



leave no trace™

C E N T E R F O R O U T D O O R E T H I C S

INTERNATIONAL PROGRAM DESCRIPTION: 2012

ABOUT THE LEAVE NO TRACE CENTER FOR OUTDOOR ETHICS

The member and partner-driven Leave No Trace Center for Outdoor Ethics teaches people of all ages how to enjoy the outdoors responsibly, and is the most widely accepted outdoor ethics program used on public lands. Through targeted education, research and outreach, the Center ensures the long-term health of our natural world. In its simplest form, Leave No Trace is about making good decisions to protect the world around you — the world we all enjoy.

The Leave No Trace Center for Outdoor Ethics is a non-profit 501 (c) 3 organization and remains the all-inclusive, neutral base for Leave No Trace education and training programs. The Leave No Trace Center unites land agencies and managers, manufacturers, outdoor retailers, media, conservation groups, user groups, organizations, clubs, outdoor educators and individuals, all of whom share a commitment to maintaining, preserving and protecting public lands. It is this partnership network that allows Leave No Trace information to be broadcast to millions each year.

The Leave No Trace program is centered around the following seven scientifically-based principles:

- Plan Ahead and Prepare
- Travel and Camp on Durable Surfaces
- Dispose of Waste Properly
- Leave What You Find
- Minimize Campfire Impacts
- Respect Wildlife
- Be Considerate of Other Visitors

LEAVE NO TRACE HISTORY

The Leave No Trace Center for Outdoor Ethics was established with the goal of building greatly needed environmental programs that teach awareness and respect for natural areas in the United States. In 1994, a nonprofit organization, Leave No Trace, Incorporated, now called the Leave No Trace Center for Outdoor Ethics, was established through a collaboration between federal land management agencies and various other organizations. These organizations identified the need for a Leave No Trace entity that could entirely devote its resources to research, development and the delivery of a comprehensive program in the United States.

Leave No Trace is now in its fourth decade of development, with millions of dollars invested in research, training, programs and implementation., The Leave No Trace Board of Directors has mandated strict guidelines about the use and appropriate distribution of Leave No Trace educational material, texts and logos/marks, and copyrights exist on every aspect of the Leave No Trace educational program in order to protect its integrity

INTERNATIONAL PROGRAMS

In recent years, the Center has worked with groups in over 70 countries by sharing our resources, training and the tools.

Training

The Center has made its resources, research and educational materials available to interested organizations, companies, schools and agencies with viable means to promote Leave No Trace. We encourage members of the international community to take the online awareness workshop or to visit the United States and take a 5-day, field-based Leave No Trace Master Educator course. To learn more, visit: <http://lnt.org/training/index.php>.

Translations

The Center's entire youth program has been translated into Spanish. Additionally, the Seven Principles have been translated into the following languages.

International Partnerships

International companies, organizations, guide services, schools and universities may join the Leave No Trace program just as those groups in the United States do. International partners enjoy virtually all of the same benefits that domestic partners do. For more information, go to: <http://lnt.org/support/international.php>.

Leave No Trace International Branch Organizations

As a component of the Center's programs to support the international community, we have assisted in the establishment of four international branch organizations: Leave No Trace Australia, Leave No Trace/Sans trace Canada, Leave No Trace Ireland, and Leave No Trace New Zealand. These branch organizations of the Leave No Trace Center for Outdoor Ethics, function as independent, nonprofit or charitable organizations in their respective countries, with their own governance and funding sources. They do, however, share the mission, core curriculum and strategic priorities with the Center.

Before a country considers forming an international branch, we recommend that careful consideration is given to joining as a Leave No Trace partner instead of forming an independent organization. This option may provide most, if not all, of what you need to use and teach Leave No Trace.

International Training

The Center does offer customized Leave No Trace Master Educator Courses for the international community. The Master Educator course is a minimum five day, field-based course designed for those actively teaching Leave No Trace. In the two day Leave No Trace Trainer course and the one day or shorter Leave No Trace Awareness Workshop, participants learn not only the skills and ethics of Leave No Trace, but ways to effectively teach these to others. Please contact the Center if you are interested in learning more about the courses.

LOGO USE AND USE OF NAME

Logo Use

International groups that wish to use the Leave No Trace logo must be current, official partners in good standing.

The Leave No Trace logo may be used by all partners in the following ways:

- In product catalogs as an educational component or an affiliation recognition
- In organization newsletters
- On trail signs
- In educational materials reviewed and approved by the Leave No Trace Center for Outdoor Ethics
- In articles or media/press releases
- In advertisements or public service announcements.

Logo Use Requirements

- The Leave No Trace logo may not be altered or modified in any way.
- Where possible, the logo should be accompanied by the Leave No Trace Seven Principles
- The Center requests the option to review printed materials prior to production.

Use of Leave No Trace's Name

Any International Partner that wishes to use "Leave No Trace" as a feature in publications, must be a current, official partner in good standing. Using or promoting the term "Leave No Trace" as a selling point for products, publications or any other fundraising effort is not permissible.

Endorsements

Leave No Trace does not endorse specific products, publications, companies, organizations or agencies.

TRANSLATIONS

Educational Material Use, Translation, Alteration and Development Guidelines for International Partners

The goal of the Leave No Trace program is to promote a consistent, unified message based on the existing Seven Leave No Trace Principles. The use of Leave No Trace information to target specific activities, regions and audiences is encouraged within the context of current Leave No Trace programs and materials. Use of the Leave No Trace logo is limited to partner organizations, associated federal land management agencies and those given express permission.

As the Leave No Trace Center for Outdoor Ethics understands the need for international groups to have Leave No Trace educational materials in their native language, the following translation guidelines have been developed to assist partner groups through this process:

1. Partner organizations and individuals are authorized to translate information located on the Leave No Trace website, as well as the North American Skills and Ethics booklet, which is the "core text" of the Leave No Trace program. For translation of other educational material or other Skills and Ethics booklets, please contact the Center.
2. Keep translations as close to the original English wording as possible.
3. If it is necessary to make significant changes in order to meet local needs or target specific resource management or protection issues, please contact the Center to discuss these changes before making them (See additional guidelines below).
4. Cite existing copyrights on the information, and list all those who worked on the translation. be sure to include the following "Translated by...", listing all those who worked on the translation (See copyright guidelines below).
5. Include our website address as www.LNT.org.
6. Diligent measures must be taken to ensure accuracy of the translation, and outside review is strongly encouraged.
7. Translated Leave No Trace information may not be sold.
8. Once materials have been translated, an electronic copy and a hard copy must be submitted to the Center for Outdoor Ethics.

Alterations to Existing Leave No Trace materials

Any Partner intending to alter, delete, or otherwise modify standard Leave No Trace language should consider the following language use guidelines:

1. The Leave No Trace Education Review Committee (ERC) prefers that the existing language be used word-for-word to ensure the communication of accurate and consistent messages. The use of Leave No Trace materials should recognize existing copyrights (See below for copyright discussion.)
- 2) Deletion of material (e.g., a principle, or a specific topic beneath a principle) in the existing materials is permitted with acceptable rationale, subject to ERC review.
- 3) Substantial alteration of existing language is subject to ERC review.

4) Creation of new materials for a specific user group or region (e.g., for angling, for the Dolomites region, for a specific national park) is permissible to Leave No Trace Branch organizations, and is also subject to ERC review.

The ERC is committed to a prompt review process and will make every attempt to respond to submissions within four weeks. (See bottom of page for contact information.)

Copyright considerations

The use of any Leave No Trace information by official International Partners should recognize all existing copyrights. Copyrights for any general Leave No Trace information, i.e. information found on the website, on plastic reference cards, teaching materials, etc., should be stated as follows:

Copyright: Leave No Trace Center for Outdoor Ethics – For more information: www.LNT.org

If the materials have a specific date listed with the copyright, the date must also be listed. For e.g:

Copyright: Leave No Trace Center for Outdoor Ethics – April, 2001– For more information: www.LNT.org

For more information about international programs, contact:

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