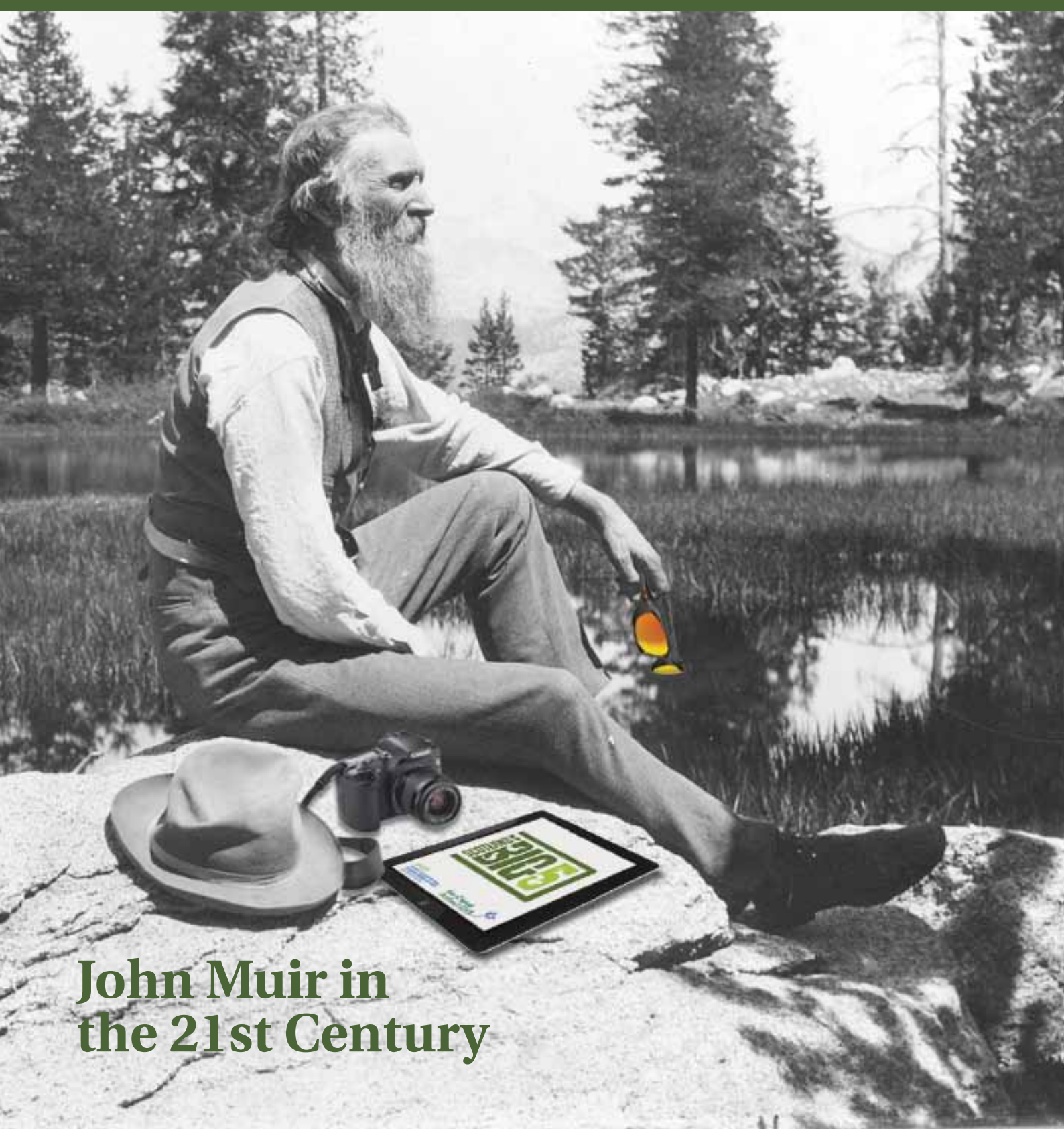


JOHN MUIR AWARD

wild places:
DISCOVER
EXPLORE
CONSERVE
SHARE

John Muir Award News Spring 2013

The John Muir Award is the main educational initiative of the John Muir Trust. It encourages people to connect with, enjoy, and care for wild places.



John Muir in the 21st Century

1838-1914

John Muir's Legacy

The Victorian outdoorsman, writer and campaigner John Muir has, for many years, been something of a 'prophet without honour' in Scotland, the country of his birth. Even more so across the UK. Not so in America, where streets, trees, malls, walks, ways, buildings, coins and days bear his name. Apart from Presidents, only Muir and a certain Elvis Presley have appeared on US stamps twice. Suddenly however – in Scotland at least – Muir is in vogue.

Not only is 2014 the centenary of his death – let's come back to that – 2013 marks 175 years since his birth; a new John Muir branded long distance walk is being launched; and the government-sponsored Year of Natural Scotland 2013 has declared that his life should be celebrated.

All of the thousands of John Muir Award participants and Provider organisations have, since its launch by the John Muir Trust in 1997, been celebrating Muir. Not perhaps by learning facts and figures, though many have, but by embracing an ethos and connecting with wild places in a spirit of fun and adventure.

To link the past with the present we're thinking of the centenary of his death as 100 years of legacy. And we're encouraging people to explore what Muir, and others like him both historic and contemporary, stand for in today's society. Although there's a Scottish accent to some of the items and articles in this newsletter, the activities and messages are easily transferred across the UK.

So do take the opportunity to find out about Muir, interpret his significance in a way that works for you, and have some fun with Muir-related activities.

For lots of John Muir information sources, ideas and activities, read on and visit our specially created web resource at discoverjohnmuir.com (see page 3).



We need to take a good, hard look at what John Muir stood for

This is an extract from an article first published in *The Scotsman* newspaper on 6 January 2013. Used with kind permission of the author and publisher.

I have a bit of a problem with anniversaries. Well, a couple of problems. For a start, I've never really understood the apparently universal fixation with round numbers. What makes, say, the 100th anniversary of something more worthy of celebration than the 101st? Attaching special significance to multiples of ten or 100 is about as rational as believing

the Earth is flat, yet everybody does it – yes, on slow news days, even journalists.

I also struggle to get excited about celebrations to mark the anniversary of a well-known personage's death. If you must insist on doing the whole round-number-party thing on behalf of some historical figure, at least have a bit of tact and celebrate the anniversary of their birth. Throwing an almighty shindig to mark the year somebody died feels far too much like dancing on their grave.

Having said all that, I'm more than willing to set aside these reservations in the case of John Muir – the great Scottish-American conservationist and author who died in 1914. Last year, plans were unveiled to mark the centenary of Muir's death in 2014 by extending the existing John Muir Way from his childhood home in Dunbar right across Scotland to the Clyde, where the young Muir set sail for America in 1849.

Other celebrations will no doubt take place both here and in the US.

Muir was born in 1838, so I suppose if we were to insist on only celebrating births rather than deaths we'd have to wait until 2038 to throw a John Muir party. Trouble is, Scotland – and more particularly, the Scottish landscape – can't afford to wait until then. We need to take a good, hard look at what Muir stood for soon, and then hope some of his wisdom percolates into the halls of power before it's too late.

The idea of the natural world as a place to go to feel better about ourselves may seem old hat now – almost a cliché – but it wasn't always. In 1912, Muir was way ahead of his time when he wrote: "Everybody needs beauty as well as bread, places to play in and pray in, where nature may heal and give strength to body and soul alike."

Roger Cox
To read a full version go to scotsman.com

discoverjohnmuir.com

We've pulled together lots of John Muir information, ideas and activities and put them in one handy place – discoverjohnmuir.com.

It's a website that expands on some of the things you'll find in this newsletter, with drop-down menus covering:

- Muir information
- Muir related activities
- Examples of how different people use Muir for inspiration
- Events as part of the celebrations around Muir's life and legacy.

Have a look and be inspired.

MUIR MISSIONS

A

The John Muir Trust has teamed up with Mission:Explore to create specially commissioned *John Muir 'Missions'* to help celebrate the Year of Natural Scotland.

We've packaged them as a FREE ebook and pdf download.

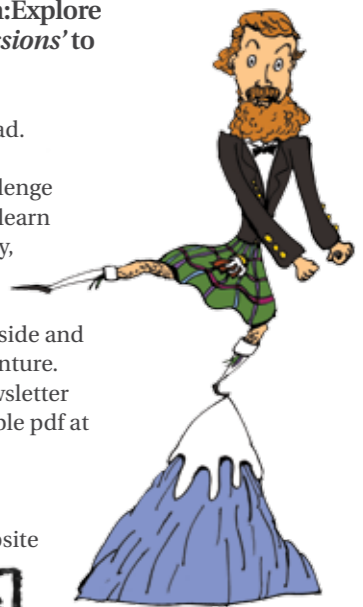
Mission:Explore creates activities – Missions – that challenge young people, of all ages, to (re)discover our world and learn about places in a creative way. They encourage curiosity, enjoyment and active engagement.

These John Muir Missions invite people to have fun outside and follow in the footsteps of Muir in a similar spirit of adventure.

- Keep the pull-out taster in the centre pages of this newsletter
- Get your FREE John Muir Missions e-book and printable pdf at missionexplore.net and johnmuiraward.org
- Download the e-book onto your phone and take them wherever you go.
- Find many more missions on the Mission:Explore website

missionexplore.net

Mission:Explore



1000 Mile Journeys

A E

In September 1867, age 29, John Muir undertook a walk of 1,000 miles from Indiana to Florida, which he recounted in his book *A Thousand Mile Walk to the Gulf*. He had no specific route chosen, except to go by the "wildest, leafiest, and least trodden way I could find."

Groups – and intrepid individuals – are invited to follow in Muir's footsteps and create their own 1000 mile journeys throughout 2013-14.

These don't have to be continuous or solo, nor do they have to be part of a John Muir Award – although there may be an easy fit. It can be something other than a walk, too. Bike, boat, ski – these all offer opportunities to embrace Muir's enquiring, adventurous and opportunistic approach.

Some examples:

- John Muir Trust staff are collating individual journeys to add up to 1000 miles over 6 months – including monthly ascents of Ben Nevis, walking 30+ miles of the London Green Belt Way, a 3 day Cairngorms walk dressed as John Muir, bird surveys, sketching in the style of Muir, replicating a Lake District walk of Coleridge – and linking them to John Muir Award Challenges.
- Award Administrator Cristie is walking around 3 miles every day for a year, cracking into SNH Simple Pleasures, maintaining paths and picking up litter as she goes.
- Alastair Humphreys and Leon McCarron walked 1000 miles across the Arabian Peninsula, inspired by Wilfred Thesiger's expeditions in the Rub 'al Khali desert, the Empty Quarter. Search for Al Humphreys Empty Quarter for a fantastic teaser video. See our 1000 miles YouTube channel for an endorsement from Al. youtube.com/johnmuiraward

We'd love to see lots of 1000 mile journeys happening all round the country. You don't need to register, just head out and do them. Why not set up your own?

Here's a few suggestions:

- School year group of 100 or so: all walk 10 miles each, connecting school grounds, local parks and woodlands.
- National Park staff teams: link together special qualities and prominent features of your park – boundaries, high points, rivers – whilst commemorating a founding figure of the National Parks movement.
- Try it as a family – set yourselves a target date (6 months? 1 year?) and clock up 1000 miles between you.



i Resource Guide

A 4 page document covers who Muir was, quotes, chronology, links to reference websites and bibliography.



It's one of a suite of pdf Resource Guides including National Parks, Campaigning, Biodiversity, Wildlife Gardening, Surveys and Outdoor Access. See Resources section of Award website.

John Muir's Birthplace, Dunbar

This family-friendly interpretative centre 'explores the work and achievements of this remarkable man'. Learn about his adventures and travels all over the globe, read extracts from his journals and view some of his

sketches of wildlife and plants. Helpful and knowledgeable staff – experts of international standing – will help with any Muir-related query you may have. See jmbt.org.uk for more and for 30+ factsheets.



John Muir's Birthplace Muir statue

John Muirals

Burnfoot Community School *Explorers* class created John Muirals – big wall posters to represent Muir at different life stages as part of their literacy-focused Award.



Holyrood Park through Muir's eyes

Lauren and Rhonda Butler's Family Conserver Award involves a creative take on how Muir may have interpreted Edinburgh's Holyrood Park throughout history.



Curriculum in Action

"Pupils were really creative in interpreting the tasks and challenges. We had a model made of John Muir complete with beard, boots, and Victorian clothes, sat on a rock. This is the Curriculum for Excellence in action, demonstrating the pupils' research, understanding and creativity of themes we encountered." **Murdo MacDonald, Bellahouston Academy.**

The Sierra Club Muir Exhibit

This fantastic web resource features extensive materials concerning Muir's life and legacy, as a naturalist, writer, conservationist, and founder of the Sierra Club. It includes a biography, tributes, writings and a host of media resources. sierraclub.org/john_muir_exhibit



John Muir: My Life With Nature by Joseph Cornell

A unique and accessible autobiography of John Muir is told in his own words and brims with his spirit and his adventures. The text was selected and retold by naturalist Joseph Cornell, author of *Sharing Nature with Children*.

'It is a book that expands your sense of hope a dventure and awareness. Adults will be just as fond of this book as young readers.' Cornell includes numerous activities that help the reader to understand and appreciate Muir's many wonderful qualities.



E

Muir Inspirations 1

Students on the **Scottish Wider Access Programme** in Glasgow completed a John Muir Award themed around Scottish adventurers Tom Weir and John Muir. The outcome was not just to have learned about the men's lives and achievements, but to have been truly inspired by them: "Learning about John Muir and Tom Weir's expeditions has proved inspirational to the students. One has been on a university expedition to Tobago, and in 2013 all three will go on expeditions to Trinidad, Peru and Tanzania. The students plan to use their experiences to progress to the Explorer level of the Award." **Lisa Marsilli, SWAP Development Officer.**

Muir-crostic poems

*Journeys
Of discovery
Here and there
Never dull, up
Mountains and
Under waterfalls, and sometimes
Icy
Rivers*
by Jenny

*Joy in the mountains
Old olive trees in the breeze
Holidays, outdoor days
Noises of the wild
Magpies filled with joy
Us being still
Ideas grow wild
Refreshing my soul*
by Kayla and Mandy

Muir Inspirations 2

"John Muir and the Award provide a link between primary and secondary school and are the focus of their transition in Shetland. We very much use John Muir himself as a metaphor for personal development, focusing on his childhood in Scotland ("He was once 11 years old just like you and had no idea what mark he would leave on the world"), and the amazing journeys, achievements, and adventures he experienced. Most of the Awards we deliver start with me giving a presentation to the pupils, where I mix a bit of background about the Award, interwoven with stories from John Muir's life (and my own)." **Pete Richardson, Outdoor Education and Activities Officer, Shetland Islands Council**

2012 in Numbers

The John Muir Award aims to engage people in activity to highlight the value of wild places. It's a key part of the John Muir Trust, helping to 'promote awareness, understanding, connections and responsibility for wild places to all sectors of society'.

We regularly highlight case studies, stories and personal experiences. Here's a numerical summary of Award activity in 2012.

- 23,271 Awards were achieved, maintaining a record of year on year growth every year bar one since 1996.
- This represents a small increase on 2011 (23,168)
- We worked with 889 Provider organisations with a team of 10 staff (including part time and partnership hosted roles)
- We're particularly proud to maintain a substantial proportion of 'Inclusion' related activity, maintaining this at 30%
- The ratio of male to female involvement is 54:46 – an encouraging balance for largely outdoor activity
- Whilst the bulk of involvement is with 12-16 year-olds (40%) and 10-11 year olds(37%), there is a notable level of activity with the 17-24 (7%) and 25 and older (7%) age groups.

Hello from England

The John Muir Award is now fully open for business south of the border! With support from the Heritage Lottery Fund we have opened an office in Matlock, hosted by the YHA.

After 10 years of temporary and part time staff members, the England Team now comprises two full time managers – Andy Naylor and Anna Hormigo (who has an Education focus to her role) – and 3 day/week Administrator Julie Morris. They are working hard to support current John Muir Award activity and strengthen existing partnerships, and will be promoting the Award across the whole of England.

Please do get in touch by email, england@johnmuiraward.org or call 01629 584 457.

Employability and the John Muir Award

We have summarised how the Award is being used to help move Award participants towards employment. A paper includes examples from Providers on building key employability skills.

Download this one page document from the Resources and Links page at johnmuiraward.org (pdf 609kb).

"We are constantly reminded by our members that it is the 'soft skills' that are needed to ensure an effective workforce. These skills – such as leadership, teamwork, and enterprise – often don't come with a formal academic diploma or degree attached to them... Participating in the various youth awards is an important way of developing these 'soft skills.'" Iain McMillan, Director, Confederation of British Industry Scotland
Quote taken from awardsnetwork.org



"The skills learnt and challenges overcome by completing a John Muir Award are easily transferred to the workplace. They demonstrate tangible experience to potential employers, identifying young people who have commitment and motivation to further their career opportunities." Arwel Elias, Urdd Gobaith Cymru, Bangor

John Muir Award Training UK dates 2013

Training isn't essential to deliver the John Muir Award – reading the Information Handbook and looking at examples online is often enough (see website Resources and Links page). However, two-day residential courses give a thorough introduction to the John Muir Award.

24-25 April	Wiston Lodge, Biggar, South Lanarkshire, Scotland
25-26 April	Ynys Hywel Activity Centre, Newport, South Wales
27-28 April	Cairngorms National Park, Gulabin Lodge, Spittal of Glenshee, Scotland
11-12 May	Langdale Youth Hostel, Lake District National Park, Cumbria
3-4 September	Lake District National Park, Patterdale Hall, Cumbria
11-12 September	Wiston Lodge, Biggar, South Lanarkshire, Scotland
14-15 September	Loch Lomond & The Trossachs National Park, Callander, Scotland
24-25 September	FSC Rhyd-y-creuau, Snowdonia, North Wales

Cost: £120 for two days, including food and accommodation (reduced rate of £80 for charity representatives and those attending in an individual capacity).
How to Book: email info@johnmuiraward.org with the date and venue to confirm that spaces are available. For more information on Leader Training visit the website.

Celebrate Scotland's outstanding natural beauty

The Year of Natural Scotland 2013 is the latest in the Scottish Government's series of themed years. It aims to highlight Scotland's stunning natural beauty and biodiversity, and promote opportunities for visitors and residents to enjoy our beautiful landscapes, wildlife and heritage responsibly.

It's your chance to experience and find out more about this wee country through a year-long programme of events and activities hosted by Scottish Natural Heritage (SNH).

Get involved
Lots of the ideas and resources can be used anywhere!

To see how you and your groups can get involved as part of your John Muir Award visit visit www.snh.gov.uk/enjoying-the-outdoors/year-of-natural-scotland-2013

Sign up to the Year of Natural Scotland newsletter, or download the Nature of Scotland app now.

Here are some of the key themes and initiatives being promoted...



Scotland's Big 5 celebrations



Scotland's Big 5 campaign is putting Scotland's amazing wildlife in the spotlight. It's time to give the otter, red squirrel, golden eagle, red deer, and common seal the fame they deserve, because each one of them is unique and fascinating.

Find out more about wildlife and experience it for yourself. SNH will showcase places where you're most likely to see Scotland's Big 5 and bring you unmissable Big 5 experiences and events throughout the year.

Go online www.snh.gov.uk/big5 or download the free iPhone app to find places near you, as well as spotting tips and fun facts. Take photos and upload your best wildlife encounters on the SNH Facebook page (search for Scottish Natural Heritage).

AWARD TIP
What would your local 'Big 5' be? Find 5 creatures within walking distance. Go on a bug safari to find your 'Wee 5'. Share your ideas with SNH.



Celebrate John Muir

Raise awareness and celebrate Muir's life and legacy. For more info from Scottish Natural Heritage go to: <http://www.snh.gov.uk/enjoyingthe-outdoors/year-of-naturalscotland-2013/celebrate-john-muir>

Join the celebrations of the first ever John Muir Day on 21st April 2013, the 175th anniversary of his birth. Pay a visit to Muir's Birthplace in Dunbar High Street, East Lothian. jmbt.org

Spend time in your nearest National Park, reflect on its special qualities and what Muir might think of it. nationalparks.gov.uk

For more Muir information, quotes, web links and a bibliography please see the John Muir Resource Guide and discoverjohnmuir.com



Mission:Explore JOHN MUIR

Dear Explorer,

The John Muir Trust has teamed up with Mission:Explore to create specially commissioned 'Muir Missions' to help celebrate Year of Natural Scotland 2013.

These missions will help you follow in the footsteps of nature conservation's father figure - John Muir. They are for everyone who dares to explore the world with Muir's spirit of adventure and curiosity.

This taster pull-out offers a collection of Muir-related missions, and some of Muir's words from over 100 years ago.

Download your free Mission:Explore John Muir e-book with 20 missions, and find many more missions that challenge you to (re)discover our world at missionexplore.net

Important - full guidance to help you explore nature without falling into a well, freezing/boiling yourself to death or being poisoned can be found in the Basic Training section in the e-book version of Mission: Explore John Muir (pages 22-25).

It's time to explore.

Mission:Explore with The John Muir Trust

MEJM001

Walk 1000 steps ...

... to enjoy and explore your local natural surroundings. Be extra observant and look in all directions to notice nature.



Muir once walked 1000 miles to help understand and love the variety of nature around him.



MEJM002

Get windswept

Find a windy place and stay there until you feel good, or your cheeks hurt. Write down how it makes you feel.



"The winds will blow their own freshness into you, and the storms their energy, while cares will drop off like autumn leaves."

MEJMO04
Open a mini National Park

Follow in the footsteps of John Muir - who helped create the world's first National Parks - and create one of your own.

Give someone else a guided tour of its special qualities.



Tip! Use string as your boundary.

MEJMO07
Nature's symphony

Make a piece of music inspired by sounds you hear outdoors. Perform it using natural things you find outside.



"Who publishes the sheet-music of the winds or the music of water written in rivers?"

MEJMO06
Explore weather

Wash up in the rain, play snap with snowflakes, jump in puddles, put on a shadow puppet play in the sunshine or invent other ways to experience weather up close and personal.

WARNING! Muir climbed a tree in a storm to see what it would be like. Don't do the same - you might end up electrocuted, dead or worse.



"Never before did I enjoy so noble an exhilaration of motion and never before did these noble woods appear so fresh, so joyous."

MEJMO05
Learn to swim like a frog

Watch a frog swim then try and copy it when you go swimming. What other animals can you learn useful skills from?

Tip! Much of what John Muir learnt was self-taught by simply watching nature.



"One day's exposure to wilderness is better than cartloads of books."

MEJMO10
Special spot

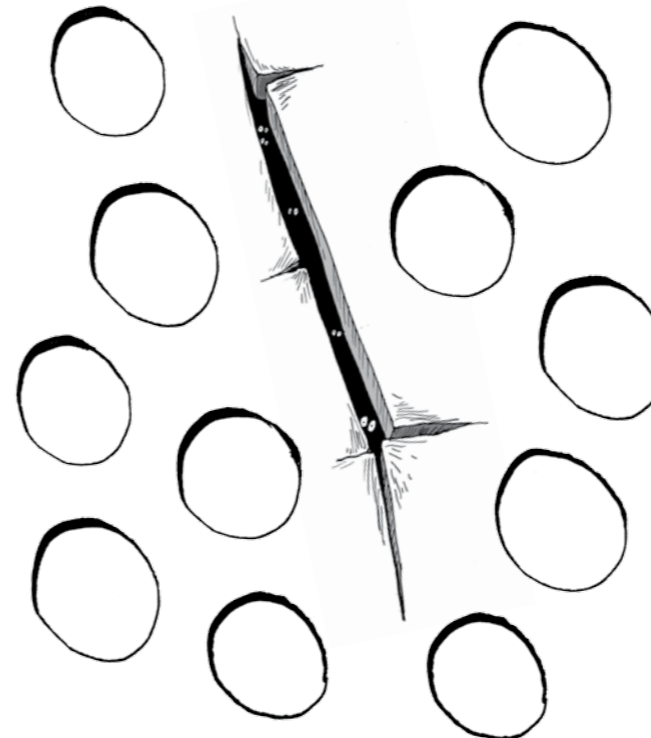
Find a natural place you like. Visit it frequently, over a number of hours, days, or weeks.

How does it change over time? What else visits your special spot?



MEJMO19
Micro-explore

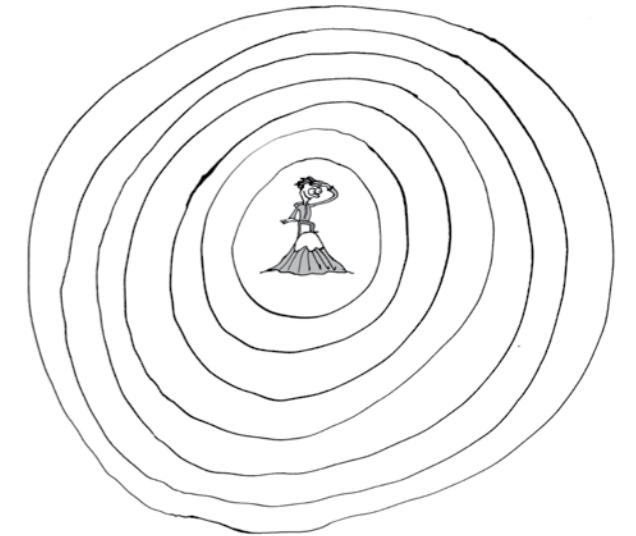
Explore a crack in the pavement, wall or other small place. Fill in this page with tiny sketches of this newly-discovered micro world.



MEJMO14
Stand on top of a mountain

Climb a mountain or other high place. Enjoy the view. How far can you see? What do you recognise?

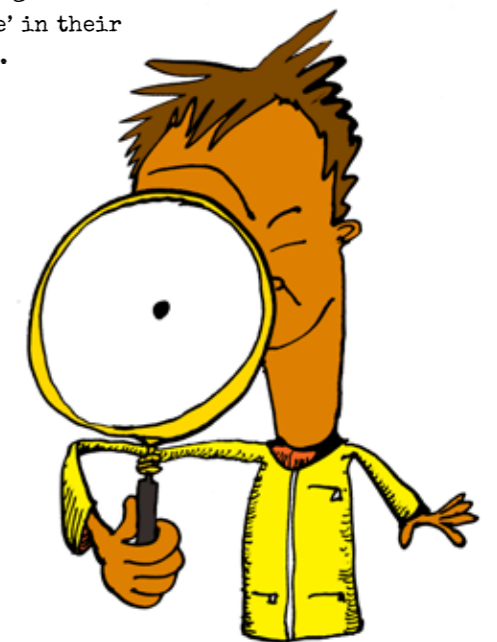
Tip! Try visiting www.nationalparks.gov.uk to find a high place near you.



"Climb the mountains and get their good tidings."

MEJMO20
'Small Five' safari

Choose five small creatures that live close by. Using tracking, stealth and your local knowledge take others on a guided safari to see your 'Small Five' in their natural setting.



"I care to live only to entice people to look at Nature's loveliness."

MEJM009

Dance to stay warm

Invent, choreograph and perform a dance to keep you warm on a cold night. You can take inspiration from John Muir – he danced a Highland Fling to keep warm and alert until dawn when trapped on the side of a mountain.



About John Muir

John Muir was born in Scotland in 1838 and moved to America aged 11, where he died in 1914. As a child he developed a deep love of the natural world. Later on, he became aware of threats to wild places and helped set up National Parks.

Muir was a bit of an all-rounder. He was an explorer and adventurer, a mountain climber, a botanist, a writer, and a dreamer. Muir went on adventures like a 1000 mile walk and tying himself to a tree-top in a storm. He also had a very impressive beard.

Muir might seem a distant historical figure to some, but his message – that we all need to experience, enjoy and care for wild places – is as relevant today as it ever was.

About the John Muir Trust

The John Muir Trust is the UK's leading wild land conservation organisation. It has a vision that:

- Wild places are valued by all members of society
- Wild land is protected throughout the UK

It runs the John Muir Award for free to help people of all ages and backgrounds connect with wild places.

Visit johnmuirtrust.org to find out more.

MEJM018

Stare at the stars

Lie under the stars, no shelter allowed! What did you see and how did you feel?



Visit www.darkskydiscovery.org.uk for star gazing tips and links.



"Nature's sources never fail...the sky its ceiling, the mountains its walls."

About Mission:Explore

Mission:Explore is a special kind of training for guerrilla geographers, experimental explorers and crafty cooks. Discover missions through our books and website.

Visit MissionExplore.net for loads more missions, to win points and to earn badges.



About the illustrator



Tom Morgan Jones' work crops up in all manner of places like children's books, the backs of buses, the sides of milk cartons and all over satirical board games. Tom draws with a dip pen, often making an inky mess, which is why he called his website inkymess.com

Year of Natural Scotland



Young people - Get outdoors!

Young Scot is encouraging young people to take 'Scotland's Outdoor Challenge' on Facebook with 50 carefully selected activities ranging from easy to challenging.

NB Some apply just to Scotland, many don't.

Young Scot wants these challenges to be celebrated and shared through social media to help inspire others to go out and enjoy the outdoors. youngscot.org



AWARD TIP
Visit the activity list for some great ideas.

You can also see 'Simple Pleasures Easily Found' activities at snh.gov.uk/enjoying-the-outdoors/simple-pleasures/top-tips

Find your feet in nature

Find your feet in nature wants people to send in pictures of their feet from all around Scotland (and maybe sneak some in from elsewhere?). Scottish Natural Heritage will launch this new app in May 2013.



AWARD TIP
Get creative with the wild places you've chosen to discover as part of your Award. How many different shapes, sizes and types of feet and footwear can you record? What different terrain do your feet encounter?

PlaceBook Scotland

PlaceBook Scotland has been re-launched as a place to share personal outdoors stories on what's special about Scotland's nature and landscape. placebookscotland.co.uk



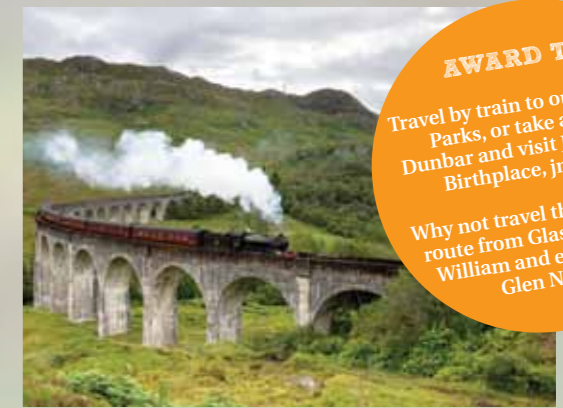
AWARD TIP
Share your experiences of wild places on PlaceBook. Contribute images, videos and stories. Tell PlaceBook what is special about your wild place.

Visit youtube.com/user/myfavouritewildplace for inspiration.



View from Train

Make your scenic train journey even more memorable as you travel through Scotland's natural landscapes with an audio guide to Scotland's fascinating stories about nature, landscapes and history.



AWARD TIP
Travel by train to our National Parks, or take a trip to Dunbar and visit John Muir's Birthplace, jmbt.org

Why not travel the legendary route from Glasgow to Fort William and enjoy upper Glen Nevis?

April Big Adventures

All aboard for Scotland's Big April Adventures! 20,000 free and discounted transport tickets on offer.

VisitScotland, in collaboration with Scotland's major transport providers Caledonian MacBrayne, ScotRail, NorthLink, and Stagecoach/Citylink have contributed more than 20,000 tickets for free or discounted travel.

A world of adventure is awaiting you!

visitscotland.com/bigapriladventures

In our Autumn 2012 Newsletter we looked at values, nature, the outdoors and the John Muir Award.

We asked:

- What do you do in your work to engage with and nurture people's values?
- What's the role of nature and outdoor experiences in influencing values?
- How might the John Muir Award be a vehicle for this?

This is an ongoing dialogue with our partners and providers – we'll report back more fully in the Autumn 2013 Newsletter. Over the next few months we'll continue these discussions, create some case studies, and monitor a national debate about values amongst conservation and outdoor groups, NGOs, and National Parks.

In the meantime, see these pages and search online for John Muir Award Gatherings (click on 2012/13) for stories, activity ideas and updates on the theme of values.

Eaton House School, London, at Outward Bound Ullswater

'Students on their Outward Bound course were able to make connections between what they had learnt at school in geography and actually seeing it in real life. They loved this. There was genuine interest responding to questions and asking intelligent questions to extend their knowledge.'

In a fireside review students shared profound connections they'd made with nature, and the differences between the National Park and their home environments. They completely engaged in sharing some quite deep stuff about behaviours they would like to change, and how they felt.

Their excellent understanding of the 'Conserve' element of the Award showed in their voluntary litter picks while on expedition and on the lake, as well as taking part in a project to remove beech tree saplings from Hallin Hag wood.



The students were all quite impacted by the weather – the experience of being out in the rain, camping in the clouds and the realisation of how much they rely on home comforts. This led to discussions around the things we often take for granted. They also shared what they could do back in London to help to preserve their own environment – things such as tidying up areas near their home; using public transport, walking and bikes to get around more; and positive ripples to try and influence the attitudes of family and friends to the environment.' **Outward Bound Ullswater Course Director**

Common Cause for Nature

Common Cause for Nature is a study which aims to understand which values are expressed and reinforced by the communications, campaigns and activities of conservation groups. By learning from what works and reforming what doesn't, we can ensure that our work reflects more closely those values that motivate action to protect the natural world.

Thirteen UK-based conservation organizations – encompassing a broad range of remits – came together in 2012 to commission this report, due out in Spring 2013. A study of the terminology used in their external communications was cross-referenced with value-related terms and research findings to generate a suite of recommendations.

Values are important to conservation as they motivate us to act. They also affect our attitudes and behaviours. There

'If we truly want people to care about the natural environment and take action to protect it then we must concentrate on ensuring that people's values associated with environmentally beneficial behaviour are engaged and strengthened.'

are two groups of values of interest to conservationists:

- Intrinsic values are strongly associated with the behaviours that benefit the environment and society.
- Extrinsic values make people more self-interested and reduce people's willingness to act on behalf of the environment. The way we communicate and the way we work both impact on people's values.

Besides a full report and analysis, Common Cause will produce guidance for practitioners. Some key recommendations include:

Try to:

- Encourage people to explore and be creative
- Tell people how amazing nature is
- Make people part of what you are doing – don't give members passive roles

- Tell people why things are going wrong – talk about causes
- Remind people nature is fun – connect outdoor activities to excitement
- Talk about equality and caring, not just nature

Avoid:

- Assuming people already care – tell them why it's important
- Scaring people – avoid threat
- Talking about power and money
- Confusing people - don't use intrinsic and extrinsic messages together

We'll highlight the reports in Award ebulletins – contact info@johnmuiraward.org if you'd like to receive them every 2-3 months – and report more fully in our Autumn newsletter on how this research relates to John Muir Award activity.

Activity - Photographing Values

Use your camera or phone to capture and convey values.

Select a couple of values from the list below (or choose more from the values map in the Common Cause Handbook p68, download from valuesandframes.org)

Creativity
Healthy
A world of beauty
Inner harmony
Curious
A spiritual life
Protecting the environment
Responsible
Daring
Enjoying life
Freedom
Unity with nature

- Find a scene outdoors or an image in nature and take a photograph that captures your chosen value(s) in some way
- Show your images and ask others what value they think they relate to
- Share and discuss what you've photographed.

How about this one, for example – what does this make you think of?



If there is a John Muir Award group in the Scotland Central Belt area that would like to help create a portfolio of 'values' images with a 2020VISION Young Champion photographer, contact katrina@johnmuiraward.org

Katrina Martin/2020VISION

Looking back through the mists of time...

Chris Monahan was 11 when he completed his John Muir Award in 1996 while it was still being run as a pilot with Strathconon Primary School in the Scottish Highlands. It involved a trip to America – to the places that captivated John Muir himself. Now in his late twenties and working as a Postdoctoral Research Associate at The College of William and Mary in Williamsburg, Virginia in the U.S., Chris shares his John Muir Award reflections.

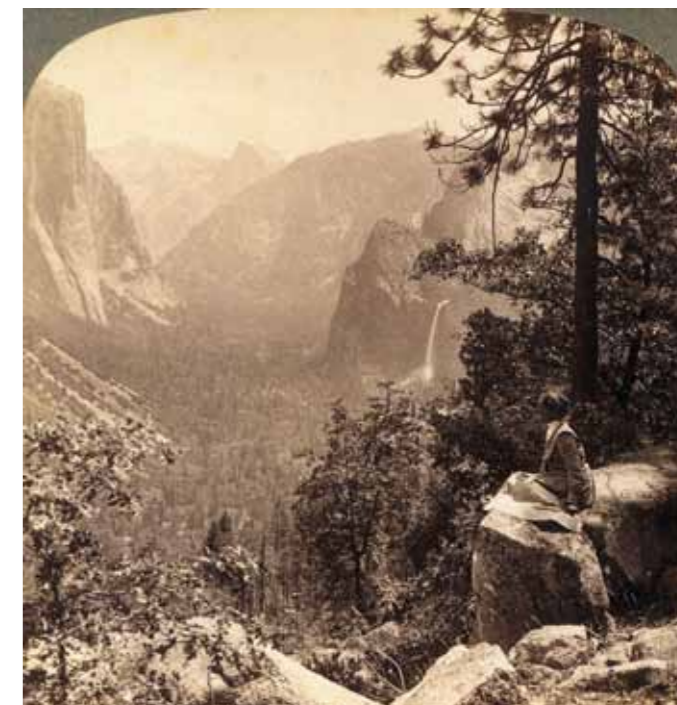
"The highlight was undoubtedly our two week trip to California. I remember the enormity of the trees in Muir Woods leaving a striking impression on me and the feeling of being somewhere special, connected to something sacred and profound that I had not experienced before. I also remember fence building, which I loved, and rock climbing for the first time.

That first rock climbing experience was the foundation of a ten-year, continuing love. It was the first time I realised that I wasn't as scared of heights and adventure as some of the other kids. As a teenager rock climbing became a way for me to express myself and develop self-confidence at a time when that was certainly something I needed. I ended up volunteering with the Mountain Rescue during high school and have been lucky enough to climb and hike all over the world.

My trip to California undoubtedly had a significant impact on who I am today. Although my love of the natural world was sparked and stoked by many different influences throughout my teenage years, my love of the US and California in particular are due to the John Muir Award trip. I later lived in California for a year and now live in the US, so it has certainly had an impact!

As a teenager I read many of John Muir's books, and books on his legacy, inspired in many ways by my visit to Yosemite. I have also been back several times to Muir Woods and to this day it retains a special awe and sense of grandeur, mixed with memories of my first visit, that makes it a very special place for me.

I still love wild places and strongly believe that the wilderness has inherent value in itself. I am committed to wilderness preservation and to conserving biodiversity, both beliefs that were fostered by my early contact with John Muir and my Award experiences."





Love the stars?

The night sky is special – not only because of the stars we can see but for the nocturnal animals that come out in the dark too.

And truly dark skies allow us to see far-off stars and galaxies in the same way our ancestors did, without the orange glow of streetlights and neon signs.

Get a better view from a National Park

National Parks often suffer less light pollution than other places, due to their remoteness and smaller, rural populations. So if you live in a town or city in a densely populated part of the country, why not visit one of our National Parks – some of them are special Dark Sky reserves – to see what real darkness looks like.



Did you know there's something called Sky-Glow?

It's the orange 'smog' that hangs over towns and cities caused by light pollution. It reduces our ability to see the wonders of the night sky – [learn more about Sky-Glow](#)

The British Astronomical Association says that the majority of us in the UK can no longer see the Milky Way due to light pollution caused by street lighting and poorly-designed security floodlights – [find out why we no longer have stars in our eyes](#)

Clock the best star-gazing spots

This map was created by the Campaign to Protect Rural England to show the *effects of light pollution across the UK*. You can see that some of the darkest spots coincide with National Parks.

nationalparks.gov.uk/dark_skies

Footnote

Steve Owen, a Glasgow-based dark skies consultant and author of *Stargazing for Dummies*, has recently been awarded the *Bill Wallace Grant*. Steve will be attempting a nocturnal winter long-distance walk in some of Scotland's most wild – and darkest – countryside.

"I'll be mapping dark skies on a walk between Quinag and Sandwood Bay in Sutherland following the route of the Cape Wrath Trail. This will take at least 6 days of walking, but on cloudy nights I will stay camped, which will mean this expedition will more likely be two weeks long!"

The Bill Wallace Grant is now open for applications. Grants of £300 to £2,000 are available to people aspiring to travel to wild places in the spirit of adventure, on a trip that includes some educational or scientific significance. Grant criteria can be seen at jmt.org/bill-wallace-grant.asp

Celebrating Tom Weir

The life of legendary climber, author and broadcaster Tom Weir – the first recipient of a John Muir Trust Lifetime Achievement Award in 2000 – is being celebrated in a whole manner of ways this spring.



The Official "Tom Weir" Statue Campaign

A campaign has amassed over 1500 members who all share the view that Tom should be remembered for generations to come for his contribution to Scotland and its beautiful countryside. The group has been working closely with Loch Lomond & The Trossachs National Park Authority to raise £50,000 for a statue in time for Tom's centenary celebration in December 2014. Find out more at facebook.com/tomweirmemorial or email tomweirmemorial@yahoo.co.uk

Did you know...

Then-Governor Arnold Schwarzenegger personally selected the design of the California Quarter that features John Muir, Half Dome in Yosemite, and the Californian condor.



"Yosemite wouldn't be the natural cathedral that it is today without Muir" said The Governor.

Love Where You Live



'Love Where You Live is a new campaign to inspire, encourage and enable us to make where we live, work and play the kind of place we really want it to be. It's about making a difference ourselves, whether as individuals, groups, local authorities or companies.'

Keep Britain Tidy is setting its sights high, planning on winning the hearts and minds of 3 million people and 3,000 organisations in England. See lovewhereyoulive.org, where there are also links for Scotland, Wales and Northern Ireland.

'It's loving where we live that makes us want a great place to be even better. Whether it's the litter in our local park, the graffiti on the wall of a much-used community centre or a favourite canal-side walk in need of a clean-up - if we love it, we want to do something to look after it.'

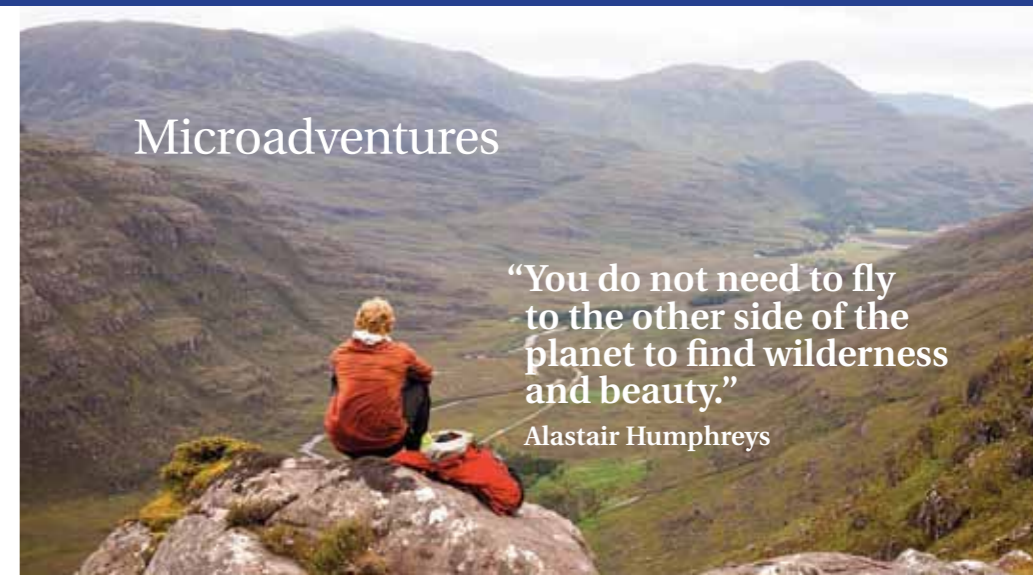
RSPB creates baseline of connection to nature among children

The RSPB, working with the University of Essex, has developed a brand new approach to measure how connected children are to nature. It comes as a result of growing concerns over generations of children with little or no contact with the natural world and wildlife.

The new approach explores children's empathy for creatures, responsibility for nature, enjoyment of nature experiences and sense of 'oneness' with nature. It will be used with 8 to 12-year olds across the UK to create the first ever baseline of children's connection to nature, to be announced this spring and measured again in two years' time. Check your own and your family's level of connection to nature and find out more at rspb.org.uk/getoutdoors.

Rachel Bragg has been leading the work at the University of Essex. She says; 'It's vital that we understand how a child's experience of nature influences their feelings of connection to the natural world as this will affect future behaviour towards the environment.'

Microadventures



"You do not need to fly to the other side of the planet to find wilderness and beauty."

Alastair Humphreys

A microadventure is an adventure that is close to home, cheap, simple, short, and yet very effective. It has the spirit (and therefore the benefits) of a big adventure. It's just all condensed into a weekend away, or even a midweek escape from the office or school. Even people living in big cities are not very far away from small pockets of wilderness.

Get some microadventure ideas of your own, watch microadventure videos or read the microadventure blog. Then get out there and explore your own country. Do it by yourself or with friends, parents or children or colleagues. Seek out short, interesting, rewarding adventures right on your doorstep.

Then share your stories through email, Facebook or via the Twitter hashtag [#microadventure](https://twitter.com/microadventure)

If you are too busy, too stressed, too broke, too tired or too unfit for an adventure, then you definitely would benefit from a microadventure. Climb a hill, jump in a river, sleep under the stars. Try it. What's the worst that could happen?

Microadventure: a refresh button for busy lives. microadventures.org

BioBlitz

A *BioBlitz* is a large scale event that engages large numbers of people with biodiversity, inviting them to get directly involved in surveying and monitoring their local wildlife and green spaces.



During a BioBlitz event scientists, school groups, volunteers and members of the public work together to survey a natural space; seeking, identifying and recording as many species as possible over 24 hours (or less for a mini-BioBlitz).

The majority of events work directly with an environmental records centre or within certain parameters in order to ensure that the data collected will have maximum scientific impact. Previous events have located between 300 and 1000 unique species, depending on the site and number of people involved.

The National BioBlitz Website – www.bioblitzuk.org.uk – holds a host of free resources to help you run your BioBlitz.

Check the events calendar at www.bioblitzuk.org.uk and feel free to get in contact with other BioBlitz organisers to pick their brains and share ideas.

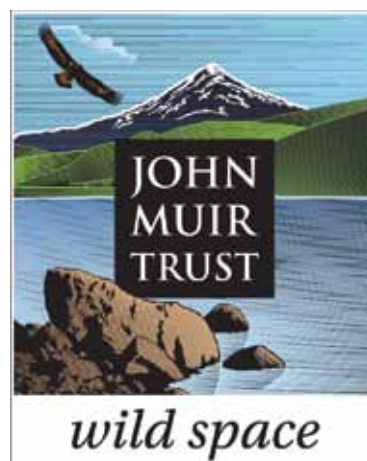
Wild Space opens in Pitlochry

As the Year of Natural Scotland kicks in, the John Muir Trust is delighted to open a new visitor centre in the heart of Highland Perthshire on 22nd April. The Wild Space is located in the centre of Pitlochry, and will feature an innovative audio visual exhibition showcasing Scotland's wildest landscapes; an art gallery; a community meeting room; and a shop selling merchandise related to nature and wild land.

"We aim to turn the Wild Space into a dynamic hub of activity where locals and visitors can get a taste of Scotland's

most exhilarating wild places and an insight into the history and ecology of our internationally renowned wild land,' said Stuart Brooks, John Muir Trust Chief Executive. "We want the Wild Space to be a truly inspiring place where the public can engage with the work of the Trust and discover the beauty, value and importance of wild places."

The project has been made possible by the generous support of the Reece Foundation, the players of Peoples Postcode Lottery and the Gannochy Trust, among others.



Artist's impression of the Wild Spaces visitors centre in Pitlochry

Annual General Meeting & Members' Gathering 2013

Friday 3rd May – Sunday 5th May 2013,
Pitlochry Festival Theatre, Pitlochry.

Come and join us for the John Muir Trust's AGM and Members' Gathering. This year's AGM takes place on Saturday 4 May and includes an address by Allison Chin, the President of the Sierra Club. Founded in 1892 by John Muir, the Sierra Club now has chapters all over the US. There are some interesting and enjoyable excursions arranged for Saturday and Sunday too. Click on the button on the John Muir Trust home page for information.

General Enquiries

41 Commercial Street
Edinburgh EH6 6JD
0300 321 4962
info@johnmuiraward.org

johnmuiraward.org

johnmuirtrust.org

John Muir Award Manager

Rob Bushby
rob@johnmuiraward.org

Scotland Manager

Toby Clark
Caspian House
Mariner Court
Clydebank Business Park
Clydebank G81 2NR
0141 951 0884
toby@johnmuiraward.org

Scotland Inclusion

Kim McIntosh
41 Commercial Street
Edinburgh EH6 6JD
0131 554 0114
kim@johnmuiraward.org

Scotland Education

Rebecca Logsdon
Tower House, Station Road
Pitlochry PH16 5AN
01796 484972
rebecca@johnmuiraward.org

Cairngorms

Al Smith
Cairngorms National Park Authority
14 The Square
Granttown on Spey PH26 3HG
01479 870518
cairngorms@johnmuiraward.org

Wales

Phil Stubbington
The Malthouse, Regent Street
Llangollen LL20 8HS
0845 546 9398
wales@johnmuiraward.org

England Manager

Andy Naylor
andy@johnmuiraward.org

England Education

Anna Hormigo
anna@johnmuiraward.org

England Enquiries

YHA, Trevelyan House
Dimple Road
Matlock
DE4 3YH
01629 584 457
england@johnmuiraward.org

Cumbria

Graham Watson
Blencathra Centre
Threlkeld, Keswick CA12 4SG
01539 792 653
cumbria@johnmuiraward.org

THIS NEWSLETTER is produced with the support of Scottish Natural Heritage and Heritage Lottery Fund.

Printed on paper made from 100% post-consumer waste.

