

Consent form for photography

Consent for use of photos/video to support Outdoor/Empty Classroom Day

Dear school, parent/guardian and children,

I'm writing to ask if you will share your photos of outdoor learning and play with the organisers of Empty Classroom Day, Eco Schools England, and the global campaign Outdoor Classroom Day.

Outdoor Classroom Day is a world-wide campaign led by Project Dirt and backed by Unilever's Dirt is Good brands (Persil, Omo etc.) to get more kids learning and playing outdoors. Inspired by the UK's *Empty Classroom Day*, we are raising awareness of the importance of outdoor play and learning by doing for happy childhoods and to build skills for tomorrow. In the UK the campaign will continue to be called Empty Classroom Day and is being led by Eco Schools England, part of Keep Britain Tidy. You can find out more about the campaign at:

<http://www.outdoorclassroomday.com/> and <http://www.emptyclassroomday.org.uk/>.

If you are happy to share your photos we would be grateful if you could sign the attached form to allow us to use your photos in promoting the campaign further.

The photos/video will be held in Project Dirt's photo library. The photos/video will be used by Project Dirt and their campaign partners, as well as third-party organisations that occasionally work with us to promote getting children outdoors to play, get dirty and learn about the world. They may be used outside the campaign, but always for the same purpose.

The photos/video may be used on publications, promotional materials, websites and social media platforms, DVDs and other marketing materials providing essential information on our work. They will help us engage with other parents, primary schools, policy makers and politicians to promote the importance of outdoor play and learning.

If at any time you wish your photos/video to be deleted from the photo library, please contact Project Dirt.

Thank you for your help.

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PROJECTDIRT
CONNECTING COMMUNITIES FOR GOOD



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Photos and videos may be used by Project Dirt and their campaign partners to promote the need for children to be outdoors.

Uses may include:

Print: Books and book covers, training resources, PowerPoint presentations, marketing flyers, resource catalogues, annual reports, briefing papers, newsletters, and other third-party publications and websites that report on our work.

Electronic formats: films, websites, social media platforms (Instagram, Flickr, Facebook, Twitter and others around the world) and PDF files.

Name of Child/Young person 1:

Name of Child/Young person 2:

Name of Child/Young person 3:

Name of Child/Young person 4:

I am the person responsible for releasing images from the school and have full permission from parents of these children to do so for the purposes above.

Name of School

Address of school:

Signature of responsible person:

Name of responsible person:

Email address:

Or

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OUTDOOR CLASSROOM DAY



I am the legal parent/guardian of the child/children/young person/s above and I give permission for my child/myself to be photographed/videoed for the Project Dirt photo/video library.

I confirm that I have read the letter attached to this permission form and understand the proposed uses for the photographs/video. I understand that I can withdraw the photo/video from the photo library at any time by contacting Project Dirt.

I understand that there will be no payment for my or my child's participation.

Signature of Parent/Guardian:

Name of parent/guardian (block capitals):

Signature of child:

Address:

Date:

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