

Ours to Protect: 30th May: Episode 50: Leave No Trace

2024 'Love This Place' campaign asks the public to enjoy and respect Ireland's great outdoor spaces

Leave No Trace Ireland (LNT) - Ireland's only outdoor ethics programme, which promotes the responsible use of the outdoors - has in collaboration with partners launched the 2024 'Love This Place' Public Awareness Campaign urging the public to enjoy our outdoor spaces (including parks, open countryside, and beaches) with care and respect. Author, outdoor enthusiast and founder of the Hike Life, Roz Purcell, is again supporting this important awareness campaign.

The Love This Place 2024 campaign invites individuals and their communities to join in a collective national effort to protect, respect and care for Ireland's beautiful outdoor spaces and deep wealth of biodiversity and natural outdoor heritage.

Research shows that some 2.7 million visitors to Ireland from overseas markets take part in outdoor activities, and 64% of Irish people participated in land-based recreation activities whilst on holiday in Ireland. (*Source: National Outdoor Recreation Strategy*).

The campaign focuses on promoting universal messages of respect and care in the enjoyment of our outdoor spaces. These universal messages incorporate both courtesy and respect for each other in the outdoors and moderating our actions to protect and care for nature, habitats and biodiversity that are present everywhere and are increasingly vulnerable to the pressures of the visitor numbers that enjoy them.

The 'Love this Place' campaign will run across June, July, and August - the busiest summer months that experience the highest numbers of visitors to the outdoors.

The campaign will focus in on three collective goals that include simple actions for people to enjoy the outdoor spaces more responsibly. These are:

1. ***Stick to the Path***
2. ***Be a Responsible Dog Owner***
3. ***Keep Ireland Litter-Free***

During the campaign, members of the public will be urged to make the '**#LoveThisPlace**' promise, confirming their love of Ireland's great outdoors and committing to simple, positive actions that will help to protect and respect our outdoor spaces and natural environment.

The 'Love This Place' campaign will culminate in a day of environmental action on **National 'Love This Place' Day** on Friday, July 28th. This will also coincide with World Nature Conservation Day which underscores the global significance of sustainable practices in how we care for, respect, and enjoy the outdoors.

For further information and guidance on responsible outdoor engagement, visit <https://www.leavenotraceireland.org/love-this-place-leave-no-trace>.

