

Key Principles of Ethical Communication

We respect the dignity of every person – we do not spread stereotypes or degrade others.

We strive for equality – we communicate as partners, without superiority.

We aim for justice – we address the root causes of problems, not just their symptoms.

We build on solidarity – we see volunteering as cooperation, not "help."

We depict reality responsibly – photos and videos are taken with consent and context, free of stereotypes or degrading contrasts.

Premišljeno izbiramo besede – izogibamo se izrazom, kot so "države v razvoju", "tretji svet" ali "eksotičen".

We offer perspective – instead of portraying people from the Global South as passive victims, we give space to their voices. We avoid the danger of the "single story."

Specific Guidelines for Photography and Visual Content:

- Do not share or use promotional photos showing nudity/semi-nudity (e.g., even in swimsuits)
- Avoid photos depicting alcohol consumption
- When photographing children, follow additional rules: always obtain informed consent from parents or legal guardians, and do not photograph children in humiliating or vulnerable situations