



Volunteer protocol for creative content creation

Welcome to the Central Apennines!

There is so much to explore and communicate about in this biodiversity hotspot where people and nature try to live side-by-side. Every location you visit, be it in nature or in a local community, is precious and needs to be treated with respect and with awareness.

Either if you create your own project for university, your own company or other media purposes adhering to the following is essential for a fruitful collaboration.

If you are a videographer, photographer or other content producer, please follow this series of guidelines to ensure the due respect is shown to habitats, animals, culture and people, the confidentiality of sensitive data is guarded and the vision of Rewilding Apennines (RA) is a guiding principle in your creative process.

Rewilding Apennines vision

When producing content as a volunteer / intern / trainee guided by RA please be mindful of the following guidelines connected with the communications strategy and visual identity of RA.

RA shares the vision of its partner Rewilding Europe regarding making the world a wilder place where wildlife and humans can thrive side-by-side. This means our communication is directed to show why rewilding is necessary, how rewilding works and how we can build a better future together with a variety of stakeholders, from local communities to entrepreneurs, from volunteers to tourists and authorities.

By creating content during your time with us you become an ambassador for our vision and contribute to our communication objectives.

Key communication objectives:

- Raise awareness about the importance of rewilding in the Central Apennines, but also at an international level.
- Encourage the support of local communities for wild nature and wildlife comeback by actively involving them in events, workshops, edutainment linked to coexistence and nature tourism.
- Promote the opportunities rewilding brings to develop wildlife and nature-based economies.
- Amplify rewilding-related dialogue at all levels, on all online and offline channels.



Your connection to us:

1. The quality of your content represents your work but also the work we do in the Central Apennines, so please ensure you use proper equipment and produce high-quality materials. This will help portray the rewilding movement clearly and also be inviting to any audience.
2. Focus your topic on a key element of the rewilding concept, consult with the RA team to find the best perspective. Some subjects have already been promoted while others are in need of more attention and you could bring them forward.
3. Your esthetic is important to have a unique approach and end product, but it must not contravene the RA vision, or the code of conduct detailed below.
4. If you are creating content specifically for RA channels you will receive a brief, logos and useful pre-defined templates for videos.
5. Please make sure that when editing, altering or adapting the raw content, you do not alter the truth and reality of the initial filming, photography or spoken/written words.
6. When using the footage, photography or written content created in this volunteering experience it is mandatory to include in the credits the logo of Rewilding Apennines, tag RA in social media and reference our website whenever possible: www.rewilding-apennines.com

Code of conduct

1. Before initiating your project, please make a **clear description of your needs, scope and duration** to the RA team. It's very important to understand your project and see how it can be united with the RA vision to benefit and respect all involved.
2. Please state clearly in **what way you will use the product** including but not limited to all forms of television, video, DVD, online/Internet, print and non-theatrical.
3. To ensure safety of both wildlife and people, you have to respect all instructions given beforehand and during the creative process by the RA team.
4. Filming and photography in protected areas are subject to restrictions and in some cases, you may need authorisation from parks or municipalities to perform your action. (E.g., if filming with a drone, going to an off-path area etc.). If you have such needs, please first address it with RA before engaging in the activity.
5. Please provide any proof of permits and drone insurance you might have.
6. You shall be responsible for obtaining all necessary consents and clearances from participants and interviewees filmed. You must follow all General Data Protection Regulations in your process and provide RA with a copy of all the consents received (in pdf form).
7. It's imperative that you treat the people you encounter during filming with respect. Over the years, RA has built valuable connections, friendships and collaborations that are essential for our conservation work, you are speaking on our behalf, so please represent us with dignity, empathy and professionalism.
8. Respect the intellectual property of all the people you encounter. From volunteers to specialists, everyone has valuable knowledge they can share, but they must be quoted appropriately.



9. You must keep any confidential information shared in advance or during the production process confidential.
10. Please be aware you are not permitted to share any delicate contents or concrete information about locations where you will be performing volunteering actions to minimize risk towards habitats and species. This applies to social media or other online or offline instances.
11. Before publishing any content, you must give the opportunity to RA to provide feedback in advance to ensure correct information is being shared.
12. Please provide the raw footage to RA to be used in promoting the Rewilding Area.

Thank you for joining us and keeping in mind the vision, ethical code and communication objectives of Rewilding Apennines.

Name and Surname of the volunteer / intern / trainee

Address, email / Phone

Date and signature of the volunteer / intern / trainee
