff members whilst not naming national/local members of staff are to be avoided.

#### Checklist

Before deciding whether a particular photograph should be used or not the following questions should be asked:

- Is the human dignity throughout the use of a particular image or message protected?
- Would the concerned person describe their image or the message related to them as accurate and fair?
- Did all concerned people give their consent to a particular use of the image/message?
- Could this image/message be used to stereotype a particular place, people or situation culturally or ethically?
- “Would I like myself or my children to be depicted in that particular manner?”

### Part III: Implementation, Training and Evaluation

#### In general:

- Adherence to the Code is EVERYONE’s responsibility. There are no “Code police”!
- This Code does not only concern the public relations and communications units but must be integrated into all levels of organisation.
- There are no right or wrong answers. The Code expresses a set of values and guiding principles. Opinions will differ between individuals so it is important to remember to always adhere to the ‘*spirit of the Code*’. The Code is there to assist you in your decision making when considering what images and messages to use.. The Code was installed to simplify the decision making process when choosing particular images/messages.

#### a) Implementation

By signing the Code of Conduct, your organisation has agreed to:

- The organisation's management is taking full responsibility for the Code's implantation and compliance.
- Make the existence of the Code known to the public, all partners, suppliers and contractors.
- Provide a feedback mechanism for the public to comment on your organisations application of the Code.
- Communicate your organisation's commitment to the Code in all public communications.
- Ensure that senior management takes responsibility for implementing and adhering to the Code.
- Assess your organisation's adherence to the guiding principles of Code on an annual basis.
- Train staff on the use of images and messages.
- Share your implementation experience with other signatory organisation.
- Report to Global Responsibility annually on your implementation of the Code

## **b) Trainings**

It is the responsibility of each individual organisation to ensure that it's staff is adequately trained and cognisant on the Code and its underlying guiding principles. As a signatory organisation to the Code, it is important to ensure that the Code is internalised by the whole organisation. While buy-in at the senior management level is important, the Code will only be successful if everyone is involved in its implementation. Therefore, it is critical that all staff members are aware of the Code; understand its underlying values and principles and most importantly, are aware of how the Code impacts on their day-to-day work.

As organisations differ, it is important to consider how best to communicate the Code in the context of your own organisational activities and A Guide to Understanding and Implementing the Code of Conduct on Images & Messages requirements. It is also important to take account of where your organisation is in terms of the Code – for example, what is the general level of awareness about the Code, how is the Code perceived? Knowing this information will enable you to tailor your training programme to ensure maximum relevance for all staff members.

The roll-out of training in your organisation could take a number of different forms. It is up to each individual organisation to select the method of training and information sharing that suits them best. Some examples include workshops, seminars, talks, interactive forums, and discussion/notice boards. It is also important to note that the Code's principles should be implemented throughout all activities of your organisation and this should be reflected in the content of the training.

## **Some things to consider when designing you Code**

### **Training**

- Consider conducting a Training Needs Analysis (TNA) in advance of training programme design.
- Try to use images and messages from your own organisation in your training programme – this will make the Code and its application more tangible for participants.
- Consider who should be trained and in what order?
- Consider who will deliver the training? (internal or external facilitator)
- What form will the training take?
- When will the training take place?



- Where will the training take place? (on or off site)

#### Suggested training objectives

- To develop understanding around how/why attitudes can be influenced by images/messages and how images/messages are frequently constructed/manipulated to elicit a particular response.
- To explore the significance of Images and Messages on a personal level, and within the context of the Code of Conduct (with particular reference to your own organisation's work).
- To understand the significance and practical application of the Guiding Principles of the Code of Conduct on Images and Messages.

Note: The suggested objectives should be adapted to the particular needs and requirements regarding the Code.

#### **Ongoing training**

Following the roll-out of training, it is important to ensure that all staff have access to opportunities to continue exploring and debating the Code and its implications for them and the organisation. Ongoing discussion and debate could be facilitated through regular updates and the creation of a forum at which staff members feel comfortable about openly discussing and debating the Code. The organisation may also want to consider forming a mediation group – with wide representation from the whole organisation – to consider instances where employees are unsure of the Code's application. Terms of reference for this group could be developed and distributed to all staff. It is also suggested that organisations could consider incorporating training on the Code into their induction programme for new employees. This would ensure that from the onset, all staff would have a basic understanding of the Code and approach their work with it in mind. This could then be followed up with more in-depth training.

#### **c) Evaluation**

An internal evaluation regarding the Code should be carried out regularly. On the one hand a possibility for permanent external feedback shall be installed (see below) and on the other hand an annual evaluation conference regarding external/internal feedback and critique, developments and further plans shall be held.

An additional peer-review with other members of Global Responsibility in order to foster exchange and reciprocal support is intended.

#### **External Feedback**

As a signatory to the Code, your organisation has also committed to establish procedures which will facilitate public feedback on the Code. To raise public awareness of the Code and communicate your organisation's commitment, it is suggested that the following statement appears on your website and relevant publications *“(HOPE)87 has signed the Code of conduct on images and messages. Please send your feedback to [office@hope87.at](mailto:office@hope87.at)”*

**HOPE'87**  
**Incident Report and Preliminary Investigation**  
**7.7. Basic Document**

<b>Case opened on:</b> <b>Case closed on:</b>	
<b>Case in charge of (tick and give details as to the investigating officer in charge):</b> <b>HQ:</b> <b>CO:</b> <b>Law enforcement agency:</b>	
<b>Incident reported under the HOPE'87 Whistleblowing Policy:</b>	Yes: No:
<b>If the incident was reported outside the HOPE'87 Whistleblowing Policy, give details:</b>	
<b>Give details to the person reporting and the ways of reporting:</b>	
<b>In case of anonymous concern, how did the concern raised reach HQ?</b>	
<b>In case of anonymous concern, did the person reporting request to remain anonymous?</b>	was made.
<b>In case of anonymous concern, did the person reporting request to be contacted and /or informed?</b>	
<b>Outline concern:</b>	
<b>Facts disclosed:</b>	
<b>The suspected irregularity relates to:</b> - questionable or inappropriate accounting practices, internal (accounting) controls or auditing matters; - a criminal offence (e.g. theft or fraud); - a violation of laws and regulations; - an intentional provision of incorrect information to public authorities; - a danger to the public or employees' health, safety and/or security; - sexual harassment; - abuse of authority, including instructions	-

<p>not to report a Suspected Irregularity under a Whistleblower and Internal Complaints Procedure;</p> <ul style="list-style-type: none"> <li>- another violation of the HOPE'87 Code of Conduct or related internal policies;</li> <li>- any other conduct that could have a detrimental or adverse effect on the reputation or financial situation of HOPE'87;</li> <li>- an intentional suppression, destruction, or manipulation of information regarding or relating to any suspicion referred to above.</li> </ul>	
<b>Individuals/ units suspected to be involved:</b>	
<b>Supporting evidence:</b>	
<b>Risk to organisation, unit or individual suspected:</b>	
<b>Measures taken by officer in charge:</b>	
<b>Who else has been informed about this case and/or the measures taken</b> (adhering to the EU General Data Protection Regulation (GDPR))?	
<b>Are the allegations substantive</b> (if the allegations are true, would this suggest that there is a significant irregularity or misconduct for which HOPE'87 needs to take action, especially against the accused)?	
<b>Can the allegations be substantiated</b> with the details provided by the person reporting?	
<b>Details of the preliminary investigation:</b>	
<b>Is the information received sufficient to facilitate a full investigation?</b>	
<b>If the information received is sufficient to facilitate a full investigation, which action was taken?</b>	<b>If the information received is not sufficient to facilitate a full investigation, which action was taken?</b>

<b>Result of the preliminary investigation:</b>	
<b>Was a respective note made in the HOPE'87 Security Incident Register by HQ (Basic Doc 9.7., responsible HQ)?</b>	
<b>Individuals/ units suspected informed about the outcome of the preliminary investigation on:</b>	
<b>Person reporting informed about the outcome of the preliminary investigation (while respecting the wishes of the whistle-blower to remain anonymous) on:</b>	
<b>Any further information:</b>	