

# Guidelines for images and film

Images and film play a vital role in supporting Compassion's mission to end both factory farming as well as the multifaceted issues it creates, such as but not limited to, animal welfare, health and the environment.

They help us to tell stories that engage, inspire and inform our audiences – existing and new – to take action.

These guidelines and examples are designed to help you select images that flow from our brand values: who we are, what we do and how we do. In order to reflect our credibility, **we must be accurate and honest** with everything, from where the image was taken, to the subject matter shown. **If in doubt, contact the Research & Education Team: [research@ciwf.org](mailto:research@ciwf.org)**

Compassion has a large collection of images in Asset Bank, consisting historical, verifiable, scientific, investigative and species-specific images, as well as environment, people and non-farm animal images. While this is our 'go-to' resource for images, Asset Bank may not be the answer to all our image needs.

These guidelines are intended to help you select the right images from both Asset Bank and stock libraries. They are not exhaustive, so if you spot something missing, please provide feedback.

## In short:

- Choose pictures that tell the story – keep it real.
- Check provenance of stock images.

## Farmed animals

Everything we do is to achieve our mission to end factory farming. The top priority is that we want to ensure the highest levels of welfare for farmed animals. Therefore, we want our audience to emotionally connect with them, in whatever environment they are in. Try to avoid images that need photoshopping.

## People

**Keep it real:** images of real people taking authentic action. Or real people affected by genuine issues and situations. Avoid stereotypical images and ones that require photoshopping.

- Health
- Social
- Economy

## Places

**Make it relevant:** images of the environment need to relate to the story you're telling.

- Environment

# Guidelines for farmed animal images

- Farmed animals in their environment
- Outdoor settings
- Indoor settings
- Low welfare systems

## Show farmed animals in their ENVIRONMENT

Examples of farmed animals depicted in higher welfare or factory farm settings.

Hens ranging free



Sow in a farrowing crate



Wild salmon swimming upstream



Rainbow trout in an on-shore farm



**AVOID** staged/studio shots /cut-outs on white background/unnatural views, as the animals are likely to be stressed and suffering.



Be mindful when looking for positive images, as the animals may be in an a negative situation, and therefore suffering.

✘ These cows are outdoors, but are tethered



✘ This octopus in an aquarium, not in the sea



The exception to the 'anthropomorphic' guide (opposite) is the use of clothing to benefit the animals' welfare. For example, people sometimes dress rescue hens in knitted sweaters to keep them warm while their feathers grow back.



**Do not use images that are anthropomorphic.**

This includes attributing speech to animals and using images of animals dressed in clothes or accessories and given human attributes.



### OUTDOOR SETTINGS

Look closely when selecting images of animals in an outdoor environment – they may have suffered or are suffering.

#### Check tails!

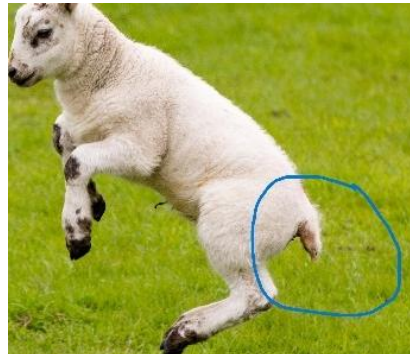
A docked tail means the animal has suffered.



Tails are intact



The tail is docked



If you can't see the tail and the system can't be **verified** as higher welfare, it is better to avoid the image.





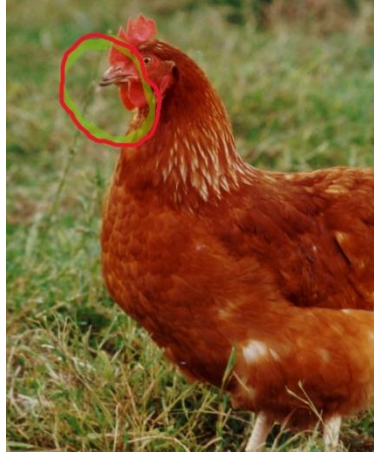
**Check beaks!**

A trimmed beak or bill means the animal has suffered.

✓ Beak is intact



✗ Beak has been trimmed



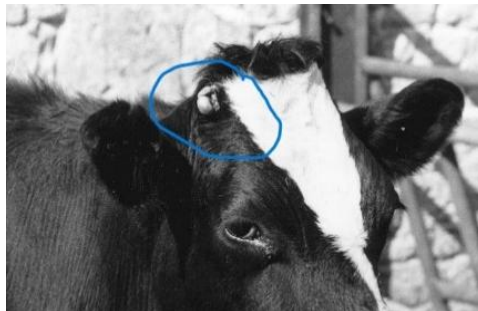
**Check the horn buds!**

The procedure called *disbudding* causes pain.

✓ Horn buds are intact



✗ This cow is described as an *outdoor* cow but his/her horns have been disbudded



Chicks want to stay close to their mother until about 8 weeks old.

✓



If you can't see the mother hen in shot, and you can't **verify** that she is out of shot, it is better to **avoid** as the chicks may be scared.



This wintry image shows an open barn door, so the animals can choose to be inside or outside.



USA mega farm: the animals are outside, but this is a CAFO (Concentrated Animal Feedlot), an agricultural facility that keeps a large number of animals confined to a small, densely populated space. They are suffering.



Not all collars cause suffering: they can be trackers to help stockpeople identify the location of cows in very extensive systems or in nature reserves.



**AVOID** images of people trying to touch animals in transit, although kindness is meant, it is invasive and stressful for young animals.



### INDOOR SETTINGS

Not all indoor systems are lower welfare. As long as you can **verify** that the system is higher welfare, the image is ok to use.

In higher welfare dairy systems, cows are brought into winter sheds to protect them from winter weather, and to ensure they get enough nutrients from their food. This image is taken on an organic dairy farm (Mary Mead, **verified** organic).



Zero grazing systems mean dairy cows never go out to pasture. This is a CIWF NL image taken on a zero grazing farm – **verified**.





Not all machinery represents factory farming – cows can be milked mechanically and don't necessarily suffer.



**LOW WELFARE SYSTEMS**

Be mindful when selecting images to represent 'legal' lower welfare systems - that they are in fact correct and currently legal in the country you are referencing, unless you intend to depict illegal systems, which should be identified as such.

**Enriched cages** are legal (UK & EU).

Enriched cage – with perch



**Barren battery cages** became illegal in the UK and EU in 2012, so would be incorrect if used to depict an enriched cage.

Barren battery cage – no perch



**Individual veal pens** are low welfare but legal systems in the UK and EU. Calves can be kept in pens until 8 weeks old.



**Individual veal crates** were made illegal in the UK and EU in 2008, so would be incorrect if used to depict a low welfare veal rearing system.



✓ Calves over the age of 8 weeks in the UK and EU must be reared in groups.



✗ These calves look older than 8 weeks, so therefore are illegally penned.



### Farrowing crates

Farrowing crates (gestation crates in the USA) are legal systems in the UK, EU and USA for sows about to give birth and who are nursing piglets.

✓ UK farrowing crate

✓ USA gestation crate



### Sow stalls

Sows are confined in individual sow stalls while pregnant.

They are legal in the EU, but **not** representative of UK farming.

✓



**Piglets reared for meat**

In the UK & EU, piglets reared for meat are **not** caged, they are reared in groups in pens.



Eartag numbers are a legal requirement, but because these ID tags can be traced back to the farm, the number should be obscured to protect the photographer/ investigator's ID.



**x** Eartag ID is visible





# Guidelines for selecting non-animal images

## People

- Health
- Social
- Economy

Good images of **real people** impacted by factory farming can be found in the following Asset Bank folders:

- Philip's [Farmageddon](#) investigation folder
- The [END.IT](#) campaign folder

Unlike animal images, staged / studio shots of people are acceptable, if **accurately** depicting the content.

## Health

Images of **real people** whose **health** has been directly impacted by factory farming / and over processed food:

- Hunger (food security)
- Obesity
- Some cancers  
*(Note of caution - cancers linked to factory farming not readily available)*
- Heart and lung diseases
- Diseases (diabetes type 2)
- Pandemics

✓ African child suffering from Kwashiorkor, his belly is swollen from malnutrition



**AVOID stereotypical images**, for example:

✗ Depicting people with diabetes as obese is misleading. Not all diabetics are overweight, or have diabetes type 2 as a result of eating overly processed food.



✓ Insulin test to depict diabetes



✓ Alan, Mexico, nearly died from swine flu-like symptoms:



## Social

Images of **real people** who peacefully support Compassion's mission to end factory farming are impactful and help support the feeling of our movement / voices coming together.

✓



Be mindful to include images that represent diversity and inclusion, and are a true representation:

- Marginalised communities (disabled, LGBTQ+)
- Gender equality
- Ethnic and cultural diversity
- Generations (young – old)



## Economy

We don't use images where factory farming *isn't* having a reach or impact.

We can use images of **people** whose **lives** have been directly impacted by factory farming, for example:

- Those who have lost land and livelihoods to the 'Big Ag' companies due to land grab, deforestation to grow feed for intensive animal agriculture
- Displacement
- Poverty



## Solutions

- Small scale higher welfare food systems are economically and environmentally sustainable
- Innovative farming – producing the raw materials and selling the product on the same farm
- Regenerative farming
- Rewilding





## Places (environment)

Good images for factually correct images of **places** that have been impacted by factory farming can be found in the following Asset Bank folders:

- Philip's [Farmageddon](#) investigation
- The [END.IT](#) campaign folder

Choose images that illustrate the impacts of factory farming – explain the connection in the copy:

- Climate change
- Pollution (air and water) – e.g. run-off from factory farms
- Deforestation
- Wildfires – note to distinguish wildfires caused by arson rather than drought
- Flooding
- Drought
- Dead zones
- Endangered wildlife



**Be mindful when selecting arable agriculture images.**

Fields of wheat, soya and almond groves can represent **monocultures**, which rely on pesticides. Avoid using these images to depict 'idyllic' fields, as monocultures are not sustainable and are damaging the health of communities, wildlife and the environment.



## IMPORTANT INFORMATION

### Asset Bank permissions and credits

Please check the permissions and limitations of use for all assets (images, video, music, illustrations and graphics) sourced on Asset Bank. This includes the following:

- Check that the conditions of use match your needs. For example, assets sourced from stock libraries can often only be used for certain media and some have a maximum distribution figure (**print and online**).
- Generally, assets purchased from stock libraries (iStock/Getty/Shutterstock) cannot be shared with third parties, e.g. media outlets or partner organisations, so please check the permissions carefully.
- Commercial licences are required if we are *selling* merchandise that has a stock asset (t-shirts, cards etc.).
- Make sure you have permission to use images belonging to other NGOs, as you may not be allowed to use them for fundraising or public campaigning activities. Always credit images/footage to the NGO.
- If you are sharing another organisation's piece of work online, you must use the work 'as is'. You cannot use any assets included in the work separately, unless you license them for use by Compassion.
- Images or videos of 'real people' such as supporters, celebrities and patrons are impactful and help support the feeling of our 'movement'/voices coming together. However, you must have their written permission to use their image – and written consent from the parent of any person under the age of 16. These permissions should be uploaded to Asset Bank with the relevant images.

Each library has different terms for their licenses, and they should be checked before using any asset. For clarity, the following are the terms for our main provider of Royalty Free Assets, iStock.com.

**PHOTOS & ILLUSTRATIONS:** *You do not need to include a credit for commercial use.* The only exception to this is when the content is used for editorial purposes, but Compassion could very rarely claim this as we're not a recognised news organisation.

**VIDEOS:** If technically feasible, you must include the following credit in visual productions: "iStock.com/Artist's Member Name." This can either be in the video itself or in an accompanying text post (i.e. Youtube video description).

**MUSIC:** If music is used in an audio/visual production where other credits are given, you must include the following credit: "[Artist's name]/[Music Collection Name] via iStock.com" This can either be in the audio/visual production itself or in an accompanying text post.

**For advice and support in purchasing iStock/Getty images, please contact the Digital Team:** [DigitalTeam@ciwf.org](mailto:DigitalTeam@ciwf.org)

Any images/footage taken by/or for Compassion in World Farming, please credit CIWF/[Country], as it shows supporters we put their donations to good use, we're 'on the ground' exposing the truth, raising awareness in the media, and makes our donation asks relevant.

#### Quality

Before applying text or logo to images/film, be mindful not to compromise **legibility/accessibility**. Images should be **in focus** and **high resolution**. For printing, the recommendation is minimum 1mb or 600dpi.