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LEAVE NO TRACE AND THE INTERNATIONAL COMMUNITY

The Leave No Trace Center for Outdoor Ethics has a long, rich history working with the international community. In recent years, the Center has worked with groups, agencies, academics, outfitter and guide services—as well as youth-serving organizations in over 90 countries—by sharing our resources, training and educational tools. The Center has conducted Leave No Trace training in select countries, accepted international partners all over the world, and has helped to start Leave No Trace organizations in Australia, Canada, Ireland and New Zealand.

The Leave No Trace Center for Outdoor Ethics is an international organization that oversees and drives both the Leave No Trace movement and education program globally. The Center is dedicated to protecting the outdoors by teaching all people to enjoy it responsibly. The organization accomplishes this mission by delivering cutting-edge education and research to millions of people every year.



ABOUT LEAVE NO TRACE AND THE LEAVE NO TRACE CENTER FOR OUTDOOR ETHICS

Our love of the outdoors can come at a cost: damage to natural lands, fire scarring, polluted waterways and serious wildlife issues. Leave No Trace works to preserve our natural environment and protect the outdoor experience for those who love parks, forests and waterways. Leave No Trace programs are designed to provide critical stewardship, education, training, and programs to protect lands enjoyed by the public.

The Leave No Trace Center for Outdoor Ethics is a non-profit 501 (c) 3 organization and remains the all-inclusive 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, researchers,
academics and the public—groups that 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 on the following seven scientifically-based principles:







Travel and Camp on Durable Surfaces



Respect Wildlife



Dispose of Waste Properly





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 among United States-based federal land management agencies, and various non-governmental 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.

The Leave No Trace Center for Outdoor Ethics was established in 1994, beginning work that has resulted in millions of dollars invested in research, training, programs and implementation. The Leave No Trace Center's Board of Directors has mandated strict guidelines regarding the use and appropriate distribution of Leave No Trace educational material, texts, logos/marks and copyrights. These protections exist on every aspect of the Leave No Trace educational program to maintain its integrity.



DOCUMENT PURPOSE

This document provides guidance for the use and incorporation of Leave No Trace in countries outside of the United States. If you reside in Australia, Canada, Ireland or New Zealand, please consult your Leave No Trace organization

directly. Should you have questions pertaining to Leave No Trace that are not addressed in this document, please contact the Leave No Trace Center for Outdoor Ethics directly.



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LEARNING & GETTING INVOLVED

Anyone, regardless of country of origin, is welcome to learn and share the <u>Leave No Trace</u> <u>Seven Principles</u>, take one of the Center's

<u>online courses</u>, <u>or join Leave No Trace as a member or partner.</u>

MEMBERSHIP & PARTNERSHIPS

Individuals, organizations and companies from the international community who join Leave No Trace receive the same benefits as United States-based members and partners. Join here: Members and Partners.

TRANSLATION REQUIREMENTS FOR LEAVE NO TRACE MATERIALS

It is possible for organizations, companies and individuals to translate basic elements of the Leave No Trace program. There are several translation requirements:

- 1. <u>Individual membership</u> or <u>partnership</u> is the minimum requirement for those wishing to translate Leave No Trace information into another language.
- 2. Please contact the <u>Leave No Trace Center for Outdoor Ethics</u> for a list of acceptable translation service providers. You are responsible for paying translation fees.
- All translations are the property of the Leave No Trace Center for Outdoor Ethics and must be accompanied by the appropriate copyright information.
- All translations must be submitted to the Leave No Trace Center for Outdoor Ethics as Microsoft Word documents.
- Members and partners have different tiers of Leave No Trace material available for translation.

Acceptable Translations by Members:

• Translations of basic Leave No Trace <u>Seven Principles text</u>. The Leave No Trace logo may be used in conjunction with the Leave No Trace Seven Principles translation. If used with translated material, the logo must appear above the translated text. The logo may not be translated though the words "Leave No Trace" may be translated and appear below the logo.

Acceptable Translations by Partners:

- Translations of basic <u>Seven Principles text</u>. The Leave No Trace logo may be used in conjunction with the Leave No Trace Seven Principles translation. If used with translated material, the logo must appear above the translated text.
- Please see Partnership section of the <u>Brand</u>
 <u>Standards Guide</u> for information about how to
 use the logo. The logo may not be translated
 though the words "Leave No Trace" may be
 translated and may appear below the logo.

EXTENDED TRANSLATIONS OF LEAVE NO TRACE MATERIALS

This option is available for individuals, groups, agencies and organizations who are interested in using and/or translating extended elements of the Leave No Trace program. There are several translation requirements:

- Individual membership or partnership is the minimum requirement for those wishing to translate Leave No Trace information into another language.
- Please contact the <u>Leave No Trace Center for</u>
 <u>Outdoor Ethics</u> for a list of acceptable translation service providers. You are responsible for paying translation fees.

- All translations are the property of the Leave No Trace Center for Outdoor Ethics and must be accompanied by the appropriate copyright information.
- 4. All translations must be submitted to the Leave No Trace Center for Outdoor Ethics as Microsoft Word documents.
- The member or partner will also pay a processing fee to the Leave No Trace Center for Outdoor Ethics prior to translation.
- 6. The processing fee entitles the partner to use the translated material in their programs. The partner is not otherwise entitled to sell or distribute the translated materials beyond their immediate constituents or program participants.

Translation Costs

to the Leave No Trace Center for Outdoor Ethics. Additional translation fees apply based on translation service use and translation language.

Reference Cards	\$40 per reference card
Skills & Ethics booklets	\$100 per booklet
101 Ways to Teach Leave No Trace	\$500
PEAK or Teen Program	\$500

The Leave No Trace Master Educator Handbook is not currently available for translation unless an International Leave No Trace Master Educator Course is being conducted with one of the current U.S.-based Master Educator Course Providers. Contact the Center for more information on international Master Educator Courses.



LEAVE NO TRACE CONSULTING

While the Center desires to assist the international community with Leave No Trace efforts, resources are limited. Initial consultation with Center staff for up to one hour is complementary. This includes communication via email, phone, video call, in-person visits, etc. Additional consultation with representatives from the Center regarding education, program elements, research, youth programs, operations, land management structure and relationships, training and more (via phone, video conference, visits to the Center for Outdoor Ethics) will be billed at our standard hourly rates. Please contact the Center if you wish to discuss these options further. Consultation rates apply to the following types of projects:

- Creation of new materials regarding
 Leave No Trace from a specific ecological/ cultural perspective.
- Creation of Leave No Trace items such as Seven Principles banners, signs, or custom reference cards.
- Development of custom training for a specific environment, audience or recreational activity.
- Consulting on best management practices, site design, research, or research design.

All translations and other intellectual property arising from consulting efforts are property of the Leave No Trace Center for Outdoor Ethics and must be accompanied by the appropriate copyright information. All translations must be submitted to the Leave No Trace Center for Outdoor Ethics as Microsoft Word documents.



TRAINING

The <u>Leave No Trace Training</u> model is tiered. International training falls under the same guidelines as domestic, US-based training. The <u>Leave No Trace online awareness workshop</u> is an excellent option for the international community for learning basic Leave No Trace skills and techniques.

The Leave No Trace Center for Outdoor Ethics currently offers Leave No Trace Master Educator Courses in the United States only. If you are interested in training or becoming a Master Educator please consult the Center's schedule offered by our course providers for a course.

If there are trained Master Educators in your country who are available to teach the Leave No Trace Trainer Course or Leave No Trace Awareness Workshop, you are encouraged to work with them to provide training. To run a trainer course, you must have two instructors. One must be an official Leave No Trace Master Educator, at a minimum, and the second instructor should ideally be a Master Educator but can be a Leave No Trace Trainer. Please visit www.LNT.org or contact the Center for a list of trained Master Educators and Trainers in your country. See the Tools and Activities for Educators: Leave No Trace Guidelines and Forms section for information about how to run courses. International Master Educators must be under a current Training Agreement with the Center prior to offering any Trainer Courses. International Master Educators do need insurance to run a Leave No Trace Course. As

international community members, you must also submit course rosters to receive certificates.

As in the United States, the Master Educator
Courses must be taught by an official Leave No
Trace Master Educator Course Provider. Given
that all current Master Educator Course Providers
are US-based, international Master Educator
course are limited. However, there may be Master
Educator Course opportunities where there are
Leave No Trace branch organizations operating.
If there is a branch in your country, contact the
branch directly to inquire about Master Educator
or Trainer Courses. Leave No Trace staff is generally
unavailable to travel to instruct international
Master Educator Courses or other types of
training. Contact the Center for more information
on international training opportunities.

Though the Center receives significant interest from the international community regarding becoming a Master Educator Course Provider, the Center is not currently authorizing international Master Educator Course Providers. Given the growing demand, the Center intends to further explore the possibility of authorizing international Master Educator Course Providers at some point in the future. We recognize the need for Leave No Trace training internationally and want to ensure that we can adequately and comprehensively meet the demand in the most effective way possible. However, due to limited resources, the Center does not have the capacity to explore an international course provider at this time.

INTERNATIONAL SCHOLARSHIP AND FUNDING SUPPORT

The Center does not currently have scholarships, grant opportunities or funds available to support international work, translations or training.

Furthermore, we do not have free materials, other than what is offered at www.LNT.org, available for distribution.

RESEARCH & CONSULTING

Though the Center does currently focus on recreation-related ecology, human dimensions of natural resources and other research, much of which may be relevant to the international community, there is no current capacity or funding for research outside of the United States. Please reference our comprehensive list of published Leave No Trace-related research. If interested in consultation with researchers from

the Leave No Trace Center for Outdoor Ethics, appropriate fees will apply. Center staff does not currently travel internationally for research and consulting projects.

The Center does accept onsite visits and provide consultation at our headquarters in the United States. Consulting fees apply.

INTERNATIONAL SCOUTING

Numerous Scouting organizations from all over the world are Leave No Trace partners, enjoying the same benefits of our partners at large. The Center does not have specialty benefits for scouting, domestically or internationally, yet we have an extensive selection of <u>resources for the scouting community:</u> see Cub Scout/Boy Scout/Girl Scout.





LEAVE NO TRACE LOGO USE

The logo can be used by international entities just as it is used in the United States. Please refer to the Brand Standards Guide for information.

Acceptable uses of the logo:

- For use above the Leave No Trace Seven Principles translations (please see section III. Translations for details).
- To promote educational workshops and presentations (Must be a member or a partner who is a Leave No Trace Master Educator or Trainer).
- Use on website, newsletter and promotional materials by current partners.

The logo may not be translated though the words "Leave No Trace" may be translated and may appear below the logo.

Alteration of the Leave No Trace logo in any way is expressly and strictly prohibited. The translated words "Leave No Trace" may appear directly below the current Leave No Trace logo. The Leave No Trace Center for Outdoor Ethics will provide translated logos for newly formed Leave No Trace branch organizations only.

MERCHANDISE

Just as in the United States, the production, distribution (even for free) and sales of merchandise bearing the Leave No Trace logo, name or content is explicitly prohibited. If a group wishing to produce merchandise is a current, official dues-paying partner, Leave

No Trace merchandise sales may be permitted with approval of artwork and appropriate, prearranged royalty agreement in place. If you are a current Leave No Trace partner, you may purchase select Leave No Trace materials and promotional items for resale.



The Center currently has branch organizations in <u>Australia</u>, <u>New Zealand</u>, <u>Ireland</u> and <u>Canada</u>. If you reside in one of these countries, please contact the branches if you are interested in training and education in those countries.

- 15 Leave No Trace International Branch Organizations
- 16 Steps To Establish a Leave No Trace Branch Organization In Your Country

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.



The Center is interested in branch proposals from countries that:

- Make a strong case for the need of an independent Leave No Trace organization.
- Have legitimate, verifiable support, including funding, from substantial and diverse partners, agencies and organizations to sustain a standalone Leave No Trace program.
- Have an existing pool of 12 or more Leave No Trace Master Educators with a long-term commitment to providing training on behalf of the organization.
- Have committed to pay the initial branch affiliation dues of \$25,000 USD to the Leave No Trace Center for Outdoor Ethics for: 1)
- The initial Master Educator Instructor Course so the organization can establish its own training structure; 2) Transfer of intellectual property including copyrighted curriculum, principles, programs, as well as trademarked name and logo; 3) Development of the Branch contract; 4) Additional Leave No Trace staff administration and branch consulting fees.
- Demonstrate additional starting operating capital of \$30,000 USD to be used for infrastructure, materials, staffing and other internal start-up fees.

STEPS TO ESTABLISH A LEAVE NO TRACE BRANCH ORGANIZATION IN YOUR COUNTRY



Step One

Primary organizing group has been an active Leave No Trace partner for a minimum of two years.



Step Two

Assemble a committee of 12-16 or more leaders from relevant and diverse land management and government agencies, outdoor organizations, the scientific community, academia, youth serving organizations, recreation-based organizations, corporations, donors, etc. that will partner to establish the organization. This committee should include all major stakeholders that will make a national Leave No Trace program successful.



Step Three

Contact the Leave No Trace Center for Outdoor Ethics to discuss your specific situation and needs prior to drafting a formal proposal.

Once there is discussion and agreement about the establishment of a branch, the process of submitting a proposal can begin at the discretion of the Center.



Step Four

Submit a complete proposal that contains the following components:

a) Organizational Overview:
 Statement of need, strategic objectives,
 desired outcomes of Leave No Trace programs.



Step Four (cont.)

- b) Profiles of organizations, agencies and individuals involved and serving on the committee.
- c) Organizational structure and role: Directors, paid staff, education review committee, training structure, volunteers, etc.
- d) Names and contact information for 12 or more current Leave No Trace Master Educators who will commit their time to the organization and will participate in a 5-day Master Educator Instructor Course. The Master Educator Instructor Course is designed to train people who are already active Master Educators how to teach the Master Educator Course in your country.
- e) Operational plan and timeline to establish the organization, major strategic initiatives for the first three years, three-year proposed budget that includes funding and proposed funding sources as well as expenses such as staffing, overhead, training initiatives, production of educational materials, affiliation dues to the Center.
- f) A minimum of 6 letters of support/ recommendation from land agencies, government agencies, key partners, companies, environmental organizations, etc.
- g) Demonstrated capital funding to establish the organization.



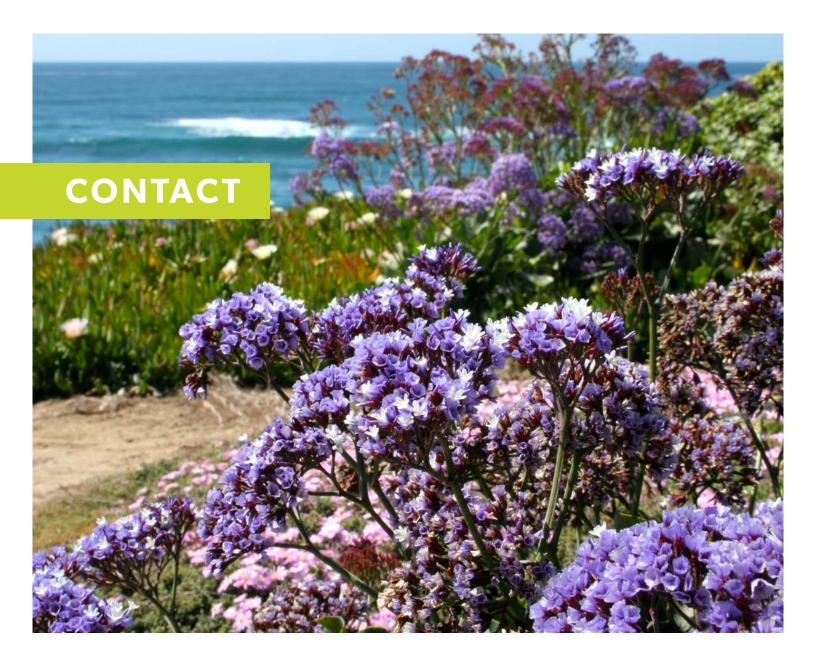
Step Five

Upon acceptance of the proposal and signing of an International Branch Contract, the new branch organization will be required to pay a commencement fee of \$25,000 USD and \$4,000-\$6,000 USD annual dues thereafter, based on individual branch criteria. Dues are subject to annual increases at the Center's discretion.



Step Six

The new branch organization will also begin work with the Leave No Trace Center for Outdoor Ethics' staff to plan the Master Educator Instructor Course, exchange curriculum and programmatic information as well as other media templates (website, etc.), trademarked name and logos, etc. Additionally, the Center offers extended organizational/educational consultation visits at our headquarters with staff as desired.



For additional questions outside the scope of this document, please contact the Leave No Trace Center for Outdoor Ethics:

info@LNT.org 303-442-8222

Leave No Trace Center for Outdoor Ethics P.O. Box 997 Boulder, CO 80304

www.LNT.org