

## **Terms of Reference (ToR)**

### **Video Submissions – Voices of SDG16+ : Stories for Global Action Video Campaign**

#### **1. Purpose of the ToR**

This document outlines the requirements, ethical standards, and submission guidelines for individuals and organisations contributing videos to the **Voices of SDG16+ Campaign**. The goal is to amplify local stories that reflect efforts to build peaceful, just, and inclusive societies while upholding the dignity, agency, and humanity of those featured.

#### **2. About the Campaign**

The Voices of SDG16+ Campaign is a collaborative effort to spotlight civil society efforts in implementing SDG16+ at the local and national levels. Video submissions will be featured online and at a side event during the 2025 United Nations High-Level Political Forum (HLPF).

#### **3. Key Principles for Video Submissions**

All videos must align with the following principles:

##### **a. Dignity and Agency**

- Share experiences honestly and respectfully in ways that uphold the dignity and complexity of the people featured.
- Avoid framing individuals or communities solely through the lens of suffering. Instead, center their responses, leadership, creativity, and lived expertise.
- Ensure stories reflect the strengths as well as struggles of the individuals and communities portrayed.

##### **b. Avoiding Harmful Images - the principle of ‘Do No Harm’ should apply to all content gathering.**

- Do not use language or imagery that reinforces stereotypes (e.g., portraying entire regions as impoverished or violent).
- Avoid showing people only in moments of sadness, crisis, or poverty. These are real parts of life, but they are not the whole story.
- Try not to use stories that make it seem like help only comes from outside the community. Instead, show how local people are already taking action and leading change.

##### **c. Informed Consent and Safety**

- Ensure informed consent from all individuals featured in the video.
  - Ensure contributors are aware of their rights to change the set-up of their appearance, decide not to answer a question, or stop participating at any point.
  - Contributors should be fully informed of your plans and what aspects of their lives you are interested in documenting and communicating.
  - Where possible and appropriate, finished content should be shared with contributors.
- Consider safety, privacy, and data protection—especially in conflict-affected or politically sensitive contexts. Consider whether it is in the best interest of the person to take part, especially if they are a vulnerable person.
- Where possible, avoid gathering content involving children. If your content involves children, adhere to the highest standards in relation to children's rights according to the Convention on the Rights of the Child (CRC)
- Anonymization is acceptable and encouraged when needed.
- Digital manipulation – no changes that alter the meaning or perception of the content. Do not crop, edit, color, or do anything else that enhances the perception of poverty or abandonment.

#### 4. **Video Guidelines**

- **Length:** Maximum 3 minutes.
- **Languages:** English, French, Spanish, or Arabic (subtitles welcome).
- **Format:** Any format is welcome (mobile phone footage, community-led storytelling, animation, etc.).
- **Content focus:** Highlight how local actors are advancing SDG16+ in their community, especially in response to systemic crises, political change, or shrinking civic space.

#### 5. **Selection Criteria**

Submissions will be reviewed by campaign partners based on:

- Relevance to SDG16+ and the HLPF thematic focus.
- Adherence to values of dignity, agency, and local leadership.
- Clarity, creativity, and storytelling strength—not technical quality.

#### 6. **Questions or Support**

If you have questions, need support with accessibility, or would like to discuss your idea before submitting, contact us at: [info@cspps.org](mailto:info@cspps.org)