



Ethical Wildlife Photography REFERENCES

As wildlife photographers, we hold a unique position at the intersection of art and conservation. Our actions behind the lens ripple far beyond the immediate moment of capture, influencing both the animals we photograph and the viewers who experience our work.

Audubon.org Ethical Bird Photography Guide

<https://www.audubon.org/photography/awards/audubons-guide-ethical-bird-photography-and-videography>

Audubon.org Bird Feeder Guidance

https://www.audubon.org/news/to-feed-or-not-feed?int_src=site_search&int_query=are%20bird%20feeders

The Royal Photographic Society (RPS) The Nature Photographers' Code of Practice

<https://rps.org/media/1xcnsuga/the-nature-photographers-code-of-practice.pdf>

Out of Focus – Wildlife Photography Ethics | Where to Draw the Line

<https://www.canonoutsideofauto.ca/2025/03/18/wildlife-photography-ethics-where-to-draw-the-line-between-getting-the-shot-and-protecting-nature/>

Peta Pixel – Ethical Wildlife Photography (Michael Bonocure)

<https://petapixel.com/2025/10/27/ethical-wildlife-photography-a-field-guide-to-photographing-animals-with-respect/>

Training / Educational RESOURCES

CBVA (Commercial Bear Viewing Association) <https://www.bearviewing.ca/>

The Commercial Bear Viewing Association of BC (CBVA) was formed to promote sustainable bear viewing in British Columbia and aid in the protection of wild bears.

iNaturalist website and app – <https://www.inaturalist.org/>

Every observation can contribute to biodiversity science, from the rarest butterfly to the most common backyard weed. We share your findings with scientific data repositories like the [Global Biodiversity Information Facility](#) to help scientists find and use your data. All you have to do is observe.

Seek by iNaturalist app – <https://www.inaturalist.org/>

A user-friendly version of iNaturalist that identifies species in real-time with your camera and offers badges, great for family walks or simple discovery.

CornellLab Merlin – <https://merlin.allaboutbirds.org/>

Identify the birds you see or hear with Merlin Bird ID. It's a free global bird guide with photos, sounds, maps, and more.



J A C Q U I E M A T E C H U K
P H O T O G R A P H Y

The COMPASSIONATE Lens

Organizations you can help make a difference...

CCPC – Canadian Conservation Photography Collective - <https://www.theccpc.ca>

A national nonprofit that unites photographers, filmmakers, and storytellers using visual media to inspire conservation action across Canada. Through collaboration, education, and advocacy, CCPC amplifies stories that protect wildlife, ecosystems, and wild places.

Accepts donation of photos and video content for various campaigns

Members and non-members can contribute assets

New members must go through an application process to be accepted

Raincoast Conservation - <https://www.raincoast.org/>

A science-based charity protecting the lands, waters, and wildlife of coastal British Columbia using rigorous research and community-informed advocacy. They partner with Indigenous Nations, scientists, and local communities to drive conservation action for species and ecosystems.

The Grizzly Bear Foundation - <https://grizzlybearfoundation.com/>

Is a Canadian nonprofit dedicated to the conservation of grizzly bears through science-based research, habitat protection, and public education. Their work supports coexistence strategies that benefit both bears and people.

Accepts donation of photos and video content for various campaigns

Looks for donations for fundraising auctions

Canadian Conservation (Instagram) – <https://www.instagram.com/canadianconservation/>

Is a digital platform dedicated to sharing powerful stories of wildlife, wild places, and conservation issues across Canada. Through photography and accessible education, it helps foster awareness, respect, and stewardship for the natural world.

Use donations of prints for online auctions that you run in conjunction with other artists

Summary...

"Every shutter click is a choice. Every moment in the field is a relationship. And every photograph we make can either take something or give something back. My hope is that each of us walks away ready to lead with compassion — because the wild deserves nothing less, and our images will be stronger for it."



JACQUIE MATECHUK
PHOTOGRAPHY