



FAO Villages Recognition Initiative

AV Materials Guidance_Third Party materials

Purpose of the Guidance

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

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, Subject Release Form(s) where applicable, and License to use third-party material;
- 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 (no 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](#).

Third-party audiovisual materials

These guidelines apply to audiovisual materials that belong to third-party entities, including those produced or provided by government entities such as ministries or local authorities, communities and villages, other partners and organizations as well as individual photographers and video-makers.

3. Mandatory Requirements for materials

3.1 Third-party 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
Photo provided by a Ministry, Institution, Organization, NGO, or Stakeholder	© Photographer Name / Organization Name	© <i>Maria Rossi / Ministry of Agriculture</i> ; © <i>John Smith / World Bank</i>
Photo belongs directly to the photographer	© First Name Last Name	© <i>Elena García</i>
Photo from a website, archive, or publication	Credit format must be exactly as required by the rights holder or license. FAO must have prior permission from the copyright holder to use the photo	<i>As specified by the rights holder</i>
Stock photo	Follow the exact credit format required by the provider	© <i>Shutterstock</i>

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
- License to use Third-party status (Y/N)
- Corresponding License to use Third-Party File Name(s)

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: [\[EN\]](#), [\[FR\]](#), [\[RU\]](#), [\[IT\]](#), [\[AR\]](#), [\[ZH\]](#), [\[ES\]](#)

3.4 License to use third-party material

Contributors are also required to provide a signed form **granting FAO the right to use, reproduce, publish and disseminate** the submitted photos and videos for communication purposes.

Available version: [\[EN\]](#)

4. How to submit audiovisual materials

All Third-party audiovisual materials must be uploaded to the designated [Google drive 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 provided by Third-party
- ✓ 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
- ✓ **Signed Subject Release Form(s)** has 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.
- ✓ **License to use third-party material** has been provided, as indicated in Section 3.4 Available version: [\[EN\]](#)
- ✓ 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 [Google Drive folder](#) and identify the folder corresponding to the country where the village is located.
2. Click "New" → "File upload" or "Folder upload".
3. Alternatively, drag and drop the files directly into the relevant folder.
4. 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.