



FAO Villages Recognition Initiative

AV Materials Guidance_FAO-Copyrighted materials

Purpose of the Guidance

This document provides technical requirements and practical guidance on the preparation and submission of FAO-copyrighted audiovisual materials for the FAO Villages Recognition Initiative.

FAO-copyright materials: Materials for which FAO owns the copyright, including content produced or commissioned by FAO. Materials owned by third parties, even where FAO has permission to use them, must be submitted as Third-party materials.

What you will find in this document

- The purpose and use of audiovisual materials within the initiative;
- Technical/qualitative requirements for photos and videos;
- Photo crediting requirements, mandatory photo/video metadata, and Subject Release Form(s) where applicable;
- Submission procedure and upload instructions.

Please follow this guidance to ensure that submitted materials meet the required standards and can be reviewed and considered for use in the initiative's communication activities.

1. Context and purpose

As part of Phase II of the FAO Villages Recognition Initiative, recognized villages will be featured on the [initiative's page](#) under the [FAO MuNe website](#) through a digital interactive map. Each village will be represented on the map by a geolocated pin, through which users can access relevant information and materials about the village.

Audiovisual materials thus play an important role in showcasing each village in an engaging way, enhancing its visibility and storytelling potential.

2. Materials to submit

The following audiovisual materials can be submitted: **Photographs and Videos**.

2.1 Technical and qualitative requirements

Photographs should:	Video content should:
• Be of high quality and resolution, with a minimum Full HD resolution (1920 × 1080 pixels). Higher resolutions are preferred; • Capture key aspects of the nominated village including landscape, people, activities and practices, food culture or heritage.	• Be relevant to the activities/category of the nominated village and its main features, such as landscape, people, activities, food culture or heritage; • Be professionally produced whenever possible; • Be submitted either as clean edited footage or raw footage (<u>no</u> subtitles, on-screen text, logos or graphic overlays, added music or external audio).

For detailed technical specifications and production standards, please refer to the [FAO Photo and Video Production Guidelines](#).

FAO-Copyrighted audiovisual materials

These guidelines apply to audiovisual materials for which FAO owns copyright, including content produced or commissioned by FAO.

3. Mandatory Requirements for materials

3.1 FAO photo/video credit format

In order to use the submitted materials, **all photos/videos** must include correct credit attribution. Photo credits must be provided in accordance with the format below.

Source	Credit format	Example
FAO. If the photographer's name is known	© FAO / Photographer Name	© FAO / Giulio Napolitano
FAO. If the photographer's name is not known	© FAO	© FAO

3.2 Mandatory Photo/video Metadata

In addition to the required photo/video credit (see 3.1 above), all submitted photos/videos must include **metadata**. Metadata must be provided for each individual photograph or video using the [Photo_Video Metadata Template](#). Each metadata entry must include:

- File name
- Date
- Location
- Country
- Credit
- Subject Release Form(s) status (Y/N)
- Corresponding Subject Release Form File Name(s), where applicable

Other metadata

Captions for photos

Captions should be written in the present tense and describe what is visible in the image. Each photograph must have its **own specific caption**.

Examples of captions:

1. 13 May 2026. Brussels, Belgium. Ms Jane Smith, FAO Programme Officer, participates in a meeting on rural innovation initiatives.
2. 13 May 2026. Nakuru County, Kenya. A farmer uses a mobile device to access agricultural advisory services.
3. 13 May 2026. Tuscany, Italy. Landscape view of the village and surrounding agricultural terraces.

Shotlist for videos

A shotlist is a chronological description of the shots in a video. For a detail example please see the [Photo_Video Metadata Template](#).

Background information

Any project or activity information should be included in the *Background Information* field.

3.3 Subject Release Form(s)

- All submitted photos and videos containing images of people featured prominently and/or whose faces are identifiable in the image should be accompanied by a signed Subject Release Form.
- Images of children should be accompanied by a Subject Release Form signed by their parents/guardians.
- Contributors should ensure that people photographed understand the Subject Release Form and how the images may be used.
- Subject Release Form(s) are generally not required when people appear only incidentally in the background, are not recognizable, or are not the focus of the image.
- A separate form should be completed and signed for each identifiable individual.
- When a **Subject Release Form** is required, contributors must indicate in the [Photo Video Metadata Template](#) the corresponding **Subject Release Form file name(s)** associated with each submitted photograph or video.
- The **Subject Release Form file name** should clearly correspond to the relevant photograph or video in order to facilitate verification by FAO.
- Available versions: [\[EN\]](#), [\[FR\]](#), [\[RU\]](#), [\[IT\]](#), [\[AR\]](#), [\[ZH\]](#), [\[ES\]](#)

4. How to submit audiovisual materials

All FAO-copyrighted audiovisual materials must be uploaded to the designated [FAO SharePoint folder](#) (by country folders).

4.1 File naming

Before uploading, please ensure that each file is correctly credited in accordance with Section 3.1 and named using the format below. To avoid file compatibility issues, use underscores (_) to separate elements and do not include special characters (e.g. ©).

COUNTRY_VILLAGE_KEYWORD

Example: Country_XXX_village_keyword_01.jpg

Kenya_Nakuru_farmer_01.jpg

Final Checklist before submission

Please ensure that:

- ✓ All submitted materials are those for which FAO owns copyright, including content produced or commissioned by FAO (**FAO-copyright materials definition**)
- ✓ All photos and videos meet the required **technical and quality standards**, as indicated in Section 2.1
- ✓ **Correct credits** have been provided for each photo/video, as indicated in Section 3.1
- ✓ **Metadata** has been completed and uploaded using the [Photo Video Metadata Template](#), as indicated in Section 3.2
- ✓ **Subject Release Form(s)** have been provided where applicable, as indicated in section 3.3
Available versions: [EN], [FR], [RU], [IT], [AR], [ZH], [ES]. Any Subject Release Form relating to a minor has been signed by the child's parent or legal guardian.
- ✓ All files have been named following the format specified in Section 4.1

5. Uploading the materials

This is the final step required to complete the submission of the materials.

To upload the materials:

1. Open the [FAO SharePoint folder](#) and identify the folder corresponding to the country where the village is located.
2. Drag and drop the files directly into the relevant folder.
3. Once the upload is complete, send a confirmation email to FAO-villages@fao.org

Please Remember

Correct photo crediting, metadata, file naming and submission of required supporting documentation, where applicable, enable FAO to review, use and promote the materials.

Materials that do not comply with these requirements will not be considered for use by FAO.