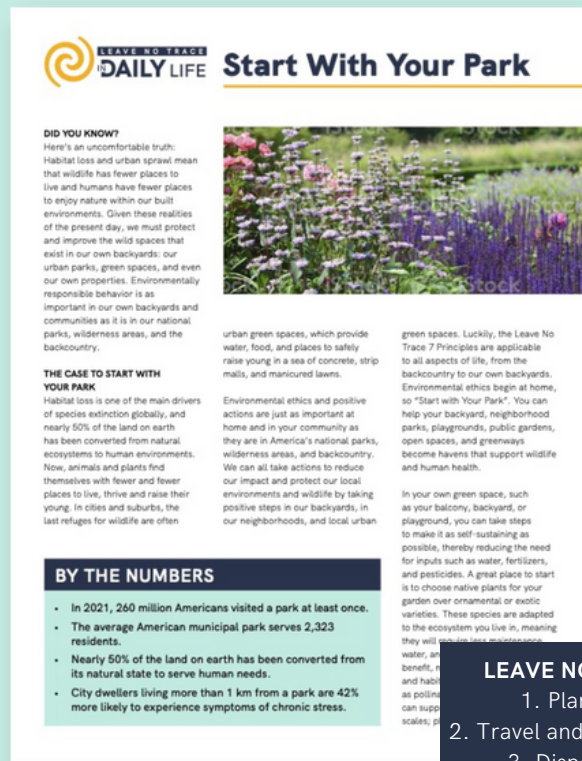


2022

PROJECT BRIEF

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A sample of an issue paper - each concept will have one

BACKGROUND

The concepts and teachings of Leave No Trace predate the organization itself. Having been first distributed in 1987, the Seven Principles of Leave No Trace served primarily as a backcountry ethic. Since then, the Leave No Trace organization has evolved and expanded their mission and reach significantly.

Leave No Trace currently provides programming and education that equips individuals and organizations with the resources to educate others in Leave No Trace's vision of land ethic. Their Master Educator and Trainer courses occur across the country, and Leave No Trace offers a variety of training opportunities. Additionally, Leave No Trace is partnered with Subaru of America to support teams traveling across the country to educate others, lead workshops, and ensure that this education reaches a wide array of constituents and outdoor users.

Recent research conducted by Pennsylvania State University in partnership with Leave No Trace indicates that individuals involved with Leave No Trace are more likely to participate in environmentally responsible behaviors in their day-to-day life, and vice versa. Using reusable containers, composting, taking alternate transportation, and getting involved in local decision making are a few examples of actions that can invite people into the sustainability discussion. As such, Leave No Trace is looking to spread their message further, specifically, to those who are not currently interested in outdoor recreation.

Daily Life Concepts developed by MENV Team

DAILY LIFE CONCEPTS

- Start With Your Park •
- Minimize Single-Use Items •
- Dispose of Household Waste Properly •
- Reuse Before You Recycle •
- Consider Alternative Transportation •
- Minimize Energy Consumption •
- Support Local Businesses and Farmers •
- Use Social Media to Educate, Not Degrade •
- Educate with Kindness •

PURPOSE

The purpose of this project is to open Leave No Trace's aperture, positioning the Leave No Trace organization as not only an education program that protects trails, parks and open spaces, but also a program that contributes to the environmental movement more holistically as well as mitigating the progression of climate change and its impacts.

Additionally, our team has worked to help Leave No Trace redefine its scope and build new partners and funding resources. This was done by approaching each of their sectors (corporate, tourism, and community) individually.

METHODS

1

GAP ANALYSIS



Developed an understanding of the gaps in Leave No Trace's current programming and educational tools. Focused on the need for easy-to-repeat action items that constituents could utilize in daily life, as opposed to solely on outdoor trips.

2

RESEARCH



Utilized research conducted by Leave No Trace in partnership with Pennsylvania State University on how Leave No Trace's teaching leads to sustainable actions being performed at home. These actions were used as a baseline for potential concepts to focus on.

3

SURVEY



Released a survey at Denver's Outdoor Retailer Trade Show to discover where there were gaps in constituent knowledge constituents to ensure that our concepts were filling a needed niche.

4

DAILY LIFE CONCEPTS



Compiled our research into 9 broad concepts known as "Leave No Trace in Daily Life" (listed on previous page) and created three initial deliverables for each one: a long form research paper, a one-page issue paper, and a social media post.

5

SECTOR DEVELOPMENT



Worked closely with Leave No Trace's individual sectors to ensure that our concepts would be useful for the entire organization. Created specialized deliverables for each sector to supplement the broader concepts.

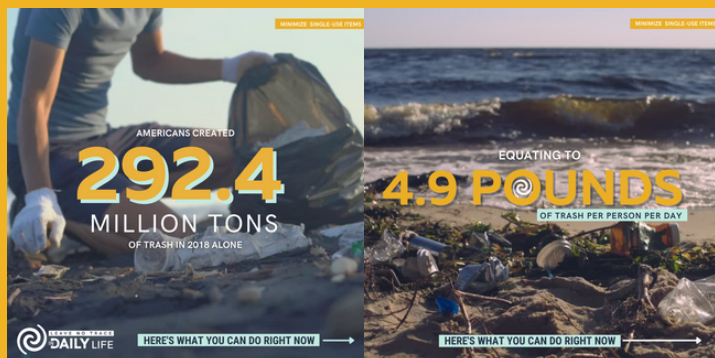
6

LAUNCHED CAMPAIGN



With the help of Leave No Trace's marketing team, we created a month-long social media campaign to showcase Leave No Trace in Daily Life and demonstrate how this information can be successfully utilized.

A sample post from our social media campaign



7

TOOLKIT



Based on the information we received from the campaign, the MENV Capstone Team created a toolkit that contains all of the above materials, as well as educational tools, examples and recommendations for how this information can continue to be used in future campaigns, and information on the gaps and areas that would require further study. This toolkit is intended for internal use at Leave No Trace.

OUTCOMES

In completing this project we will have addressed Leave No Trace's top strategic priority for 2022 - increasing the aperture of the organization to include new education and messaging that reaches broader audiences and prospective partners. We have done this through the introducing the Daily Life Concepts into Leave No Trace's programming, starting with the social media campaign that will showcase this new facet of the organization. Since this education and messaging is a new direction Leave No Trace, we hope that the outcome of the campaign, toolkit, and our project as a whole will have set a foundation for the organization to continue future programming related to the backyard to backcountry tenet.

Strategic Priorities

Goals

STRATEGIC PRIORITY #1

Expand Leave No Trace's aperture. Fully harness the backyard to backcountry concept as a primary tenet to engage a significantly broader audience.

Goal #1: Expand our education, outreach and communications offerings into actions that go beyond the outdoors into everyday life.

Goal #2: Grow a broader audience for the Leave No Trace Community.



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