CONSERVE AUDIT
2019

Photo by Andrew Macdonald

John Muir Award activity enhancing wild places valued at more than £1.5 million.

43,202 people spent an average of seven hours each Conserving wild places.

27 per cent of activity was carried out by people experiencing disadvantage.

The John Muir Award is the main engagement initiative of the John Muir Trust. The Trust is a charity dedicated to the protection and experience of wild places – believing that everyone should have opportunities to enjoy the benefits that wildness can offer, and to participate directly in nature conservation work.

Our Conserve Audit shows the value and impact of John Muir Award participation and how this made a difference to wild places in 2019. It demonstrates the collective effect of individual responsibility and action across the UK. It also demonstrates the desire of people from all backgrounds to take social action for nature – a build a more sustainable world.

In 2019, 43,202 people committed 302,414 hours of conservation as part of their John Muir Award. 27 per cent of participants were from disadvantaged backgrounds. This activity can be valued at £1,533,682 based on Heritage Lottery Fund figures.

Conserve activity occurred across a range of different habitats and places including coast, sea, woodland, island, wildlife gardens, National Parks and school grounds.

Each Award participant on average completed up to **seven hours** of projects and activities to meet the Conserve Challenge of their Award. Some maintained or created habitats while others took steps to monitor and control invasive species. Waste such as litter was removed from wild places and participants took part in projects, campaigns and surveys to develop their own – and others' – knowledge concerning human impact.
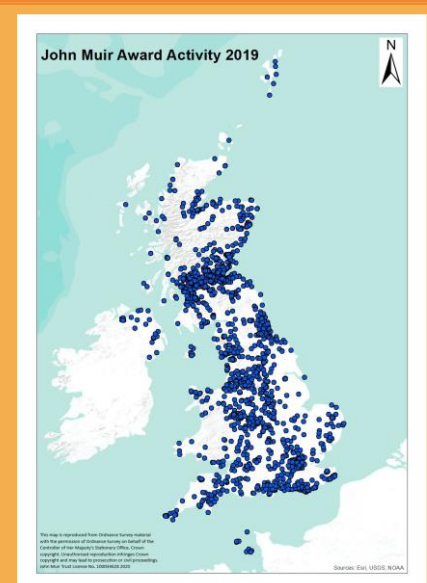
What is the John Muir Award?

The John Muir Award is an environmental award scheme that supports and encourages people of all backgrounds to connect with, enjoy, and care for wild places.

Participation has Four Challenges at its heart: Discover a wild place; Explore it; Do something to Conserve it; Share your experiences

johnmuiraward.org.

Where did people Conserve?

John Muir Award Activity 2019

Sources: Esri, USGS, NOAA

"The pupils really honed-in on litter issues, I've now got a class of mini David Attenboroughs!"

Group Leader at Newton Primary School, Stirling.

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