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

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.

VALUES

STRATEGIC GOALS, ACTIONS AND SUCCESS INDICATORS

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‘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

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### ‘Research for Responsible Recreation’
25% increase in research programmes

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<tr>
<th>Develop 3-year Research Strategy</th>
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<tr>
<td>Commission Research which Establishes and Quantifies Evidential Links to Help Inform Decision Makers</td>
<td>3 x Research Papers per annum, Annual impact report</td>
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<tr>
<td>Develop and Implement Research Ethics Policy</td>
<td>Production of a Research Ethics Policy</td>
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<tr>
<td>Strengthen our Relationships with Educational Institutions</td>
<td>Develop MOU’s with Educational Institutions, Develop one new third level course annually</td>
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### ‘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 values, Review 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 |

### DEFINITIONS

**ETHICS**
An ethic can be defined as knowing what the right thing to do is, and doing it, even if there is no one around to see you do it. Leave No Trace depends more on attitude and awareness than on rules and regulations.

**ENVIRONMENTAL STEWARDSHIP**
Environmental Stewardship refers to responsible use and protection of the natural environment through conservation and sustainable practices.

**OUTDOOR HERITAGE**
Leave No Trace Ireland defines Outdoor Heritage as the natural features, geological formations and ecosystems which sustain a multitude of plants and animal species. These areas are irrevocably intertwined with our natural, cultural and built heritage.

**OUTDOOR RECREATION**
Outdoor recreation is any activity, done for enjoyment, that people undertake out of doors in places where they can access nature.