



BUSINESS  
IN THE  
COMMUNITY  
IRELAND



Maura Lyons,  
Leave No Trace Ireland,  
Bank of Ireland, Cork.  
Thursday, 27<sup>th</sup>, September





# WHAT IS LEAVE NO TRACE?

Mission: Promoting and inspiring responsible outdoor recreation through education, research and partnerships across the island of Ireland

# HISTORY OF LEAVE NO TRACE





- One of Ireland's Largest Environmental non profits
- A powerful network of partners – high influence, interest in protecting Irelands natural environment
- Current Strategic Plan 2016 - 2021
- Endorsed by Comhairle na Tuaithe and Outdoor NI Action Plan
- Support the Sustainable Development Goals
- Endorsed Internationally by ATTA
- Awarded the Governance Code





# WHY?

Impacts occur when we spend time outdoors,  
but we can do something about them.





# IMPACTS

- Wildlife and Farm animals
- Vegetation
- Water Resource
- Litter impacts
- Cultural Impacts
- Social





# THE POWER OF LEAVE NO TRACE

Leave No Trace education provides nationwide  
outdoor ethic for all.



# LEAVE NO TRACE

A person with reddish-brown hair tied back, wearing a black t-shirt and dark shorts, stands with their hands on their hips on a rocky ledge. They are looking out over a vast, green, forested mountain valley. The sky is blue with scattered white clouds. The text 'LEAVE NO TRACE' is overlaid in large white letters across the upper half of the image.

Science-based, simple & effective, relevant for all,  
whether it's a coastline, river, upland area, mountain.



# THE SEVEN

## LEAVE NO TRACE PRINCIPLES

- Plan Ahead & Prepare
- Travel and Camp on Durable Surfaces
- Dispose of Waste Properly
- Leave What You Find
- Minimise the effect of fire
- Respect Wildlife and farm animals
- Be Considerate to others



# Leave No Trace Focus

## ✦ *Educate, Connect, Protect:*

- We ***educate*** people about minimum impact skills and responsible outdoor recreation. We do this through research.
- We ***connect*** people to their natural world so that they care about its future health.
- We ***protect*** the environment by upskilling people on how to minimise their impacts while they are spending time outside



# RULE OF THUMB



13

\*\*\*  
EXTEND YOUR ARM AND THUMB IN FRONT OF YOU AND  
CLOSE ONE EYE. AS YOU VIEW WILDLIFE -DEER, WILD  
TURKEY, A RABBIT- YOU SHOULD BE ABLE TO FULLY  
COVER THE ANIMAL'S IMAGE WITH YOUR THUMB.

IF YOU CAN STILL SEE IT, YOU ARE TOO CLOSE!  
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# LEAVE NO TRACE™ TECH TIPS



# HOW LONG UNTIL IT'S GONE?

Estimated decomposition rates of common marine debris items



Estimated individual item timelines depend on product composition and environmental conditions.

Source: NOAA (National Oceanic and Atmospheric Administration), US / Woods Hole Sea Grant, US  
Graphics: Oliver Lode / Museum für Gestaltung Zürich, ZHdK



# THE LEAVE NO TRACE SPECTRUM





# RESEARCH





A wide-angle photograph of a beach at low tide. The foreground is filled with dark, wet sand and several large, moss-covered rocks. In the middle ground, three children are standing in the shallow water, holding hands. The background shows the ocean with gentle waves and a clear blue sky. The text "LEAVE NO TRACE TRAINING & EDUCATION" is overlaid in white, bold, sans-serif font across the center of the image.

# LEAVE NO TRACE TRAINING & EDUCATION



# TRAINING

The Center offers training options across the country

## AWARENESS WORKSHOP



## TRAINER COURSE



## MASTER EDUCATOR COURSE

30 minutes to full day  
introductory workshop

2-day field course  
resulting in certificate  
of completion

Intensive 5-day field  
course resulting in  
ability to teach  
trainer courses



# MEMBERS & VOLUNTEERS







Department of Rural and  
Community Development



*An Roinn Forbartha  
Tuaithe agus Pobail*



SPÓRT ÉIREANN  
SPORT IRELAND







LEAVE NO TRACE FOR

Primary schools







# OUTDOOR CLASSROOM DAY



IRELAND



IRELAND  
leave no trace

NOVEMBER  
2018



Leave No Trace Ireland is delighted to announce that we are supporting a national campaign that inspires and celebrates outdoor learning and play – Outdoor Classroom Day. On the day, thousands of schools around the world take lessons outside and prioritise playtime.





LEAVE NO TRACE FOR

# Youth Biodiversity Programme



# LEAVE NO TRACE IN Communities

Outdoor User Groups  
Tidy Towns Groups – New  
Biodiversity Programme





# CORPORATE Programme

















The image features a serene sunset or sunrise scene over a body of water. The sky is a gradient of soft colors, from pale yellow at the horizon to a light blue at the top. The water in the foreground is dark blue with gentle, rippling waves. The text 'HOW TO GET INVOLVED' is written in a clean, white, sans-serif font, positioned in the upper middle of the frame. Below it, the words 'JOIN US' are written in a much larger, bold, white, sans-serif font, dominating the center of the image. The overall mood is peaceful and inviting.

HOW TO GET INVOLVED  
JOIN US



# Corporate Programmes include;

1. Corporate Volunteering Days
2. Get involved in the Hotspot Programme
3. Bespoke Outdoor Steam Programmes for Communities, Adults and Children
4. Nature Connection Programmes – Adults  
Mindfulness in the outdoors – Yoga and Leave No Trace & Forest Bathing
5. Adventure and Impact days: Plogging – Run and Clean up, Kayak & Clean, Surf and Clean





IRELAND  
leave no trace

ENJOY THE OUTDOORS.  
LEAVE NO TRACE.