



Mountain Training Conference Tollymore November 28&29 2013

Leave no Trace – Fab or Fad?

Feedback from debate between Darach Ó'Murchú and Stephen Miller

- Agreed by all that the principles of Leave No Trace are good and valuable but some query over the 'packaging' of the concept
- Some will be teaching and communicating the LNT principles every day but never mention the actual branding of LNT – has too much money been spent on the branding and marketing exercise? You don't need the brand to teach the lesson.
- Is LNT talking to the converted with the main challenge still being reaching out to the wider audience? In order to do this effectively the branding under the LNT banner is very useful. LNT is only the vehicle used to communicate a set of principles. It was recognised that some people will rely on this framework more than others.
- As with any social education programme, time is needed for the message to be communicated properly and widely. By starting the communication at school level now, the benefits should be apparent in the next generation – ideally LNT principles will become normal behaviour over time. Need to give LNT more time to work
- Linking behaviour to impact – LNT provides the explanation behind the principles and the possible outcomes if the principles aren't adopted.
- Is the current marketing too Americanised – does it need to be made more relevant for communication to the Irish population – less about being told what to do and what not to do! What message is right for Ireland?
- Conclusion – the LNT principles are solid – no problem with the content but the packaging may need to be revisited and made more applicable to the Irish audience. The biggest challenge is spreading the LNT message to the much wider audience who use the mountains.