



Ireland
**Leave
No
Trace**

STRATEGIC PLAN

2021–2024

THE OUTDOORS IS YOURS – PROTECT IT



7 PRINCIPLES

THE 7 PRINCIPLES OF LEAVE NO TRACE

1. Plan Ahead and Prepare
2. Be Considerate of Others
3. Respect Farm Animals and Wildlife
4. Travel and Camp on Durable Surfaces
5. Leave What You Find
6. Dispose of Waste Properly
7. Minimise the Effects of Fire

Practising a Leave No Trace ethic is very simple – make it hard for others to see or hear you and LEAVE NO TRACE of your visit.

VISION

Inspiring ethical outdoor recreation

MISSION

Empowering environmental stewardship and responsible recreation across the island of Ireland that is in harmony with our shared outdoor heritage through:

- Advocating for sustainable enjoyment of the outdoors
- Educating environmental stewards
- Actions grounded in research
- Engagement in environmental projects
- Partnerships with stakeholders

VALUES

RESPECT FOR OUR ENVIRONMENT (SUSTAINABLE ENJOYMENT)

- We believe that the island of Ireland has a unique outdoor heritage that deserves to be respected and preserved in its own right and not solely for financial or economic advantage.
- We believe in the value of research to inform ethical, evidence-based, responsible decision making.
- We consider the impact of our decisions, our programmes, events and activities on climate and our outdoor heritage.

EXCELLENCE

- We pursue excellence in all of our activities, plans and programmes.

INSPIRE AND CONNECT

- We empower people to make good choices, enthusing them to connect with our heritage and taking personal responsibility for the health and well-being of our planet through enjoyable, stimulating outdoor education and skills development.
- We believe in the transformative power of the outdoors in terms of health, well-being and social inclusion.
- We encourage protection, and conservation through restoration and rewilding with partners.
- We influence and advocate for the next generation of environmental stewards.
- We believe that by acting with integrity, behaving ethically, and living our values we will inspire others and achieve our vision.

BUILDING AUTHENTIC RELATIONSHIPS

- We build relationships with people and organisations who share our vision and challenge us to strengthen the reach of our message.
- We promote diversity and inclusion. Everyone is welcome, everyone is equal.
- We honour collaboration. All voices are listened to. Respect is given to all.

STRATEGIC GOALS, ACTIONS AND SUCCESS INDICATORS

STRATEGIC GOALS AND ACTIONS	SUCCESS INDICATORS
'Inspiring and Recruiting Advocates'	Increase our membership by 25%
Review and Enhance Core Member and Member Benefits Package	• Renewed programmes for each of our membership groups
Growing Advocacy and Awareness in Northern Ireland	• Appointment of an officer with responsibility for NI • Increase advocacy and awareness of Leave No Trace through core member and member growth in NI
Strategic Relationships with Corporate Partners	• Increase our strategic partner agreements with Corporates by 25% • Develop resources to deliver Corporate programmes
Engagement with Farmers, Landowners and Rural Communities	• Double our membership with these sectors
International Engagement	• Increase our participation in EU projects • Develop best practice sharing agreements with 2 other countries
Develop our Member Engagement	• Develop member programmes for individual, youth, community and corporate groups by 25%
Develop our capabilities to earn and secure public funding	• Secure large grants and major state fundraising opportunities
'Sharing Outdoor Environmental Ethics'	Reach 60% of schools by 2024
Develop an Education Strategy	• Roll out our education strategy to target audiences including our core membership, schools and other stakeholder groups
Develop a Leave No Trace National Primary Schools Programme	• Roll out our schools programme to primary schools
Grow the Leave No Trace core education programme in community and new sectors	• Design and develop our programme to reach clubs, communities, colleges, and other groups • Increase our educational engagement by 25%
Develop Innovative and Accessible Online Learning Programmes	• Review our capacity to deliver programmes online • Develop our online training capabilities and deliver more Leave No Trace Ireland courses and events online
Develop the Trainer's Network	• Develop and grow the Leave No Trace Ireland trainer network • Offer annual CPD courses • Design and develop specialised training for new programmes



GET IN TOUCH!



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