

DIVERSITY, EQUITY AND INCLUSION (DEI) GUIDELINES

Tana Copenhagen embraces and complies with the international convention on human rights when carrying out business conduct, with special attention to vulnerable groups, who may often be the subject of images we use in any deliverables. We align our values to the principles of respect for others, human dignity, personal autonomy, and privacy, as stated in our [Ethical Guidelines](#) and [Research Ethics](#). We aim to apply these standards to our reporting and work with clients as well as external consultants in our endeavours.

IMAGES

When gathering images while on assignments, we will:

1. Get non-coerced and informed consent from the participant about the usage of the visual content.ⁱⁱ If participants are unable to give consent because of distance, safety measures, or other reasons, we will avoid pictures/ videos with identifiable faces.ⁱⁱⁱ
2. Uphold the rights of the participants to withdraw consent at any time from being photographed/recorded.
3. Avoid the use of images showcasing children (unless specifically requested by the client) to conform to the highest standards in relation to children's rights according to the Convention on the [Rights of the Child](#) (CRC); as children are the subjects most frequently portrayed.
4. In line with our [Research Ethics](#), we shall do no harm when photographing/recording and writing about participants, incl. the invasion of privacy and anonymity, and will uphold the basic human rights of all individuals and groups with whom we interact.
5. Think about the intention of the image used, so as to not stereotype or make generalisations about population groups through our images. Moreover, if in doubt, make it a practice to ask a colleague for their opinion on the image and the narrative to which it contributes.
6. Ensure that all images are credited with the source and a legend – either placed below the image or in a footnote.

Tana Copenhagen aims to fulfil these commitments as far as possible while adhering to client requirements and may therefore need to make concessions depending on the assignment.

If images are needed for a report, here is a list of [free bank images](#) (with links):

- | | | |
|--------------------------------|------------------------------|----------------------------|
| - Unsplash | - Freepik | - Picjumbo |
| - iStock | - Morguefile | - Rawpixel |
| - Flickr | - Pixabay | - Reshot |
| - Shutterstock | - Stockvault | |
| - Vecteezy | - Pexels | |

How to cite images

Following are recommendations on how to cite images:

* **Author** (if available), **Year** (if available), **Title** (if available), **Source**, **Date of access** (the date you viewed/ downloaded the image), and **URL or Internet address** (between pointed brackets).

* If you are using an image/photo from iStock, it is preferable to add the image stock illustration ID in the reference: Author, year, title, Source, Illustration ID, Date of access and URL.

Examples if all information is available:

- Stutesman A., 2018, Pinned locations on map of globe, Unsplash, accessed 15 May 2023, <https://unsplash.com/photos/l68Z6eF2peA>
- Mark Rubens, 2016, The flag of Sweden pinned on the map. Horizontal orientation. Macro photography, iStock, 583798722, accessed 18 May 2023, <https://www.istockphoto.com/photo/sweden-pinned-on-the-map-with-flag-gm583798722-99895433?phrase=sweden+map>

Example if no author, no date or title is available:

- iStock, 48193830, Accessed 16 April 2020, <https://www.istockphoto.com/vector/sweden-highly-detailed-map-gm481938301-17828241?phrase=sweden+map>

Important to note: These free stock websites contain a Creative Commons Zero (CC0) license on almost all their photos. This indicates that you do not need to obtain the author's permission to modify, or distribute the images—even for commercial ones.

NARRATIVES & THE WORDS WE USE

When reporting on assignments we will:

Strive to use words that are constructive rather than reinforce existing harm or stereotypes. We will avoid the usage of language that insults, excludes or undermines people (who may already be disadvantaged and/or discriminated against).

We believe this can be done while upholding the right to freedom of speech.

As such we will try to avoid the usage of words (unless specifically requested by the client) that are non-inclusive. See our table with more inclusive terminology on the next page:

Commonly Used	More Inclusive Terminology	Explanation
<p>“Third World/First World”</p> <p>“Developing / Developed Countries”</p>	High, Middle, and Low-Income Countries	<p>Using alternative terminology classifies countries on the basis of GDP, not the level of development.</p> <p>All countries are actively <i>developing</i> their economies, infrastructure, and political landscapes. Using developed/developing to differentiate countries, indicates that wealthier countries are fully developed and ‘developing’ countries should strive towards that example they are setting. It does not recognize the inequality and poverty that exist within wealthier countries, or the fact that wealth is based on unequal systems that make it difficult for other countries to ‘develop’.^{iv}</p>
“Fragile States”	Politically unstable states, conflict-prone states.	<p><i>Fragile</i> is a broad term describing varying and complex developmental issues a state may face. This term is often criticised for being overgeneralising and pejorative.^v If using ‘fragile’, ensure to explain the reason for the use, and how fragility is to be understood in that given context.</p> <p>If the state in question is a member of the Fragile States Group^{vi}, or if it is used to define fragility, it is fine to use the term. If in doubt, the Fragile States Index^{vii} is a useful tool in understanding the fragility level of a state.</p>
“Going on mission / or going in the field”	Business travel or work trip “I’m on a business trip...”	<p><i>Missions</i> are historically linked to religious missionaries or colonial expeditions and may lead to connotations that development work is a new way to say these old terms.</p> <p>Moreover, the phrase ‘field mission’ is often used to describe visits to lower-income countries, whereas a trip to New York, for example, would not be considered as such. By continuing the use of this kind of language, we reinforce colonial attitudes that are contrary to the values and aims of Tana as a company.^{viii}</p>
“Beneficiaries”	Rights-holders, (programme) participants, communities, service users	<p><i>Beneficiaries</i> connotes passive recipients; however, people are rarely just passive beneficiaries: they receive support to realize their rights to food, shelter, water, asylum, political participation etc. but are agents of their own development.</p> <p>In situations where people are directly receiving services or goods, we can use the term ‘service users’.</p> <p>Where people are actively engaged with the programme, we can describe people as programme participants.^{ix}</p>
“Male/female”	Men/women	<p><i>Female</i> and <i>male</i> should be used when referring specifically to sex (a biological characteristic).</p> <p><i>Women</i> and <i>men</i> should be used when referring to humans where both biology and culture are concerned.^x</p>
“Vulnerable people”	People in vulnerable situations	<p>“Person-first” language humanises and dignifies the person.^{xi}</p> <p>Talking about people as ‘vulnerable’ implies that this is inherent to them, which is incorrect; people are in vulnerable positions based on their situation but should not be defined as such. Talking about the social/ political/ economic exclusion of people conveys that the problem is <i>within the system</i> rather than with the individuals who are discriminated against.^{xii}</p>
“Local consultants”	National, in-country experts, geographical experts or thematic experts	<p>First, using ‘local’ is confusing – local to where? Anyone can be local depending on the context.</p> <p>Second, ‘local’ denotes lesser capacity of consultant. Even if the client uses ‘local’, we will refrain from referring to our consultants as such, and will use alternative descriptions that focus on specific country, context, or thematic expertise.^{xiii}</p>

ENDNOTES

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- ⁱ Course 8: Ethics and Photography in Developing Countries. (n.d.).
- ⁱⁱ Oxfam. (2020). Guidelines and Toolkit: Inclusive Language Guide.
- ⁱⁱⁱ Cechvala, O. (2020). Photography Ethics
- ^{iv} Oxfam (2023). Inclusive Language Guide.
- ^v Grono, N. (2010). Fragile States and Conflict.
- ^{vi} G7+ Member States, also known as Fragile States Group
- ^{vii} Fragile States Index
- ^{viii} Oxfam (2023). Inclusive Language Guide.
- ^{ix} Oxfam (2023). Inclusive Language Guide.
- ^x Female & Male. (n.d.).
- ^{xi} ADA Guidelines for Writing About People with Disabilities (2018)
- ^{xii} Oxfam (2023). Inclusive Language Guide.
- ^{xiii} Oxfam (2023). Inclusive Language Guide.

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Course 8: Ethics and Photography in Developing Countries. (n.d.). Unite for Sight. <https://ghu.uniteforsight.org/nqo-management/course8-ethics-and-photography>

Female & Male. (n.d.). Gendered Innovations in Science, Health & Medicine, Engineering, and Environment. <https://www.genderedinnovations.se/page/en-US/42/FemaleMale>.

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