

Leave No Trace Ireland and Croagh Patrick Ambassador Programme

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Who are Leave No Trace Ireland?

We are a national social enterprise, established in 2008, supported by State Agencies and embedded in Government Policy.

Our mission is to empower people and communities to connect with nature and Ireland's outdoors in a responsible way through **leadership, education, research, advocacy and partnerships.**



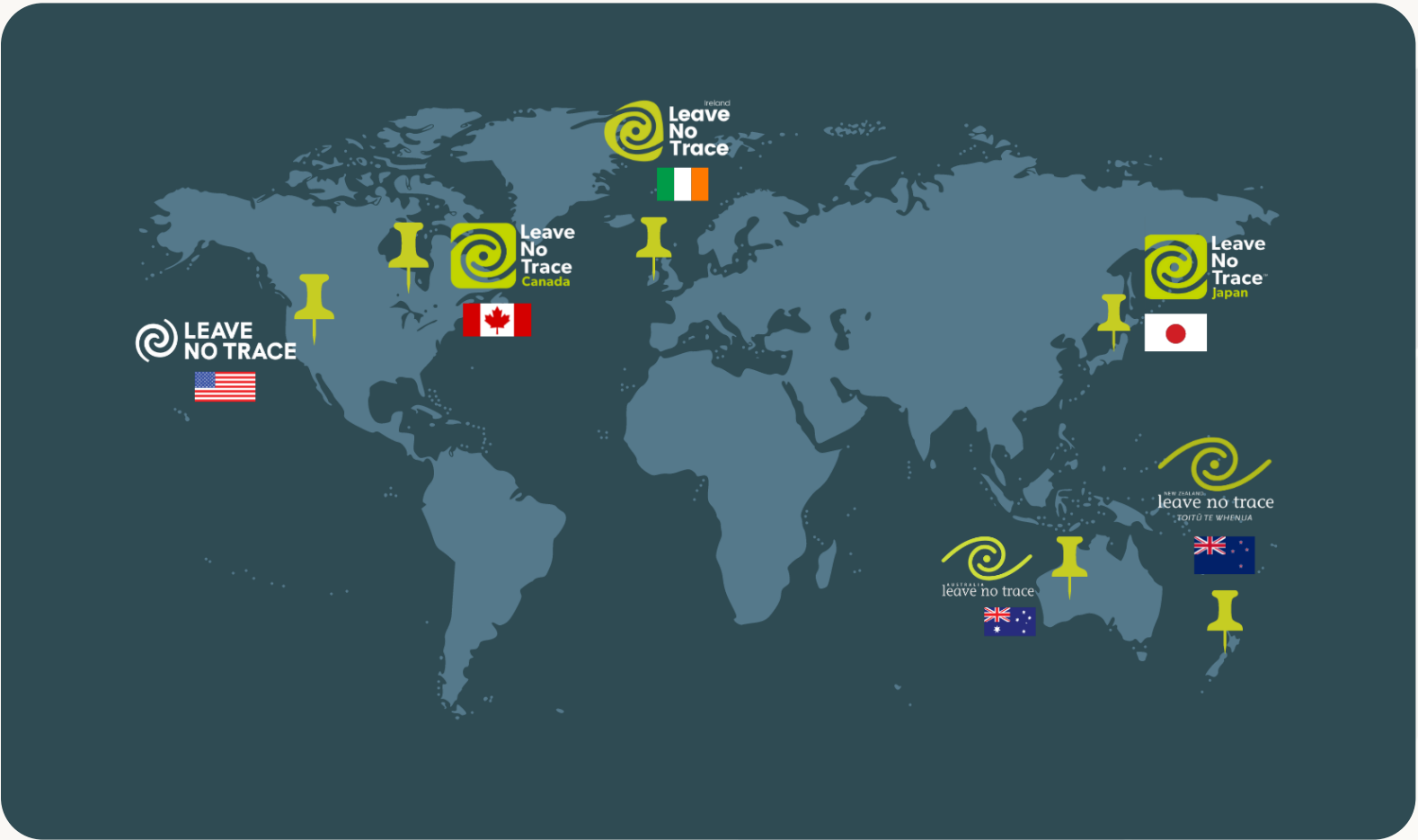
We are part of a global movement

Leave No Trace Ireland



**SUSTAINABLE
DEVELOPMENT
GOALS**

3 GOOD HEALTH AND WELL-BEING 	4 QUALITY EDUCATION 
5 GENDER EQUALITY 	6 CLEAN WATER AND SANITATION 
11 SUSTAINABLE CITIES AND COMMUNITIES 	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 
13 CLIMATE ACTION 	14 LIFE BELOW WATER 
15 LIFE ON LAND 	17 PARTNERSHIPS FOR THE GOALS 



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 behaviour.
- **Research & Advocacy:** Support policies that prioritise environmental sustainability.
- **Community Action:** Organise clean-up 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



Croagh Patrick

Ireland's Holy Mountain

1,500 years of Pilgrimage, Protected for Generations to Come

Rising **764 metres** above sea level to show off Clew Bay's iconic 100+ Drumlin Islands.

Welcoming over **100,000 visitors** to make a journey of adventure, spiritual significance, and unique Irish culture and heritage.

Say hello to one of Leave No Trace Ireland's friendly mountain ambassadors on your way up, learn of local stories and how to protect the mountain as you enjoy it.



Challenges on the Mountain



Community Ambassador Programme

Leave No Trace coordinates this **community-led initiative** that empowers local volunteers to care for a site impacted by recreational activity—driving real environmental and social change.

How it works

-  **Local Community Engagement:** We worked with the community to learn about their unique challenges, concerns, and opportunities for Croagh Patrick
-  **Programme Design:** Design a place-based programme based on our learnings from the community
-  **Bespoke Training:** Develop & deliver a tailored 4-day training programme for site-specific needs
-  **Volunteer Engagement:** Recruit & train dedicated ambassadors for year-long stewardship
-  **Programme Management:** Coordinate & support volunteers to maximise impact
-  **Communications Campaign:** Raise awareness and inspire community involvement
-  **Impact Reporting:** Measure success & showcase outcomes at year-end



Get in touch

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