



PRACTICAL RULES

- Avoid catastrophic or idyllic images that more often incite to limited generosity and good conscience than reflection.
- All persons must be represented as human beings and the information on their social, cultural and economical environments must be shown to preserve their cultural identity and dignity. Culture must be presented as a lever for the development of the people.
- The testimony of the people interested should be preferred to the interpretations of other.
- The people capacity of taking care of themselves must be valorized.
- The message must be conceived so that the public avoids all globalization and generalization.
- The internal or external obstacles to the development must clearly appear.
- The interdependence dimension and the notion of co-responsibility in bad development must be highlighted.
- The causes of misery (political, structural, natural) must be exposed in the message, which makes the public want to know more on the history and the real situation of the Third World, and also on the reality of the structures of these countries before the colonization. With knowledge of the past one can look at today's reality and see what can be done to make the extreme conditions of poverty and oppression disappear. Power and interest conflicts must be exposed and the means of oppression and injustice must be denounced.
- The message must avoid all sort of discrimination (racial, sexual, cultural, religious, socio-economical...).
- The description of our members of the Third World as dependant, poor and powerless is mostly applied to women who are presented as dependant victims or, even worse, totally ignored. The substantial improvement of the audiovisual part of the Education for Development material also implies a change of the presentation of the women of the Third World.
- The members of the South must be consulted for the elaboration of messages.
- When an NGO, during a process of funding collecting, collaborates with other members (that may be institutions, organizations or private companies), they must make sure that the recommendations of this Code are totally respected. It would be wise to mention the Code in the agreements between the NGO and its partners.