



Ethical nature filming and photography manifesto

The natural world is an endless and fascinating place which captivates our minds and enriches our lives. No wonder we love to capture every moment of its' splendour and share it!

Nature is worth our attention and our respect, thus we are happy to share with you the Rewilding Apennines manifesto for ethical nature filming and photography. Here are the main principles we all must follow when in the Central Apennines, either as a filmmaker, photographer, or visitor.

RESPECT NATURE AND FOLLOW THE PATHS

We recommend you always ask for a guided assistance from a certified tour guide or from a respected entity: park, reserve, NGO representative before starting your exploration.

When you enter into a natural area, protected or not, please respect all plants and animals. Keep on the indicated paths and do not step outside the trails as this affects the delicate balance of nature. There could be endemic and rare plants or insects that lay just at your feet. Always think of the big picture, even if you are seeing yourself as having a small impact, these actions come together and can damage an ecosystem profoundly.

The habitat should be the same as you found it once you leave. Keeping quiet is the best way to not disturb nature and to keep yourself hidden and increase the chance of spotting wildlife.

Try to always be in a small group, this reduces your impact and increases your chances of seeing wildlife.

KEEP YOUR DISTANCE

Allow sufficient space between you and wild animals of any kind, be they dangerous or not. Animals must be left to perform their activities in peace and quiet, any alteration of their natural state is considered to be damaging to their behavior and can stress them. Also, by altering their behavior, you could also damage the outcome of your film/photo.



It is forbidden to alter the surroundings or attract the attention of any animal with sounds, food, smells etc.

If moving an animal is required (e.g., insects, amphibians) this should be done only in the presence of a biologist, or local specialist (protected area representative).

Jeffery Boswall, studied the issue of ethical filmmaking in the 1970s while he was a producer for the BBC Natural History Unit. He wrote "The Moral Pivots of Wildlife Filmmaking" in 1988 and gave great examples of how people make animals behave unnaturally –for example, frightening a bird off its eggs by moving too fast near its nest to capture it flying away or to film the eggs. We condemn any such attempt.

USE OF TECHNICAL EQUIPMENT

The use of artificial light sources, continuous or instantaneous, should be done rationally and only when they do not pose a major risk to wildlife. It is advisable to consult a biologist or specialist in the field in advance.

Drones and other invasive equipment (motion sensor cameras, flash systems, etc.) cannot be used without the proper authorisations from park or reserve representatives. Even with authorisations these should be used sparingly and only where images cannot be taken otherwise. We recommend that these methods should only be used for well-defined projects and in consultation with a specialist in the field. The use of drones to photograph birds in flight, or in nesting areas, is not recommended. However, if there is no other possibility of shooting, the drone should not be used at a distance of less than 100m (this distance has been established by specialists in the field as safe for birds).

When in the editing stage try not to alter the images or footage at an extensive rate. Do not manipulate the images to fake reality or transpose species in other environments.

THE PLACE, THE PEOPLE

No matter how difficult the subject matter, how sad, beautiful, engaging, the key element is the dignity of your subject, be it wildlife, flora or a person.

We agree with educational and informational accuracy, but recommend omitting the exact location where an image was taken when dealing with rare species or vulnerable habitats.



We do not encourage images that convey a false message about a situation, state of affairs or phenomenon, regardless of the technique by which they were obtained (angle or direction, image manipulation techniques etc.)

It is unacceptable to present images, parts of images or video made by other photographers/filmmakers as personal creations.

We condemn any graphic footage that can be misleading for audiences and inspire fear and terror as these are ways to effectively discourage conservation. We also condemn any cruelty towards animals, or people.

Accept rejections when asking for permits for filming or for off-limit areas without questioning the specialists, local authorities or protected area representatives. Do not insist either with interviews if inappropriate.

Do not expect to receive guidance, research, knowledge and assistance (logistical or otherwise) without an agreement of collaboration with Rewilding Apennines. This contract can have a base fee for the resources we share with you.

Allow the collaborators to see the footage before it makes it on the screen, this way you can double check information, receive more insight, avoid any delicate situations and allow for a better collaboration.

If you are interested in filming or photographing in the Central Apennines with the guidance of Rewilding Apennines, please contact us at: info@rewilding-apennines.com by sending a us:

1. A short abstract describing your concept, goal, timeline and plan
2. Previous work examples
3. Contact details