



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

Primary Schools Programme

Grow the Leave No Trace core

Online Learning Programmes

Develop the Trainer's Network

and new sectors

Develop a Leave No Trace National

education programme in community

Develop Innovative and Accessible

Roll out our education strategy to target audiences including

our core membership, schools and other stakeholder groups

Roll out our schools programme to primary schools

Design and develop our programme to reach clubs.

• Review our capacity to deliver programmes online

Leave No Trace Ireland courses and events online

Develop our online training capabilities and deliver more

Develop and grow the Leave No Trace Ireland trainer network

Design and develop specialised training for new programmes

communities, colleges, and other groups

Offer annual CPD courses

Increase our educational engagement by 25%

'Research for Responsible Recreation'	25% increase in research programmes
Develop 3-year Research Strategy	3-year Research Strategy
Commission Research which Establishes and Quantifies Evidential Links to Help Inform Decision Makers	3 x Research Papers per annumAnnual impact report
Develop and Implement Research Ethics Policy	Production of a Research Ethics Policy
Strengthen our Relationships with Educational Institutions	 Develop MOU's with Educational Institutions Develop one new third level course annually

'Winning Hearts and Minds'	Drive brand impact and engagement by 30% through more public awareness of the Leave No Trace message
Develop a Communications and Advocacy Strategy	 Implement a Communications and Advocacy Strategy that increases awareness of Leave No Trace and better positions Leave No Trace Ireland to inform and influence government policy Drive advocacy through increasing all categories of membership
Enhance Leave No Trace Ireland's Digital Communications Capabilities	 Multiannual Public Awareness campaigns Develop and implement a Digital Communications Plan Publish Annual Impact report
Increase our Political Engagement	20 x annual submissions in the area of outdoor recreation, access and outdoor education
Increase our Corporate Engagement	 Publish corporate media plans for corporate programmes Develop governance agreements and corporate contracts
Increase the awareness of the Leave No Trace Ireland Brand Recognition	Review brand valuesReview brand and logo communications guidelines
Design and deliver Innovative Leave No Trace Bespoke Campaigns	 Campaigns designed and delivered for specific groups including core members, communities and the public 2 x annual bespoke campaigns delivered

'Integrity and Excellence'	Achievement of excellence in governance
Build on Existing Robust Governance Structures	 Draft governance strategy to support our Board identify areas in which Leave No Trace Ireland can excel in Governance Draft Strategy for organisational growth Publish Annual Impact report Present a reporting dashboard of the internal control environment for Board of Leave No Trace
Expand Leave No Trace Ireland's Internal Audit function	Identify and undertake 2 x non-financial internal audits annually
Progress Existing Strong Foundation for Trainer/Education Governance	Finalise trainer structure, legal framework and review impacts



