



The Big Canopy Campout

Guide for participants

2018

On behalf of the The Big Canopy Campout team, thanks for joining TBCC 2018!

We are delighted you'll be in the trees with us on the 15th September and, in the process, helping us to save critically threatened rainforest through the World Land Trust. You're joining an enthusiastic and growing community of forest adventurers around the world and we're really pleased to have you on board.

This document explains the key details of the campout, how to join us online and the things we hope you'll do to share your campout with the world. You're part of a global community and we want to share your experience with you.

Safety and permission

Firstly, we have to talk about safety. If you are planning to get off the ground and into the canopy you must be fully trained, experienced and skilled for the activity and environment you are climbing in. Please don't attempt any climbing activity unless this is the case. You must follow all local rules and regulations and ensure you have planned for emergencies and evacuation as necessary. Whether you are climbing into the trees or camping on or near the forest floor, please make sure you have permission to camp and that you follow all local rules and guidance for the area you intend to camp in. The Big Canopy Campout team cannot be held liable for any damage, accident, injury, loss or death caused by your activities. Your plans are outside our control and you are entirely responsible for your own actions. It should go

without saying but we have to state this: please respect the place in which you camp and follow all local regulations and common-sense rules to keep the environment safe.

The cause

TBBC will directly raise funds to purchase forest in the biosphere reserve of Sierra Gorda in Mexico. This incredibly diverse and threatened habitat in the state of Queretaro is a mix of complex forest types including critically threatened cloud forest. The World Land Trust, working with local charity partner GESG are purchasing this forest one acre at a time and protecting it through their keepers of the wild programme.

Funds raised through your Big Canopy Campout will directly purchase acres of this vitally important forest to be managed for conservation and protected for ever. £100 buys one acre of forest.

Full information about the project can be found at

<http://www.worldlandtrust.org/projects/mexico>

<https://youtu.be/ukrXRKquW4E>

https://youtu.be/0az1SIL_s0U

Donations

Donations can be made simply by logging onto the WLT website at

<https://portal.worldlandtrust.org/portal/public/donate/donate.aspx?donationAmount=&productID=THEBIGCC>

Supporters can directly donate in their own currency

Whatever you are doing, just get the message out as widely as you can and mercilessly hassle everyone you know to donate to this important cause. We will be showing the world how strongly the canopy community can shout about forest loss and how adventure can add value to forests.

Prizes

Our wonderful supporters have very kindly donated some amazing kit to give away to Big Canopy Campout participants.

The available prizes are:

- 1) Tentsile Connect tree tent
- 2) Tentsile Una tree tent
- 3) Patagonia Black Hole bags (25L)
- 4) TBCC bespoke DMM Perfect O carabiners

The winners of each category will receive the prizes below.

- 1) Tentsile Connect Tree-Tent awarded to the **single best image** of The Big Canopy Campout 2018 uploaded to the FB page
- 2) Tentsile Una Tree-Tent awarded to the **best live or recorded video** of The Big Canopy Campout 2018 uploaded to the FB page
- 3) Patagonia Black Hole Bags
 - Five **best runner up images** of The Big Canopy Campout 2018 uploaded to the FB page
 - Five **best runner up videos** of The Big Canopy Campout 2018 uploaded to the FB page
- 4) Patagonia Black Hole Bags AND a DMM bespoke Big Canopy Campout carabiner awarded to **the most awesome arboreal camp**
- 5) Patagonia Black Hole Bags AND a DMM bespoke Big Canopy Campout carabiner awarded to **the most awesome ground-level camp**
- 6) Patagonia Black Hole Bags AND a DMM bespoke Big Canopy Campout carabiner awarded to **the most dedication to fundraising** by an individual during The Big Canopy Campout 2018

All judging will take place after The Big Canopy Campout 2018 with a shortlist chosen by The Big Canopy Campout team. The shortlist will be put to a public vote on FB. Prizes will be sent out to winners by the end of 2018.

Registration

Registration means that we can tell who's joining in with The Big Canopy Campout this year. It also means that you're eligible to win a prize. The process is extremely simple, doesn't commit you to anything and doesn't cost anything.

If you haven't done so already head to <http://thebigcanopycampout.com/register/> fill in the simple form and you're done!

The global event - Saturday 15th September 2018

Where: In the trees - worldwide

When: Dusk until dawn

How to structure your campout

We would rather not give too much guidance about your actual campout so that it stays organic and led by you. Beyond experiencing sunset, the night and dawn in the canopy or in the forest without climbing we don't want to suggest anything specific. We know some of you will be using The Big Canopy Campout as a reason for an epic canopy adventure, searching for the ultimate canopy experience somewhere remote and exciting. Other campouts will be social events with music or funky canopy suppers/breakfasts. For others it's about peace, remoteness, photography or artwork or about engaging people who have never slept in the forest before, perhaps even bringing journalists, bloggers etc to join in.

For some of you, just being in your local forest, wild-camping near the forest floor or high in the boughs of your favourite childhood trees will suffice. Even being in your own garden trees could be enough. If you're not a trained and experienced climber don't attempt anything at height and just bring a hammock or tree-tent for a night of wild-camping. Why not make a weekend of it and bring some friends?

Some of you have clear issues that need highlighting in your local forests. We are delighted to be a platform for these issues and sleeping in the trees in a threatened forest is a great way to bring attention to your precious forests. We will always share your stories with the community and this can be a great way to generate publicity.

Whatever you do is great. Give it your own twist and share it with us all. Just remember our key themes: EXPLORE, INSPIRE & PROTECT

How to share your campout

We'll try to keep the process of sharing things really simple and for that reason will be using FB as the main platform for uploads. All updates, images and video will be published on TBCC Facebook page and we will have several live feeds with content from various sites.

Live video would be excellent if you are able. If you are an organisation with a FB business page you can crosspost videos to The Big Canopy Campout page in real time but you may need to let us know you want to do this so we can send you an admin request from our page ahead of time. Email john@thebigcanopycampout.com if you'd like to set this up.

If you don't have a business page simply share your FB live video with us afterwards by just uploading to your page in the normal manner and then linking the post to us. We will make sure it's seen directly on our timeline.

Don't worry if you don't have internet or mobile coverage. Just record your video 'as live' and then upload it as soon as you're able. We'll be playing everything that comes in and broadcasting to the canopy community.

Any articles, stories, writing or journalism that you would like produce would be wonderful and we'd love to see them. Please feel free to publish anything related to your part of The Big Canopy Campout anywhere you see fit - just link us in so we can all see it.

You can also share your stories, images and video via Direct Messenger. We can then upload these to the site and share them with the world.

Hashtags and sharing

Please make sure you tag everything @CanopyCamp and use #thebigcanopycampout #worldlandtrust and #canopy1000 in all images and posts.

It would be wonderful if you could copy and paste the following into all of your posts so everyone who is supporting the project gets to see them:

**@Canopycamp #Thebigcanopycampout #Worldlandtrust #Canopy1000 #Tentsile
#becomeoneofthemillion #skypod @patagonia @harkenIND @DMMclimbing
@teufelbergerGruppe @tentmeals**

Images and Video

Any photos you take or video you make can be added directly to The Big Canopy Campout FB page as a visitor post and we will then share it with the world. We can also link directly to your FB pages. Please tag everything @CanopyCamp so we can share it.

As a general rule we'd love the following types of images and videos:

- 1) General canopy scenery/forest/sunset/sunrise/wildlife shots
- 2) Anything specific to your forest/trees/location that makes it unique
- 3) Pictures of you and your co-campers preparing, climbing, setting up camp, eating, socialising, watching the sunset/sunrise, coping with weather, insects etc.
- 4) Videos direct to camera or as a presented narrative showing your campout, introducing your forest/trees/camp and the people involved.

- 5) Videos in a selfie mode where you talk about your experience (even if it's the middle of the night and pouring with rain!)
- 6) Perhaps even drone footage if you're able or time-lapse shots. Moving, tracking shots are always welcome and will help us to produce the final video of the event.

We will publish all further updates on the website and on our Facebook page and let you know the timing of some pre-planned FB live videos.

Thanks again for everything you are doing

See you in the trees!

The Big Canopy Campout Team