

# Rules for Responsible Content Production

## Sustainability is the main character

We have huge opportunities to protect the places we play, especially in our content production. Treading lightly is how we uphold balance and reciprocity with our Earth.

So how can we be fairer? Greener? Safer?

At Canyon, whenever we're creating content, we follow these rules:

### 1. Get to know before you go

- Arrange transportation with the lowest possible environmental impact
- Research the location and terrain well in advance
- Get a permit, if required
- Check and prepare for all weather scenarios
- Talk to land managers and local film and tourism commissions beforehand
- Limit overall impact by considering less well-known locations when possible

### 2. Plan and prepare for nuances

- Be equipped for hazardous conditions
- Be prepared for last minute changes in high-risk environments
- Assess impact on ecosystems, wildlife, and communities, and adapt where necessary
- Know and understand where drone "no fly zones" are
- Pack plenty of water, supplies, and safety equipment

### 3. Respect the environment and everyone in it

- Leave places better than how they are found
- Keep trails, vistas, paths, or byways free for others to use
- Give space to people in the area who are working, visiting, or relaxing
- Treat the land, water, wildlife, and Native and local communities with gentle care
- Reduce bright colours to blend in with the landscape and terrain if possible

### 4. Leave no trace

- Give sensitive habitats a wide berth (they often have a 'keep out' sign)
- Leave wild-growing edible plants, berries, and fungi as and where they are
- Try to always remain close to vehicle(s) when filming
- Consider the disruptive impact on the ecosystem if disclosing specific locations
- Showcase Canyon's responsible care of Earth in the content produced when possible

### 5. Restore the relationship with the natural world

- Inspire people to see themselves as guardians of this world
- Highlight all backgrounds, cultures, and abilities in Canyon's content
- Consider the inhabitants that once stood in the place
- Celebrate and showcase the multitude of ways in which people connect with nature

### 6. Be the change you wish to see

- Model responsible recreation through actions
- If something must be taken from the land, use everything and waste nothing
- Pick up and recycle every bit of waste in the surroundings, even if it was there upon arrival.