



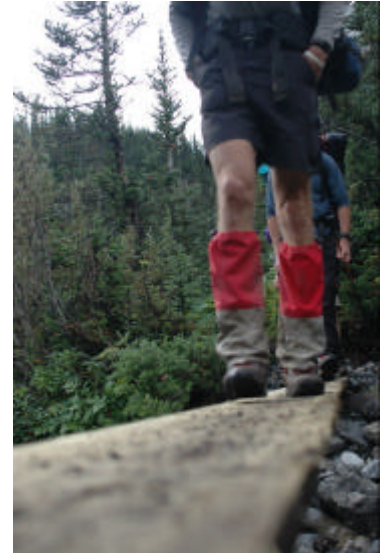
## Partnership Guide

### **Leave No Trace Canada Program**

*Leave No Trace Canada* is an education program whose goal is to promote responsible use of natural areas during recreational outdoor activities. The program also offers simple techniques and principles which help minimize the negative impact produced by an increasing number of users of outdoor recreation areas.

In addition to protecting our natural heritage and enhancing the quality of our outdoor experience, the program helps managers of recreation areas to avoid imposing restrictions by making users aware of their impact on nature and by encouraging them to change any inappropriate behaviour voluntarily.

The *Leave No Trace Canada* program is equally intended for experienced outdoor enthusiasts who venture into wild and isolated areas and for visitors to urban parks. A fun and dynamic program was also created for kids aged 6 to 12 years old, as well as for youth 13 to 18 years of age.



### **History of the Leave No Trace Program**

As the outdoor recreation gained in popularity in the last 30 years, the number of visitors to natural areas considerably increased around the world. In the United States, faced with a real threat of parks degradation caused by sharply increased wilderness visitation, American park managers had two options: to close the access to a number of park sections in order to allow regeneration, or to educate visitors about the minimum -impact methods. Four American government agencies and the *National Outdoor Leadership School* then worked to jointly create a science-based *Leave No Trace* program. Today, the *Leave No Trace Centre for Outdoor Ethics* is a non-profit organization, founded in 1994 in Boulder, Colorado, and is responsible for the administration of the program.

In 2004, a small group of Canadian educators, aware of the issue, recognized the importance of introducing the *Leave No Trace* program in Canada. Today *Leave No Trace Canada* is supported by organizations such as *Parks Canada*, *Scouts Canada*, *Mountain Equipment Coop*, etc. In 2005, the organization *Leave No Trace Canada* became an official branch of the *Leave No Trace* program.

### **Importance of Partnerships**

In order to promote awareness on a large scale and to reach as many outdoor enthusiasts as possible, *Leave No Trace Canada* relies on building and maintaining partnerships with various organizations. *Leave No Trace Canada* is also looking for partners who value social and environmental ethics and who wish to participate financially in the development of the *Leave No Trace Canada* program.

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## Partnership Categories

### Affiliate partners

Affiliate partners are organizations that adhere to the principles of *Leave No Trace* and wish to help in promoting the *Leave No Trace Canada* program.

Affiliate partners shall pay annual dues and are encouraged to offer benefits to our members such as discounts on their products, services, membership fees, etc.

### Supporting partners

This category is for organizations wishing to contribute financially to the development and promotion of the *Leave No Trace Canada* program in exchange for visibility.

Supporting partners can fund specific projects, such as production of educational materials or recreation area signs, or provide a financial non-project-specific contribution in order to support the entire organization.

### Partner benefits

- Partnership kit, including educational and promotional material
- A one-year subscription to our newsletter
- Rights to use our logo according to *Leave No Trace Canada* guidelines
- Your organization/company name and link on our website
- Mention and visibility in our newsletter
- Possibility to submit an article for our newsletter
- Possibility to offer *Leave No Trace Canada* training according to the *Leave No Trace Canada* guidelines

**To get more information on partnership opportunities, or to talk to us about ideas for projects to which you could contribute, please contact us.**

***Leave No Trace Canada* is authorized to issue charitable donation receipts.**