



**How do you see development? How to portray the *human face* of development processes?**

**How do development initiatives and programmes *improve the lives* of people?**

The Global Photography Campaign launched on 1 June 2009 aims to promote and showcase examples of people winning the battle against poverty, social exclusion and marginalization, bringing answers to the questions above.

Development is often portrayed by images of desolation and despair despite the uncountable number of initiatives, programmes, ideas and partnerships that are changing the lives of millions of people in our developing and transition world. In order to raise awareness of the successes in the development process and share innovative and successful actions, the International Policy Centre for Inclusive Growth (IPC-IG) in collaboration with **UNDP Lao PDR** is launching the Global Photography Campaign on Humanizing Development. Partners from all continents are supporting the campaign – from Brazil to Kazakhstan; New York to Vientiane; Sri Lanka to Haiti; the São Paulo Metro Company to the Calvary School in Singapore. A group of United Nations Volunteers – Online Volunteering Service is collaborating with IPC-IG in the organisation of the campaign.

**Everyone can participate in this global effort and contribute with a photograph:** you just need to upload your photo on the campaign website: <http://www.ipc-undp.org/photo/>

The photos should fit in one of the campaign's **14 thematic areas** related to the Millennium Development Goals, such as *fighting deprivation and expanding access to food, water, sanitation, education and health services for the poor* and *promoting women's leadership and equal opportunity to develop talents*.

Some of the main outputs of the campaign include a **photo gallery** to be permanently located at the IPC-IG office and open for public visitation; a series of **photo exhibitions** in several cities around the world; and a **photo database** that will be shared with the campaign partners and several UN agencies and departments.

**Join us** in showing development through a different lens.

Visit the campaign website:

<http://www.ipc-undp.org/photo/>

**Contact information:**

Mr. Francisco Filho  
Communications, Outreach and Advocacy Unit  
International Policy Centre for Inclusive Growth  
Poverty Practice, Bureau for Development Policy  
United Nations Development Programme  
E-mail: [francisco.filho@undp.org](mailto:francisco.filho@undp.org)  
Phone: (+ 55 61) 2105 5036

**Our partner:**



Lao PDR

International Policy Centre for Inclusive Growth (IPC-IG)  
Poverty Practice, Bureau for Development Policy  
United Nations Development Programme

Esplanada dos Ministérios, Bloco O, 7º andar 70052-900 Brasília - DF, Brazil ♦ Telephone (55-61) 21055000 ♦ Fax (55-61) 21055001

Website: <http://www.ipc-undp.org>