



October 11, 2012

Dear Friends,

We hope you enjoy this week's edition of the Newsflash!

Sincerely,

The Firelight Team

(Call for Proposals) UN Women Call for Proposals under the Civil Society Grant Facility

(Call for Proposals) International AIDS Society's CIPHER Grant Programme

(Call for Applications) Siemens Foundation seeking technical solutions for Development

(Resource) Child Rights Information Network's Media Toolkit

(Call for Proposals) UN Women Call for Proposals under the Civil Society Grant Facility

UN Women has launched a grant making facility for civil society organizations under the 'Increasing Accountability in Financing Gender Equality' (F4GE) programme to support innovative knowledge building, advocacy, capacity building, alliance-building and networking for financing for gender equality.

The F4GE programme is implemented by UN Women in collaboration with ITC/ILO and with the support of the European Commission and the Government of Spain. The programme covers 15 countries (Ethiopia, Haiti, Honduras, Jordan, Kyrgyzstan, Nicaragua, occupied Palestinian territory (oPt), Senegal, Ukraine, Cameroon, Tanzania, Nepal, Peru, Bolivia and Rwanda). The current funding is offered by UN Women as part of this F4GE programme.

This Civil Society Grant Facility provides a flexible mechanism that allows civil society organizations the opportunity to test innovative approaches for generating new knowledge, undertake effective advocacy and perform a critical citizen monitoring role, in relation to financing for gender equality. The grants provided will support implementation of activities over a period of one year. The facility is intended to contribute to the following objectives:

- a) Build knowledge and evidence on financing for gender equality
- b) Build Capacity of Gender Equality Advocates to demand and monitor Financing for Gender Equality
- c) Empower networks of feminist economists and women's organizations for effective policy advocacy for accountability and financing for gender equality

The size of the grants that will be provided under this grant will be between \$20,000 and \$50,000 for initiatives covering a period of one year.

Deadline for Submission: 31 October 2012

For more go to: http://procurement-notices.undp.org/view_notice.cfm?notice_id=9891

(Call for Proposals) International AIDS Society's CIPHER Grant Programme

The International AIDS Society has launched the Collaborative Initiative for Paediatric HIV Education and Research (CIPHER) Grant Programme to fund, to a total of US\$1 million, research projects that have the potential to contribute to the optimization of diagnosis, prevention, treatment and care of infants, children and adolescents affected by HIV.

The grant programme is part of the initiative aimed at answering outstanding clinical and operational research questions needed to optimize clinical management and delivery of HIV services for infants, children and adolescents.

CIPHER has two goals:

- Goal1: Invest in and promote priority paediatric research
- Goal2: Strengthen paediatric cohort collaboration

The intention of the grant programme is to attract early-stage investigators – from inside and outside the field of HIV research – to address critical questions related to growing up with an HIV infection, as well as to examine the impact of HIV or antiretroviral perinatal exposure in uninfected children. Supporting and attracting investigators to the field of paediatric HIV research can help encourage innovative ideas and fundamental research that provide better understanding of key unresolved questions.

Deadline for Submission: 26 November 2012.

For more go to: <http://www.iasociety.org/cipher.aspx>

(Call for Applications) Siemens Foundation seeking technical solutions for Development

The Siemens Foundation has announced the 'empowering people.Award' – a new worldwide international competition to seek appropriate technical solutions for developmental activities. It aims to directly bring together low tech innovations for basic supply problems in developing countries. It also intends to build up a database of inventions that is accessible to actors in developmental cooperation at a later date.

Following are the categories under which the ideas can be submitted:

- Water & Waste Water
- Energy
- Food & Agriculture
- Waste Management & Recycling
- Housing & Construction
- Healthcare
- Information & Communication Technology.

The Foundation has a sum of approximately 200,000 EUR which includes 50,000 EUR as the first prize, 30,000 EUR as the second prize and 20,000 EUR as the third prize. Besides, 20 runners up will receive 5,000 EUR each.

All nominees will be requested to attend the Awards Ceremony in summer 2013 where they will have the opportunity to meet representatives from the world of politics, science, media and technology.

Deadline for Submission: 31 December 2012.

For more go to: <http://www.empowering-people-award.siemens-stiftung.org/>

(Resource) Child Rights Information Network's Media Toolkit

This guide has been compiled with two goals in mind: to help organisations with media activities and communications, and to help organisations in submitting information for CRIN.

Media portrayal of children has a profound impact on attitudes to children and childhood, and is an important influence on adults' behaviour towards children. Media depictions provide role models for young people, influencing their attitudes and expectations. The way in

which the media represent, or even ignore, children can influence decisions taken on their behalf, and how the rest of society regards them.

According to the International Federation of Journalists, the media's portrayal of children perpetuates a collection of myths:

- Families in developing countries, children living in poverty and victims of war and disaster lose their individuality and humanity. They are often portrayed as helpless sufferers, unable to act, think or speak for themselves.
- Coverage of children's issues tends to focus on the sensational while ignoring the broad array of issues confronting children, as outlined in the Convention on the Rights of the Child.
- Media reports about children are often once-off stories, with little or no analysis or follow-up.
- Children's confidentiality is not always respected.
- When children do feature in the news, they are often portrayed as stereotypes such as 'starving children in Africa' and 'irresponsible teenagers'.

Stories of child abuse, children involved in crime and street children tend to dominate, while the broader issues of children's rights, such as the right to play, recreation and sport, or the right to be free from discrimination, are often not regarded as newsworthy. The result is an unbalanced impression of 'children as victims', or 'children as dangerous'.

Guidelines on Child Friendly Reporting:

1. Do not further stigmatise any child; avoid categorisations or descriptions that expose a child to negative reprisals - including additional physical or psychological harm, or to lifelong abuse, discrimination or rejection by their local communities.
2. Always provide an accurate context for the child's story or image.
3. Always change the name and obscure the visual identity of any child who is identified as:
 - a. A victim of sexual abuse or exploitation, b.
 - A perpetrator of physical or sexual abuse,
 - c. HIV positive, or living with AIDS, unless there is informed consent
 - d. Charged or convicted of a crime.

4. In certain circumstances of risk or potential risk of harm or retribution, change the name and obscure the visual identity of any child who is identified as a current or former child combatant, or an asylum seeker, a refugee or an internally displaced person.
5. In certain cases, using a child's identity - their name and/or recognisable image - is in the child's best interests. However, when the child's identity is used, they must still be protected against harm and supported through any stigmatisation or reprisals.
6. Confirm the accuracy of what the child has to say, either with other children or an adult, preferably with both.
7. When in doubt about whether a child is at risk, report on the general situation for children rather than on an individual child, no matter how newsworthy the story.
8. Verify the credentials of any organisation purporting to speak for or to represent the interests of children;
9. Do not make payment to children for material involving the welfare of children or to parents or guardians of children unless it is demonstrably in the interest of the child.

[Compiled from the International Federation of Journalists (IFJ) Guidelines and Principles for Reporting on Issues Involving Children: <http://www.ifj.org/default.asp?index=192&Language=EN>]

Guidelines on Child Friendly Interviewing:

1. Do not publish a story or an image which might put the child, siblings or peers at risk even when identities are changed, obscured or not used.
2. Do no harm to any child; avoid questions, attitudes or comments that are judgmental, insensitive to cultural values, that place a child in danger or expose a child to humiliation, or that reactivate a child's pain and grief from traumatic events.
3. Do not discriminate in choosing children to interview because of sex, race, age, religion, status, educational background or physical abilities.
4. No staging: Do not ask children to tell a story or take an action that is not

part of their own history.

5. Ensure that the child or guardian knows they are talking with a reporter. Explain the purpose of the interview and its intended use.

6. Obtain permission from the child and his or her guardian for all interviews, videotaping and, when possible, for photographs. The request should be made in his/her language and, where possible, permission should be in writing. They should understand the article may be distributed locally, nationally and internationally and permission should not be coerced.

7. Pay attention to where and how the child is interviewed. Limit the number of interviewers and photographers. Try to make certain that children are comfortable, and without outside pressure, including from the interviewer. Ensure that the child would not be endangered or adversely affected by showing their home, community or general whereabouts.

Guidelines on Child Friendly Images in the Media:

The use of images of children and young people has become a matter of particular concern in recent years. There is a suggestion that such images may be used inappropriately, or in order to gain access to the children and young people pictured. The issue has been further complicated with the advancement of internet technology, meaning images and information are much easier to obtain and distribute.

However, publicity may also have its benefits:

- Media provide powerful tools in the campaign to give children the right to express their opinions and to make a difference in decisions that affect them.
- Publicity for children can empower them and affirm their worth as human beings with opinions that are worth hearing.
- Photos and articles can raise awareness of children's needs generally, or help raise funds for a good cause.

Do these benefits outweigh the risks? Can the risks be minimised by keeping the children's identity private, for example by using false names, and not revealing any details that might identify them?

Free and informed consent is necessary: Young children cannot give consent to the use of their photographs without assistance from a parent or caregiver. Obtainin

g a child's consent is not enough to justify putting a child at risk.

Parents or guardians must give free and informed permission for the publishing of any such material after the risks and benefits have been explained to them.

Rewards should not be offered as an incentive to consent where the consent could indeed be compromising of the child.

As adults we need to protect children who might technically 'give consent' but in fact lack the maturity to understand the long-term consequences of negative publicity. We may decide (if possible with the child's assent) to use false names, blur images, and so on. Even if permission is given, the organisers of an event should reserve the right to refuse to share information, stories, and pictures if they consider this refusal to be in the best interests of the child.

Everybody takes pictures:

The cell phone camera is ubiquitous and photo-taking is a possibility for many. It is more difficult to control the taking of photos, and any Code of Conduct for groups of children needs to include the wise and respectful use of photos.

Guidelines for Code of Conduct on photos:

- **Always ask permission**
- **If a photo might in any way hurt anyone or put them at risk – delete it**
- **All pictures used formally and publicly should have formal consent granted.**

[Source: Children's Rights Centre & Childline South Africa]

The use of images of children by NGOs

Child protection issues should always be at the forefront of any decision to publicise an image of a child.

Nonetheless, there has also been increasing reflection in recent years on the ethical challenges posed by the use of images of children by NGOs. For example, while pictures of starving, emaciated and diseased African children have been frequently used to help raise funds for international NGOs, questions have been raised about whether such pictures paint a fair and balanced picture of life in other countries, and whether they help to promote the rights of children in the long run.

Indeed, many have asked if some NGO depictions

of global horrors have promoted emotion at the expense of understanding – a phenomenon sometimes called “aid pornography”. On the other hand, scholars have also criticised the use of the “picture of the smiling African girl” - part of a new ‘NGO code’ that aims to avoid depictions of suffering or repeating stereotypical discourse. Such dilemmas may create tensions between NGOs' media and fundraising objectives, and the ethical responsibilities of their programmatic areas.

Code of Conduct:

The following Code of Conduct on Images and Messages was developed by CONCORD, the European NGO Confederation for Relief and Development working in the areas of emergency relief, long term development and development education:

The purpose of this Code of Conduct is to provide a framework on which organisations can draw when designing and implementing their public communications strategy. The Code offers a set of guiding principles that can assist practitioners in their efforts to communicate their organisation's programmes and values in a coherent and balanced way.

Images and messages should seek to represent a complete picture of both internal and external assistance and the partnership that often results between local and international NGOs.

The values of human dignity, respect and truthfulness as outlined in the Code, must underlie all communications. The signatories to this Code are committed to these principles, and will translate them into internal policies and procedures. They are also committed to working constructively with others whose work involves communicating on issues of global poverty, to explore ways of reflecting these principles in other fields of communications.

By signing and promoting this Code, NGOs will continue to keep the development agenda very much in the public eye and to look beyond the sound bite or single image to reflect the values espoused in this Code.

Example Code of Conduct on Images and Messages

a.Guiding Principles

Choices of images 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' parents/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 wish to be named or identifiable and always act accordingly;
- Conform to the highest standards in relation to human rights and protection of the vulnerable people.
- 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.

b. Declaration of Commitment

As signatories to this Code, we confirm that our commitment to best practice in 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 a 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 on the fulfilment of the Code and where 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 on our relevant public communications (annual reports, website, policy statements, governance documents, leaflets and communication materials etc): “ has signed the code of conduct on images and messages (www.namedorganisation.org/code) please send your feedback to code@namedorganisation.org”

3. We commit to assess our public communications on an annual basis according to the guiding principles.

4. We will include reference to adherence to 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 signatory organisations

Resources on Child Friendly Media and Reporting:

- UNICEF’s Principles for Ethical Reporting of Children: http://www.unicef.org/media/media_tools_guidelines.html
- Putting Children in the Right: Guidelines for Journalists and Media Professionals. Visit: http://www.unicef.org/magic/resources/childrights_and_media_coverage.pdf
- Journalists Talk About Media Violence Against Children (Save the Children Norway): <http://www.crin.org/resources/infoDetail.asp?ID=6263&flag=report>
- The Media and Children’s Rights: a Resource for Journalists by Journalists (UNICEF): <http://www.crin.org/resources/infoDetail.asp?ID=5213&flag=report>
- Interviewing Children. A Guide for Journalists and Others (Save the Children UK): <http://www.crin.org/resources/infoDetail.asp?ID=1205&flag=report>
- Children’s Rights Centre, South Africa - has produced a check list on child-friendly media: <http://www.childrensrightscentre.co.za/site/awdep.asp?depnum=20692>
- CRAE: Another Perspective - How journalists can promote children’s human rights and equality: <http://www.crin.org/resources/infoDetail.asp?ID=19795&flag=report>

Organizations and websites:

- International journalists' network: https://www.ijnet.org/article_print/25406
- Bangladesh children's news agency: <http://www.shishuprokash.com/>
- Media Wise -
'for better journalism' (UK): http://www.presswise.org.uk/display_page.php?id=83
- Press - Save the Children Norway: <http://www.press.no/>
- Youth
Media and Communication Initiative (YMCI) (Nigeria): <http://www.ymci.info/>
- Ghana Media Advocacy Programme: <http://www.crin.org/organisations/viewOrg.asp?ID=3693>
- Child Rights Alliance for England (UK): <http://www.crae.org.uk/>
- Study on media and diversity: <http://www.media4diversity.eu/>

For more go to: <http://www.crin.org/docs/media%20toolkit2.pdf>

As part of the Firelight Foundation's Capacity Building Program, Firelight provides "Newsflashes" to share relevant resources and information with our active grantee-partners via weekly emails and via post on a monthly basis. We hope that by facilitating access to information for grassroots, community-focused organizations, programming for children and families, as well as organizational development, is enhanced. Past editions of the Firelight Newsflash can be found on our website: <http://www.firelightfoundation.org/newsflash.php>.

We welcome your comments, feedback and ideas for upcoming Newsflashes at newsletter@firelightfoundation.org.

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