



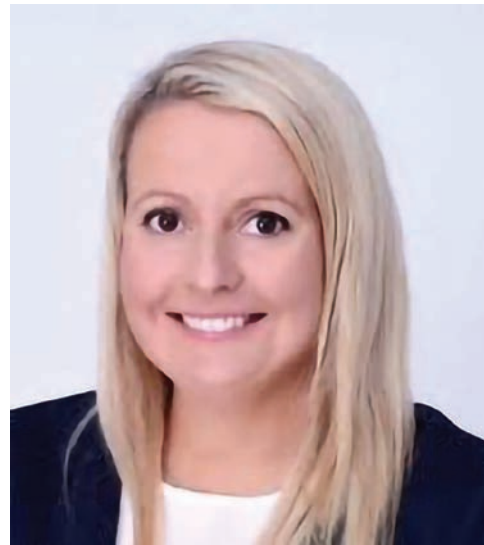
IMPACT REPORT

**A national framework promoting
responsible outdoor recreation**

THE OUTDOORS IS YOURS – PROTECT IT

A message from Maura Kiely

CEO, Leave No Trace Ireland



The Leave No Trace programme continues to grow with more education, training, research and partnerships than ever before. We are particularly delighted to see an increase, not only in the number, but the range of organisations delivering Leave No Trace across Ireland, in particular, more youth, community and corporate groups

We have new educational training programmes and resources for tailored to coastal, upland and inland environments. We are compliant with the new Charities Governance Code overseen by the Charities Regulator. We thank and celebrate the tremendous dedication and hard work of all the Leave No Trace member organisations, Leave No Trace Trainers and volunteers without whom, Leave No Trace simply could not exist.

We look forward to the next several years, continuing to support and recognise outdoor recreationists throughout their personal development journey.

Maura Kiely

Maura Kiely
CEO, Leave No Trace Ireland

LEAVE NO TRACE IN NUMBERS



750
trainers

46 Advanced Trainers

32 Counties



5,000
volunteer
hours



21
local authorities

Worked with Leave No Trace to deliver bespoke training across Ireland



20,000+
followers

on social media platforms including Twitter, Facebook, Instagram and LinkedIn



4,000
corporate
volunteer hours



9
core
members



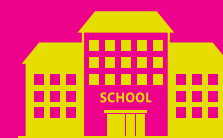
400+
community
groups



150+
members



10
research
partnerships



25,000
school children

reached annually by the Leave No Trace Programme



STRATEGIC PRIORITIES

- 1** To provide informed and enjoyable educational programmes on responsible and sustainable outdoor recreation throughout the island of Ireland's natural environment.
- 2** To undertake, collate and publish research that underpins and informs our education programme which will inform our decision and outdoor recreation and policy making.
- 3** To be the first port of call for statutory and non-government organisations interested in responsible and sustainable outdoor recreation.
- 4** To be financially sustainable, administratively effective and meet relevant codes of good governance for charities on the island of Ireland.
- 5** To provide a range of high-quality services for partners, volunteers and supporters to facilitate informed and enthusiastic communication of the Leave No Trace message through a robust, self-sustaining and comprehensive network.



BENEFITS OF THE LEAVE NO TRACE APPROACH

The 'Leave No Trace' programme raises awareness of responsible outdoor recreation and it tackles issues impacting the environment upon which we all depend, as well as actions we can take to improve and sustain it. Leave No Trace has many benefits for youth, educators, schools, and communities. Here are our top ten benefits of Leave No Trace.



1 Responsible action is taken to better the outdoor environment

Leave No Trace helps people understand how their decisions and actions affect the outdoor environment, builds knowledge and skills necessary to address complex environmental issues, as well as ways we can take action to keep our environment healthy and sustainable for the future.



3 Communities are strengthened

Leave No Trace promotes a sense of place and connection through community involvement. When people decide to learn more or take action to improve their environment, they reach out to community groups, donors, volunteers, and local facilities to help bring the community together to understand and address environmental issues impacting their community.



2 People are empowered

Leave No Trace promotes active learning, citizenship, and student leadership. It empowers people to share their voice and make a difference in their communities. Leave No Trace helps build environmental knowledge and minimum impact skills.



4 Tolerance and understanding are supported

Leave No Trace encourages students to investigate varying sides of issues to understand the full picture. It promotes tolerance of different points of view and different cultures.



5 Imagination and enthusiasm are heightened

Leave No Trace is hands-on, interactive learning that sparks the imagination and unlocks creativity.



7 Critical and creative thinking skills are enhanced

Leave No Trace encourages people to investigate how and why things happen, and make their own decisions about complex environmental issues. By developing and enhancing critical and creative thinking skills, Leave No Trace helps foster a new generation of informed consumers, workers, as well as policy or decision makers.



9 Healthy lifestyles are encouraged

Leave No Trace gets people outside and active, and helps address some of the health issues we are seeing today, such as obesity, attention deficit disorders, and depression. Stress is reduced due to increased time spent in nature.



6 Learning in the outdoors

Not only does Leave No Trace offer opportunities for experiential learning outside, it enables people to make connections and apply their learning in the real world. Leave No Trace helps learners see the interconnections of social, ecological, economic, cultural, and political issues.



8 Connection with nature is increased

By exposing people to nature and allowing them to learn outside, Leave No Trace fosters sensitivity, appreciation, and respect for the environment. It combats "nature deficit disorder" ... and its FUN!



10 National learning standards are met for multiple subjects

By incorporating Leave No Trace practices into the curriculum, teachers can integrate science, maths, language arts, history, and more into one rich lesson or activity, and still satisfy numerous national academic standards in all subject areas. Taking a class outside or bringing nature indoors provides an excellent backdrop or context for interdisciplinary learning.

HOW DOES LEAVE NO TRACE REACH PEOPLE



WHAT LEAVE NO TRACE CAN DELIVER

Leave No Trace delivers an extensive nationwide programme in partnership with stakeholders.

With the correct level of resourcing and support Leave No Trace Ireland can deliver:

- An accessible, effective national framework easily utilised by multiple stakeholders across Ireland
- A training programme reaching all primary and secondary school children in the country
- Full cooperation with all relevant government departments and state agencies, supporting their work and statutory duties
- Bespoke support to the community, voluntary and charitable sector
- Corporate involvement to deliver customised programmes and financial support



IMPACT & ACHIEVEMENTS

LEAVE NO TRACE IRELAND SUPPORT THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS

- 3 Good health and well being
- 4 Quality education
- 5 Gender equality
- 11 Sustainable cities and communities
- 13 Climate action
- 14 Life below water
- 15 Life on land



NEW LEAVE NO TRACE IRELAND SKILLS AND ETHICS PROGRAMME

An innovative new Leave No Trace training programme to create awareness and educate outdoor recreational users in Donegal about responsible use of their environment was launched in 2018, in partnership with Donegal Local Development Company CLG (DLDC).

It is the first of its kind in Ireland and will support various outdoor recreational groups and communities. The educational workshops and resources will target five user groups within the Donegal area; walking and hiking groups, cycling groups (off road and on road), water sports groups (inland and coastal), adventure race and adventure festival organisers and community groups. They will be developed and promoted by project partners, Outdoor Recreation Northern Ireland.

RESEARCH

Leave No Trace Ireland co-ordinates a continuous stream of research, to provide relevant and up-to-date social and environmental knowledge to underpin the Leave No Trace message in Ireland. Leave No Trace Ireland currently have Ph.D. and Master research programmes.

IMPACT & ACHIEVEMENTS

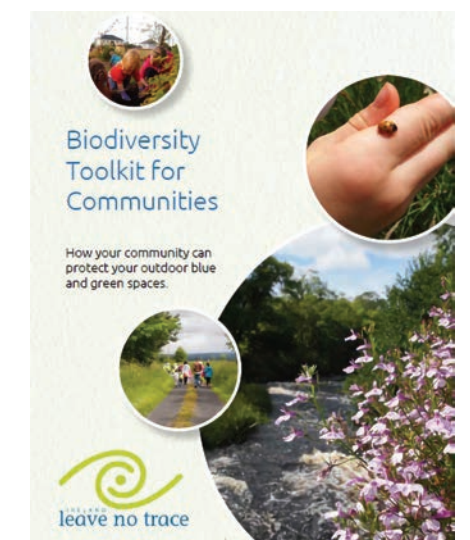
LEAVE NO TRACE IRELAND AND OUTDOOR CLASSROOM DAY

Leave No Trace Ireland were delighted to launch Outdoor Classroom Day, an international initiative led by Learning through Landscapes in the UK Ireland and globally by Project Dirt. Outdoor Classroom Day is a global campaign to celebrate and inspire outdoor learning and play. On the day, thousands of schools around the world take lessons outdoors and prioritise playtime. Over 3.5 million children worldwide took part; more than 550,000 of those were in the UK and Ireland. Leave No Trace educational resources and workshops took place across Ireland to celebrate responsible use when outdoors.



NEW LEAVE NO TRACE IRELAND BIODIVERSITY TRAINING PROGRAMME FOR TIDY TOWNS COMMUNITY GROUPS

Leave No Trace Ireland recognise that community groups across Ireland are putting in tremendous efforts to promote the ethos of "Leave No Trace" and responsible outdoor recreation in their local community. This year, the environmental non-profit is acknowledging these efforts by launching a new Leave No Trace Biodiversity Training Programme. The new Biodiversity Training Programme for Tidy Towns Community Groups has been piloted in Mayo. The programme is being funded by the Southwest Mayo Development Group and is delivered in partnership with Leave No Trace Trainer and ecologist, Dr. Karina Dingerkus from Giorria Environmental Services.



IMPACT & ACHIEVEMENTS

NEW CORPORATE PROGRAMMES

Businesses all over the world are taking action to protect the environment. From creating simple habitats, to financing restoration projects, arranging clean ups and educational workshops, the private sector is realising the value of nature. Companies have enormous potential with Leave No Trace Ireland to help protect the environment and create a positive impact on our landscape. Leave No Trace Ireland raises awareness with employees around protecting our environment and responsible outdoor recreation. The Corporate Volunteering Programme is a great opportunity to make a tangible and immediate improvement to the outdoor environment. It is also a fantastic team building and personal development opportunity for employees outside of the normal working environment and makes a practical positive impact on the environment.



MARINE INSTITUTE EXPLORER'S PROGRAMME

Leave No Trace Ireland first joined forces with The Marine Institute's Explorers Programme in 2016. This programme now reaches over five hundred teachers and 15,000 primary school children in Ireland. This programme has been secured for Leave No Trace from 2018 -2020. The marine-based programme provides the opportunity for primary school children and teachers to learn about the importance of engaging with the sea, strengthening their marine heritage and identity and learning about Leave No Trace in Ireland. The Explorers Education Programme is supported by the Marine Institute, and funded under the Marine Research Programme by the Irish Government.

DID YOU KNOW ?



€1.5
billion per year

Ireland's recreational resource which is worth in excess of 1.5 billion per year to the national economy.



9/10
9 out of 10

9 out of 10 people in the outdoors are uninformed about their impacts. Leave No Trace aims to change that.



90 countries

The Leave No Trace programme has worked with communities in over 90 countries.



30 minutes

After just 30 minutes of learning the Leave No Trace principles significant positive changes in attitudes have been observed.



€132
million per year

By raising awareness of leave no trace and getting people outside, €132 million per annum can be offset in health care costs.



25 seconds

It takes less than 25 seconds to read the 7 principles of Leave No Trace - the average time many visitors will spend reading low impact messages along trails.



6 National Parks

6 National Parks and all Nature Reserves promote and support the Leave No Trace message.



260
recreation sites

Coillte use the Leave No Trace message at every trail head visible for the millions of recreational visits annually.



32 counties

Leave No Trace Ireland are using an all island message to raise awareness of the waterways and responsible outdoor recreation.



7 Principles

Messages that emphasize resource impacts rather than dangers are more effective for influencing visitor behaviours.

CORPORATE VOLUNTEERS

**LEAVE NO TRACE IRELAND WOULD LIKE TO
EXTEND A BIG THANK YOU TO ALL OF OUR
CORPORATE VOLUNTEERS.**

Deloitte.



Fidelity



verizon



OPW Oifig na
nOibreacha Poiblí
Office of Public Works



WHAT OUR CUSTOMERS SAY

Partnering with Leave No Trace Ireland is hugely beneficial. But don't take our word for it – here's what our past and current customers have to say about their time working with Leave No Trace.



"The MSD volunteering team really enjoyed their day with Leave No Trace Ireland, helping to clean up litter around a popular woodland amenity. A big thank you to the team who were very inspirational and knowledgeable, and who made the day enjoyable as well as informative. Everyone came away with a better awareness of the environment around us and what we can do to help safeguard its future."

Claire Lewis, MSD - for impact report

Deloitte.

A wealth of knowledge about outdoor ethics

"We have worked with Leave No Trace Ireland on several occasions and have found ourselves returning due to the high levels of satisfaction of our volunteers. As well as coming away with a greater understanding of the waste we produce and how to live more sustainably, the volunteers come away with a real appreciation for their environment.

Our volunteers always return with positive feedback and a wealth of knowledge about outdoor ethics, the natural environment and how we can live more sustainably."

Claire Sinnott, Corporate Responsibility, Deloitte - for impact report



"Leave No Trace is an excellent, clear, practical and professional way to communicate with people. We ran excellent staff programmes with Leave No Trace in the woodlands. It helps staff, their families and communities to keep the connection with nature special."

Pat Neville, Coillte



"Fáilte Ireland is a strong supporter of Leave No Trace Ireland. It provides the whole tourism industry with much needed advice, education and training in outdoor ethics. The environment is our core asset for tourism and it needs to be managed in a careful way. Leave No Trace is a positive way in educating everybody who spends time outside."

Paddy Mathews, Fáilte Ireland



LEAVE NO TRACE IRELAND BOARD OF DIRECTORS

Leave No Trace Ireland thanks all new, current and retired Board members for their voluntary commitment to the organisation and the guidance and support provided.

Myles Kelly
Conor McKeon
John Boyle
Paddy Doherty
Aileen Galvin
Fiona Hannon
Pat Neville
Gavin Beetlestone





SOCIAL MEDIA STATS



+11,570
followers



+5,487
followers



+500,000
clicks



+1,151
followers



EVENTS

Leave No Trace Ireland attends national and international events in collaboration with its members. The 2018 event schedule was very busy and included:



- Seafest



- National Ploughing Championships



- National Tree Week



- International Day of the Forest and Tree - United Nations



- World Cleanup Day



- Earth Hour



- World Wildlife Day



- National Heritage Week



- National Biodiversity Week



- The Outsider 'Eco Hero and Eco Group Awards'



- EcoTrail



- Leave No Trace Annual General Meeting and Network meeting
- National Leave No Trace Training and Events Programme

LEAVE NO TRACE IN PHOTOS

A BIG THANK YOU TO OUR CORE MEMBERS



An Roinn Cultúir,
Oidhreachta agus Gaeltachta
Department of Culture,
Heritage and the Gaeltacht



Fáilte Ireland
National Tourism Development Authority



National Parks & Wildlife Service



An Roinn Forbartha
Tuaithe agus Pobail
Department of Rural and
Community Development



OPW Oifig na
nOibreacha Poiblí
Office of Public Works



Iascach Intíre Éireann
Inland Fisheries Ireland





GET IN TOUCH!



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