



Guide for the audio-visual coverage of the International Coastal Clean-up Day 2022

The aim of the audio-visual coverage is to produce a tool to raise awareness of the problem of marine debris, and to inspire others, in the Pacific or beyond, to carry out similar actions.

Thus, the documents produced will be disseminated on official SPREP social media channels (Facebook, You Tube, Twitter) with the aim of reaching a wide audience and especially young people. These will also be stored in our Virtual Library.

As such, the SPREP Child Protection Policy must be respected and any image of children under the age of 18 must be subject to prior parental consent.

What audio-visual coverage of the event is expected?

The audiovisual coverage of the event will include:

- The production of a 2–3-minute (Maximum 5 minutes) film presenting the general course of the event with images taken during the collection and the waste collected and including a few short interviews with preferably participants above the age of 18;
- At least a minimum of 15 images of photos covering the whole event noting these are for digital reproduction.

The contents (film and pictures) provided will become the property of SPREP and will be used by SPREP for awareness raising, non-commercial purposes only.

What is the expected content?

The images must cover the entire event and must include at least:

- Images of the cleanup site before and after the activity to show the positive effect of this action;
- Images showing the progress of the activity: launch phase, collection phase, counting phase, waste removal phase and post-effort conviviality phase;
- Optional images: final storage site (landfill, recovery site). In the absence of these images, it could be interesting to explain where the waste goes after being collected and sorted;
- Images of the different types of waste collected;
- Optional: an image with a strong message such as a photo of an "unexpected" or disgusting piece of waste (bicycle, television, oil containers, other), or a message written with waste or a sculpture made of waste, or all the ideas of the participants.

Interviews will target people over 18 years old, if possible, by choosing a diverse panel of people (ages, genders, motivations). Interviewees will be asked to answer at least the two questions below:

- A) What is your motivation for participating in this event?
- B) What would be your message to get people to adopt the 3R+ principle: Reuse, Reduce, Refuse and Recycle?

What information should appear in the audio-visual materials produced?

The audio-visual materials produced must include at least the following information:

- This was brought to you with support from the Agence française de Développement and the Department of Foreign Affairs and Trade of the Australian Government;
- The project names must appear or be mentioned at least once in its entirety: *Commitment to Sustainable Waste Actions in the Pacific Project* and *Pacific Ocean Litter Project*;
- For the following, the acronym of the project names can be used: SWAP and POLP;
- The logos of both projects available for download on the event-related Google Drive.



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- Optional: logo and name of the association, community, organization, etc. carrying out the action

Transmission of produced materials

The materials produced will be transmitted in .MOV format, through the event-related Google Drive within 3 weeks after the event.

Note: Each partner will use the file created in his name.

SPREP Child Protection Policy

It is our responsibility to ensure we protect our children from exploitation and abuse of all kinds in the delivery of SPREP supported products or communication activities.


We must:

- Ensure any imagery of children used in our communications products or activities has the signed consent form from the parent or guardian of the child in the image. Should there be a group of children, a blanket form can be signed;
- Assess and endeavour to comply with local traditions or restrictions for reproducing personal images before photographing or filming a child;
- Ensure photographs, films, videos and such present children in a dignified and respectful manner and not in a vulnerable or submissive manner. Children should be adequately



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clothed within the relevant cultural context and not in posts that could be seen as sexually suggestive;

- Signed consent forms must be scanned (or have images taken of them) and copied into the Google Drive.

For information, the SPREP Child Protection Policy is provided in Appendix 1.

The consent forms for the use of children's images to be signed by parents or guardians are provided in Appendix 2.



Appendix 1 – SPREP Child Protection Policy



Appendix 2 – Child Consent Form

MINOR (CHILD) PHOTO RELEASE FORM

As the parent/legal guardian of: [Ins Childs name/s]

I hereby give my permission for their image to be used by the Secretariat of the Pacific Regional Environment Programmeⁱ (www.sprep.org) for educational and awareness, non-commercial legal use only.

This use by SPREPⁱⁱ includes, but is not limited to - publicity/promotion, social media, printed resources and/or e-publications, presentations, media or news articles as well as the SPREP website and other digital content.

Furthermore, I understand that no royalty, fee or other compensation shall become payable to me by reason of such use.

SPREP's photo credit processes and child protection policy will be applied.

Should you wish to find out more regarding the use of photographs, please email us at sprep@sprep.org or by telephone on +685 21929.

Parent/Guardian's Signature and Date:

Parent/Guardian's Name:

Parent/Guardian's Phone Number:

Country where photo/s were taken:

ⁱ This is inclusive of core work, work by technical programmes, and any projects executed by the Secretariat inclusive of those projects undertaken in partnership with others.

ⁱⁱ SPREP is an inter-governmental Pacific environment organisation charged with promoting cooperation and to provide assistance in order to protect and improve its environment and to ensure sustainable development for present and future generations. The SPREP vision is: The Pacific environment - sustaining our livelihoods and natural heritage in harmony with our cultures.