



Empowering Communities through volunteering & behavioural change in responsible recreation

**LAG Workshop
25th March 2026**

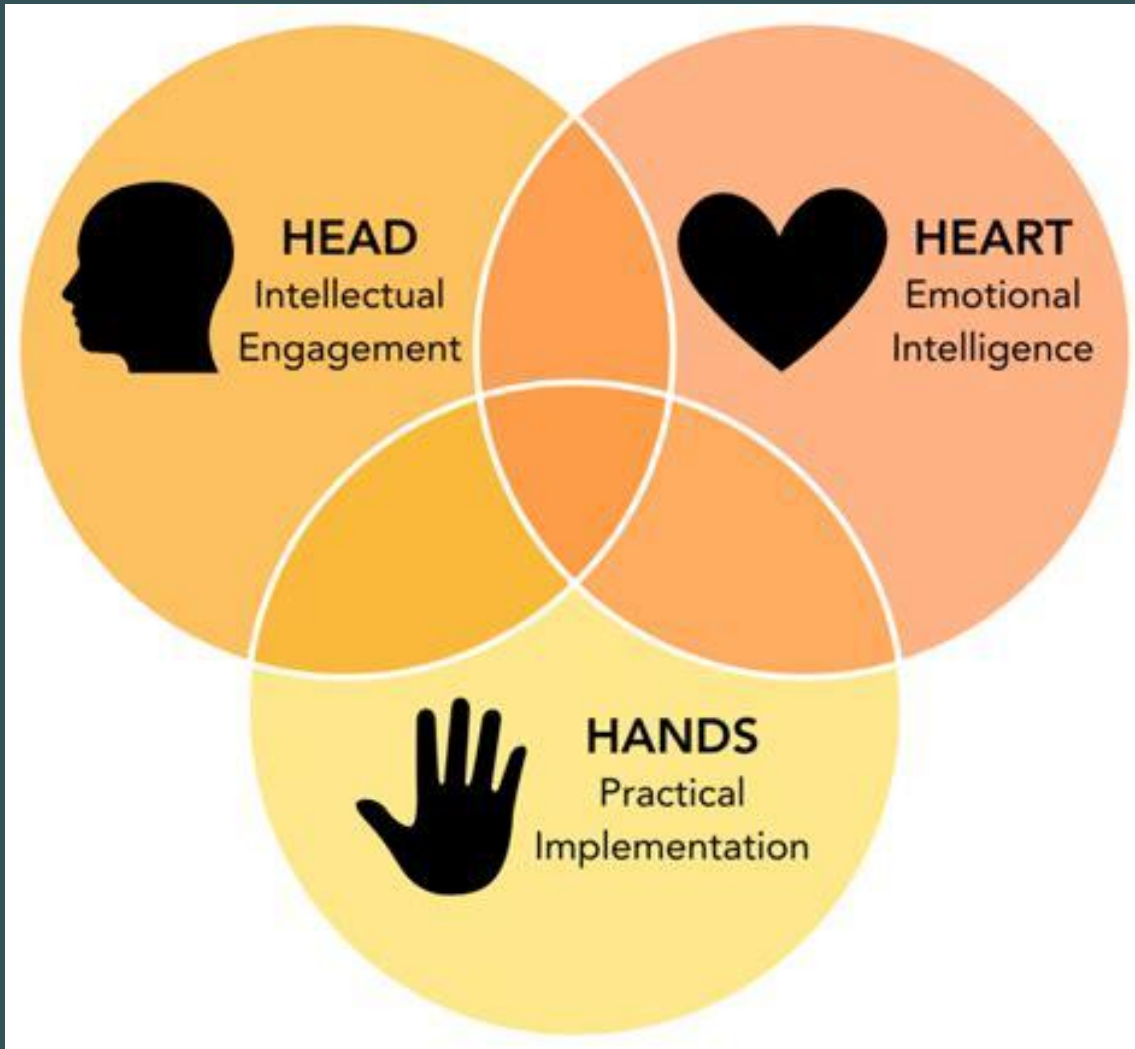
Place Based Learning

If we want children to flourish, to become truly empowered, let us allow them to love the earth before we ask them to save it.

(David Sobel, 1992)



Head, Heart & Hands



3H model: Head, Heart & Hands introduced by David Orr (1992) and further developed by Sipos, Battisti, and Grimm (2008)



Leave No Trace – Who Are We?



Our Mission:

We promote responsible behaviour in Ireland's outdoors through education, research, advocacy and partnerships.

Our Vision:

All those who engage in outdoor recreational activity care for and protect the environment around them.

Our 5 Pillars: *Educate & Inspire, Research & Inform, Collaboration, Communicate Our Message, & Grow our Organisation*

We are an all-island national body, established in 2008, supported by State Agencies and embedded in Government Policy





Leave No Trace – What We Do



- **Education & Outreach:** Deliver educational programmes, training and webinars on sustainable outdoor practices.
- **Campaigns:** Love This Place, a National Campaign to inspire responsible outdoor recreation behavior.
- **Research & Advocacy:** Support policies that prioritize environmental sustainability.
- **Community Action:** Organize cleanup drives and biodiversity protection projects.
- **Corporate CSR Initiatives**, e.g., clean ups and Hot Spot Projects



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 Responsibly**
- 5. Leave What You Find**
- 6. Dispose of Waste Properly**
- 7. Protect Nature From Fire**





Outdoor Stewardship in Communities



Croagh Patrick Ambassadors Programme

- Drive public awareness of the importance of care and respect for our natural heritage, to empower positive behavioural change and develop skills around outdoor recreation.
- Over a 120,000 people climb Croagh Patrick annually which can have a massive impact on the mountain.
- Before the path was restored there were trail erosion scars on the mountain of 60m across.
- We have a total of 19 ambassadors who are the eyes and ears of the mountain.



Conserve & Protect

Climate Adaptation & Mitigation

Beaches & Dunes Project:

- Helped to create, develop and piloted a 2-day Climate Adaptation Training Programme in the Northwest of Ireland last year. We are hoping to start rolling out this programme across the country over the next few years.
- This will help everyone in local communities to learn how to protect our sand dunes across Ireland.

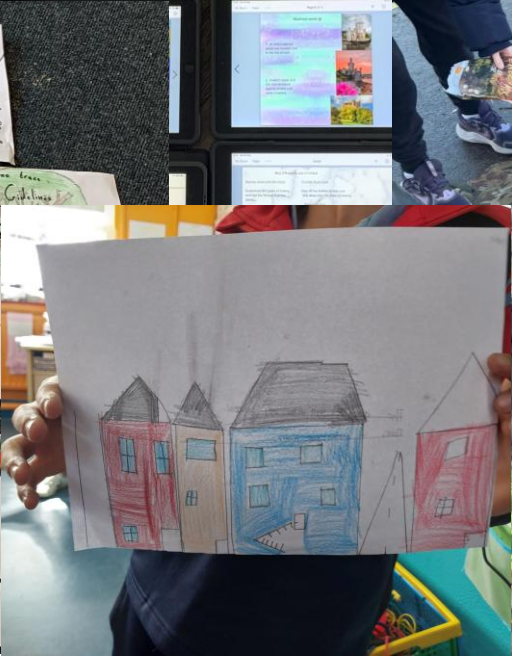
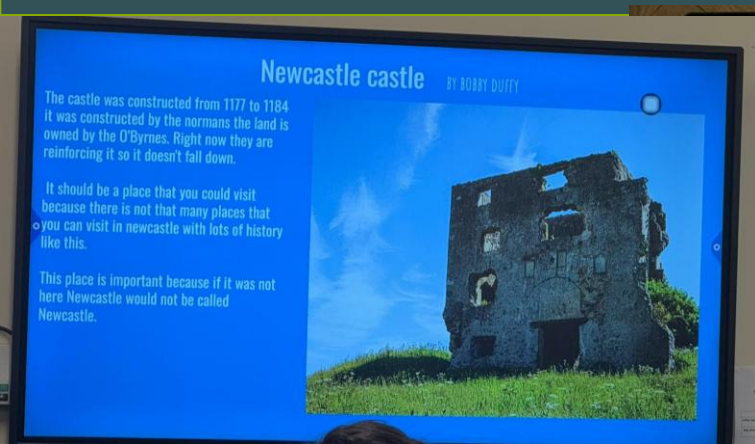
Protect Our Dunes Campaign:

- “They Protect Us, Let’s Protect Them” is a campaign to encourage people to protect their coastal areas when recreating in the outdoors. Enjoy Ireland’s beaches without trampling the marram grass in the dunes. Empowering people to protect our natural barriers for coastal erosion.





Outdoor Stewardship in Schools



Leave No Trace Ireland – Hot Spot Report 2025

Hot Spot Impact Days

The Hot Spot project saw the facilitation of 4 volunteer days at Clara Bog Visitor Centre and Ballaghurt Bog, Co. Offaly taking place on September 10th, 12th, 5th, & 18th

These events consisted of a variety of activities, including educational workshops led by the NPWS and Leave No Trace, ecologist-led walk across the bog, and hands-on biodiversity projects such as sphagnum moss planting.



143

**Deloitte Volunteers
attended**

18,500

**Sphagnum plugs
planted across 4
days**



Outdoor Stewardship for Corporates





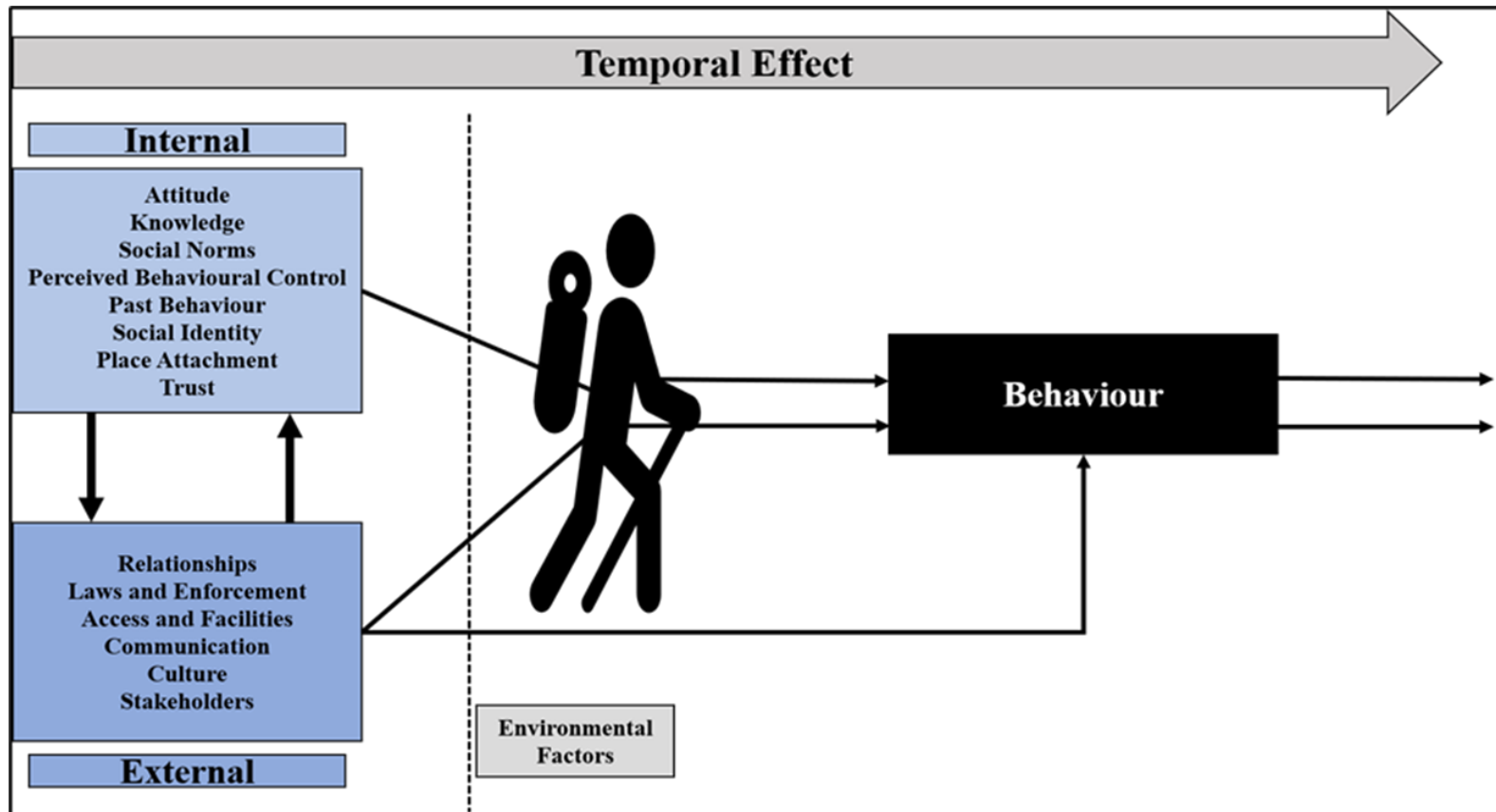
Volunteer Engagement



- An appreciation day can go a long way – A thank you for people’s time and dedication is always important.
- Schedules – ensuring people know what they’re doing well in advance so people can prepare.
- One point of contact can be helpful – miscommunication will lead to dissatisfaction and uncertainty.
- Communication – clear, simple & an agreed method to keep everyone up to date.
- Flexibility



Behavioural Change



Framework for Behavioural Change in Outdoor Recreation

Dr. Noel Doyle, PhD (2020)

You can find out more here:
<https://www.leavenotraceireland.org/resources/irish-publications/>



Now over to you...

We really appreciate your help in empowering people to look after the environment.



If you have any questions, please let me know.



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