

# Code of Conduct

This document is intended as an aid to assist compliance of a code of conduct for all parties involved in the **Fortitude Project** (from here on out referred to as '**The project**'), it is not intended to be used verbatim but to serve as a guideline of acceptable behaviours and practices.

## **Fortitude Project Statement;**

The aim of the project is to use Photography as a tool to express the thoughts feelings and experiences of collaborating abuse Survivors. This could potentially consist of Portraiture, Still Life, Landscape, fine art & Reportage. The Photographer's experiences as a Survivor put her in a unique position, to be able to understand the fundamental thoughts and feelings of fellow Survivors, to understand the therapeutic power of photography and have the technical skill to be their tool of expression. This experience will help the communication between "photographer" and Survivor, which may in some situations be somewhat difficult, her own experiences will allow her to connect with the Survivor and understand their story and personal aims for the Fortitude Project without extensive details and questions, making it a more comfortable experience allowing the focus to be solely on the expressive and therapeutic aims of the project.

By the end of the Project each Survivor collaborator will walk away with not only a series of personal and expressive images that have empowered them but an introduction to creative expression which helps them connect with and process the truth of their thoughts feelings and experience. They will understand the therapeutic power of expressing through photography and potentially be able to incorporate that into their everyday self-care. Those that decide to share their visual Story online will have the knowledge that their experiences will help other survivors without a voice and become part of the visual campaign of raising awareness.

## **Disclaimer; THE PROJECT IS NOT A REPLACEMENT FOR PROFESSIONAL SUPPORT OR CARE.**

### **List of all Potential Participants involved;**

Photographer & Founder; Emma Richford aka El Amethyst

Collaborating Abuse Survivors herein after referred to as '**Collaborator**'

Third Party Participants may consist of; Photographic assistant, Make-up Artists, Hair Stylist, Fashion consultant and other supportive organisations at the request of either the Photographer or Collaborator. (Code of Conduct Sect2 List of participants)

## **Fortitude Project Aims**

\*Visually express the thoughts, feelings and experiences of the Collaborator.

\*Share the therapeutic power of expression through Photography.

\*To Empower Abuse Survivors to express their experiences and process their feelings in a personal manner breaking the unspoken barrier and give them the opportunity to be heard safely, speak their minds and set their own personal boundaries.

\*To educate communities on the realities of abuse and the ongoing impact it causes by means of Expressive Photography in the hope that Raising Awareness will help the Prevention of Abuse.

\*To reduce the stigma and alienation surrounding the atrocities Abuse Survivors have experience thus eroding the shame that is often felt by validating their feelings.

## **Ethical Principles**

\*The Project promotes freedom of expression and open communication.

\*The project welcomes and supports people of all backgrounds and identities providing they meet the criteria of the given project.

\*All participants should fulfil their role with integrity and respect towards one another.

\*All participants should adopt the highest ethical technical and creative standards and conduct themselves in a manor reflecting those standards. All participants must be aware that their actions both positive and negative reflect on The Project and relevant industries as a whole.

\*Photography should not be undertaken if it puts any participants at significant risk. Significant Risk to participants in this context means, risk of physical damage and causing excessive anxiety.

\*Due to the nature of The Project all Collaborators, Photographic assistance & Photographer are regarded as Vulnerable adults. A Vulnerable Adult is a person aged 16 or over who's ability to protect him or her self from violence, abuse, neglect or exploitation is significantly impaired through physical, mental or emotional fragility or distress.

\*Although everyone is vulnerable in some ways at certain times, some people by reason of personal circumstances have higher levels of vulnerability such as a permanent or temporary reduction in physical mental or emotional capacity bought about by life events such as previous abuse or trauma.

\*The Project gives all vulnerable adults the highest level of privacy and confidentiality in their individual circumstances.

\*The project fully supports and encourages Participant to challenge any attitudes and behaviours in which Participants may be uncomfortable with.

\*Agreeing to participate in the Project does not alter the Collaborators ability to stop participation at any time. The Collaborator is free to decline participation for any reason without repercussion.

## **Project Values**

**Fortitude . Empathy . Trust . Honesty . Diversity**

\*The Project believes that the welfare of the Collaborator is more important than the Photograph!

\*The Project finds strength in diversity; different perspectives can be valuable for generating new ideas and personal expression which is fundamental to fulfil the Projects aims.

\*The Project values honesty and strives to earn the trust of the community.

\*The Project believes in the Fortitude of each and every Survivor.

\*The Project believes that creative expression is an investment in our mental health.

\*Empathy is one of The Projects fundamental beliefs.

## **Accountability**

\*All participants are responsible for their own actions and behaviours.

\*The Photographers role is a position of Trust and the Photographer has a duty of care, which includes a moral obligation to ensure the safety and wellbeing of participants.

\*As the Founder the Photographer has the responsibility of ensuring the Code of Conduct is followed.

\*The Photographer will uphold the Data Protection Act and the Human Rights Act.

\*The Photographer will ensure a Risk Assessment & Model Release Form is completed before the photoshoots commence for each Collaborator.

\*By default, the ownership of Copyright in a photograph lies with the Photographer However The Project will not use any of the Photographs from The Project without prior consent of the collaborator.

## **Confidentiality**

\*Participants will maintain the highest level of confidentiality with regards to any disclosure of sensitive and private information. The Project shall only use the confidential information for the purposes outlined and agreed to by the Collaborator.

\*Breach of Confidentiality will only occur if maintaining confidentiality will directly result in the harm of any persons.

\*The Collaborator has the right to request anonymity with respect to Photographs and any related written text.

Print Collaborators Name; \_\_\_\_\_

Collaborators Signature; \_\_\_\_\_

Date; \_\_\_\_\_

Print Photographer Name; \_\_\_\_\_

Photographer Signature; \_\_\_\_\_

Date; \_\_\_\_\_

Print Third Party Name; \_\_\_\_\_

Third Party Signature; \_\_\_\_\_

Date; \_\_\_\_\_

Print Third Party Name; \_\_\_\_\_

Third Party Signature; \_\_\_\_\_

Date; \_\_\_\_\_