

Commercial Bear Viewing Association of BC CODE of CONDUCT

As a member in good standing of British Columbia's Commercial Bear Viewing Association, I am committed to the following principles:

General

- 1 Assuring the sustainability of the bear-viewing industry by holding myself, and my company, to the highest standard of care and safety for my guests and the bears.
- 2 Recognizing that the commercial trophy hunting of grizzly bears and some endangered subspecies of black bears (including the white Kermode bears) is not conducive to the sustainability of the bear viewing industry and will therefore work to end this hunting activity. Will not participate in any predator trophy hunting activity.
- 3 Complying with all CBVA Best Practices.
- 4 Using the best available practices to ensure that my operations and company activities are sustainable - environmentally, socially, and economically. Support other initiatives that promote the same at all jurisdictional levels.
- 5 Striving for good relations with Government, First Nations and other operators. Respect, and cooperate with other members' existing operations and tenure requirements so there are no adverse impacts to the existing operations and overall experience.
- 6 Linking and networking where appropriate with other industry, environmental and academic organizations and stakeholders to promote sustainable wildlife viewing and protection for bears and their ecosystems.
- 7 Keeping abreast of current political, land/marine management and environmental issues, particularly in local areas, and taking appropriate action when necessary.
- 8 Providing the highest quality experience for my clients.
- 9 Being truthful in advertising, press releases, discussions, and interpretation.
- 10 Inform and educate guests and the recreational public about the *Responsibilities of the Tourist* when visiting local cultures and environments.
- 11 Carry appropriate liability insurance and implement appropriate risk management strategies.
- 12 Being a steward of the environment by advocating sound wildlife conservation, promoting and encouraging its practice with others, and abiding by provincial and federal wildlife guidelines and regulations for the protection of habitats and species. Being aware of my ecological footprint in my operations and endeavouring to keep it as small as possible. Encourage other companies to do the same being mindful of cumulative impacts.

Staffing Standards and Certification

- 1 Promoting and supporting advanced education and training for guides, staff and managers to the standards developed by the CBVA and other appropriate associations and institutions. Complying with national, provincial and association safety standards.
- 2 Employing, where appropriate and available: staff who are knowledgeable, good communicators well versed and respectful of local cultures and natural history.
- 3 Endeavour to hire only certified bear viewing guides possessing certification from the Commercial Bear Viewing Association of British Columbia when undertaking bear viewing activity or contract the services of a certified guide.