

**JOHN  
MUIR  
AWARD**

*wild places:*  
DISCOVER  
EXPLORE  
CONSERVE  
SHARE

# John Muir Award News Autumn 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.

A photograph showing a person's hands holding a smartphone to take a picture of a waterfall. The person is wearing a dark jacket with a watch strap. The background is a lush, green, rocky landscape with a waterfall cascading over rocks.

## Connecting with Nature

**Project Wild Thing**

*page 2-3*

**Screen time – good or bad?**

*page 6-7*

## Re:Connecting with Nature

October 2013 sees quite a buzz around 'reconnecting children with nature'.

There's a new film, *Project Wild Thing*, and a new collaborative movement, *The Wild Network*. Their call to action is: *Reconnect a generation of children with nature.*

Watch the film. Join the movement. #ProjectWildThing.

Below, Project Wild Thing describes the campaign and why it's needed. One of its aims is to stimulate discussion and open up debate.

Opposite is our response. It highlights that there's already a fair bit of 'connecting with the wild' around the country, and we should make more of this to encourage more activity.



### Something wild is on its way

On 25th October 2013 we are launching a massive new film-led social change movement. Project Wild Thing: reconnecting kids with nature will attempt to reconnect a generation of children with nature and the outdoors.

This generation of British children are more disconnected from nature than ever before. Time playing outdoors has halved in a generation. Fewer than 1 in 10 children regularly play in wild spaces. More kids can recognise a Dalek than can spot a magpie.

Children's retreat from the wild is awful news. Spending time in nature increases health, happiness and wellbeing. But today's children seem to be becoming unhappier and unhealthier. Obesity rates are ballooning whilst plummeting child wellbeing measures tell a depressing story.

Reconnecting British kids with nature is a priority.

The campaign will launch alongside the theatrical release of a new feature-length documentary, *Project Wild Thing*. The film follows David Bond, as he explores what this disconnection from nature is doing to his own children. In an attempt to compete with the brands which take up a third of his daughter's life, Bond appoints himself Marketing Director for Nature. Like any self-respecting salesman, he sets about developing a campaign and a logo. With the help of a number of bemused professionals, he is soon selling Nature to British families. The film is already building an amazing body of supporters behind it. The Guardian's Patrick Barkham has said that *Project Wild Thing* is "funny, alarming and uplifting, this film will change your life. No other ninety minutes in a darkened room is more likely to get you – or your children – into the great outdoors."

The film and campaign is supported by The Wild Network, a collaborative movement of over 250 organisations - including conservation charities, children's organisations, corporations, schools and more!

**Project Wild Thing**

TWO SIDES OF THE SAME COIN



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wild places:  
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## Something wild is already here

Project Wild Thing is great. It's a great concept and a great film, well realised. It's fun, it's provocative, it's vibrant. We're one of the 250+ members of the Wild Network. Key words in our strapline are 'connect', 'enjoy', 'care' and 'wild places'. So what's the problem?

We think that there's more going on than a simple 'children are disconnected from nature' headline lets on. It's not really a problem – quite the opposite, it's an opportunity. We'd like to see stories of what people *are* doing to connect with nature at the heart of the debate too.

We know of thousands of teachers, outdoor instructors, countryside rangers, volunteers, care workers et al who *are* connecting with wild places. And that's just the ones we're privileged to hook up with on a regular basis. There are many thousands more beyond the reach of our small team of 13. Hundreds of thousands of (mainly but not solely) young people experience nature through residential runs by The Outward Bound Trust, YHA, Local Authorities, Wide Horizons, Kingswood and many others. Nearly 600,000 people participated in RSPB's Big Garden Birdwatch this year. And how many visitor days are there to National Parks? Over 150 million each year.

Stories of 'disconnect' are nothing new. The John Muir Award was borne out of a statistic from the early 1990s that only 0.1% of Scottish 5-24 year-olds were involved in environmental organisations. It was set up by the John Muir Trust as a response – and perhaps prompted by the opening line of the 1992 Local Agenda 21 Report "Humanity stands at a defining moment in history" as much as Muir's famous line from the 1890s "Do something for wildness and make the mountains glad". Passionate campaigning for the environment – and disheartening statistics – have been around for quite a while.

If we focus only on the negative we miss the success stories, the lives transformed, the investment of time, energy and expertise of outdoor professionals and enthusiastic 'amateurs' alike... We need these to see what works, what inspires, what connects, and what lessons we can learn. Futerra Sustainability Communications urge us to 'sell the sizzle'; Common Cause for Nature recommends a focus on how amazing nature is, and encourages action and creativity. We agree.

John Muir Award

### We think there are 4 key points:

1. There is already a lot happening – let's galvanise this and show it as the norm rather than niche
2. It's the actions and impetus that arise from campaigns and statistics that are important
3. The debate isn't just about children. Adults need enriching from nature experiences too. It's about opportunities. And it's parents, teachers, youth workers, carers, volunteers who create them.
4. It's also about influencing policy, culture and wider awareness.

### There's a great lead from The Wild Network. Here's what you can do:

1. Shout about what you do to connect groups – young and old – to wild places. Keep up the good work!
2. Watch Project Wild Thing from 25th October. Details of screenings can be found at [projectwildthing.com/film](http://projectwildthing.com/film)
3. Follow the debate in the press and on twitter using [#wildtime](https://twitter.com/wildtime) and [#projectwildthing](https://twitter.com/projectwildthing)
4. Read blog postings at [outdoornation.org.uk](http://outdoornation.org.uk) and [projectwildthing.com/news](http://projectwildthing.com/news)
5. Use the resources and ideas on the Project Wild Thing website



**Project Wild Thing**  
For screening times and how to set up community screenings visit [projectwildthing.com/film](http://projectwildthing.com/film)

## 10 Year Milestone in Cairngorms

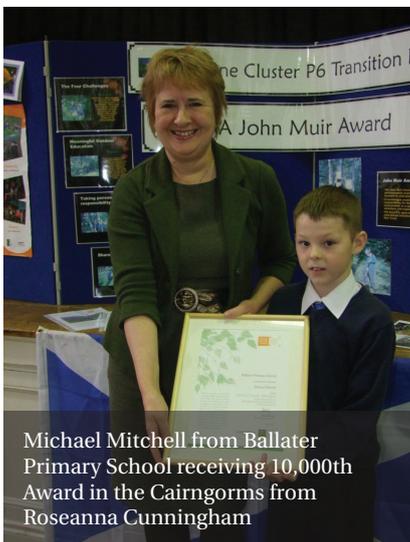
**Not only is it the 10th Anniversary of the Cairngorms National Park this year but also the 10th birthday of the John Muir Award in the Cairngorms!**

Amongst the first decisions taken in December 2003 by the Park Authority board was to set up a way to engage communities and young people with the special qualities of the park. It was felt most appropriate to use the John Muir Award, an already proven scheme, rather than re-invent the wheel.

The Award was seen as an excellent fit with national park aims. It's focused on wild places, and there's nowhere wilder than the Cairngorms; and it makes sense to be more aware of John Muir, one of the founders of the national park movement. Importantly, the John Muir Award model also fits with the enabling approach of the Cairngorms National Park Authority in shaping the work of others to meet national park aims.

The partnership has gone from strength to strength. The John Muir Award Manager role was made a permanent post within the staff of the park authority in 2011. To date over 18,000 John Muir Awards have been delivered through the Cairngorms - that's a lot of people getting to know the special and unique qualities of the UK's largest and wildest national park!

The 10th birthday was celebrated at the Cairngorms Gathering in September. Pupils from Aviemore and Carrbridge Primary Schools and Speyside High School performed stories and presented artwork created with storyteller and artist Creeping Toad to celebrate John Muir and national parks.



Michael Mitchell from Ballater Primary School receiving 10,000th Award in the Cairngorms from Roseanna Cunningham

## New Information Film



**Find out about the John Muir Award, John Muir and the John Muir Trust in a new 10 minute information film, funded by Scottish Natural Heritage and Heritage Lottery Fund.**

You can use it to set the scene for your own Award activity, help with planning, stimulate discussion, or as part of a presentation. You'll find a link to it on our home page at [johnmuiraward.org](http://johnmuiraward.org).

Download the film direct from Vimeo or YouTube so that you can share it anywhere – on smartphone, tablet or laptop. There's also a 2 minute trailer. You can view *Essential Wildness*, a 4 minute film created by the John Muir Trust from the same web page.

## Smelling pineappleweed, eating nettles

**Minister for Children and Young People, Aileen Campbell MSP, faced the thunderstorms in July to spend the morning exploring the Water of Leith with a group from Edinburgh College. The College is using the John Muir Award as part of a transition programme to help young people from a looked-after background take up full-time college courses.**

Despite the rain, Ms Campbell had fun tuning into the environment by smelling pineappleweed and tasting nettles with the students. Some had come dressed as pioneering conservationist John Muir for the day and were photographing the natural environment for a Young Scot Natural Photo Challenge competition.

Ms Campbell commented: "This Government is doing all it can to make Scotland the best place to grow up. That's why we're investing in organisations across the country that are working with young people, especially those from vulnerable backgrounds, and supporting them to move into further education, training and employment. It was a pleasure to spend a morning with young people who are benefiting from the John Muir Award, helping them to learn more about the natural environment while also building their confidence, capacity and skills. I wish all of them well with their studies."



Aileen Campbell MSP with students from the John Muir Award group at Edinburgh College

## New Proposal Form

Our Proposal Form is used by every group (or family/individual) wishing to participate in the John Muir Award. It's designed to be simple, accessible, and to help with your planning and thinking about the Award.

It knits together your activities with the 4 Award Challenges (Discover, Explore, Conserve, Share). We use it to agree what you'll do to achieve your Awards – it's our way of managing the integrity of the Award whilst being flexible to accommodate a rich diversity of groups, wild places and activities.

We've refreshed our descriptions of each Challenge – feel free to make use of these – and set them out to show that they can interlink. You can find the new Proposal Form on the [Forms](http://Johnmuiraward.org) page at [Johnmuiraward.org](http://Johnmuiraward.org).

**Outline how you plan to meet the 4 John Muir Award Challenges.**  
See [Johnmuiraward.org](http://Johnmuiraward.org) for information, resources, ideas, case studies

<p><b>Discover a wild place</b> Where/what is your wild place (or places)? This can be school grounds, local park, beach, woods, river, mountain or national park... Briefly: Tell us what gives the place(s) its natural character. What makes it special?</p>	<p>Local day to day places to fit getting outdoors into my work day: - Kendal – Helm Hill and walkways from office. - Journey to work on foot between Keswick and Blencathra office. - Stop offs from travelling to meetings by car in the Lake District and Pentlands.  Days out in the Lake District, Moray Coast, Isle of Mull and Ardnamurchan.  Plan to discuss what is different and special about these places with companions.</p>	<p>Walking or fell running to work, to explore new places or enjoy those already known. Lots on my own but also walks with family up Ben More and to beaches on Mull and Iona.  A cycle, walk, swim and local pub day with Debbie in the Lake District.  Fell racing for the challenge, shared experience and the participation in the cultural heritage of the Lake District including 2 as part of Lakeland Shows (and 1 at Strontian).  Orienteering competitions for the challenge of navigating in the outdoors and for the places it takes me – beautiful forests, sand dunes and hillsides.  Lakes Walk-and-talk with staff and Trustees.  Finding out about peat bog restoration with Cumbria Wildlife Trust.</p>	<p><b>Explore it</b> Tell us what you've done to increase your awareness and understanding. How did you experience, enjoy and find out more about your wild place(s)? You might have: Visited it at different times of day and night, in different seasons, alone or with others. Travelled extensively – walked, camped, biked, canoed. Sat, looked, listened - engaged senses. Identified and found out more about landscapes, habitats and living things (biodiversity), and how they connect. Made maps. Taken photographs. Researched local geology, natural and cultural history.</p>
<p><b>Conserve it</b> How did you care for your wild place(s), take some personal responsibility, make a difference, put something back? Take practical action for nature - wildlife or pollution surveys, litter picks and audits, tree or shrub planting, grow plants for wildlife or clear invasive plants, create or monitor habitats... Campaign and educate to highlight an environmental issue or help protect a wild place. Apply minimum impact approaches to your activity.</p>	<p>Reduce car use by frequently parking 30mins away and walking to work. (Also cycling to work and cycling to places to run or walk.)  Volunteer for a day with Cumbria Wildlife Trust on Save Our Soils project to restore peat bog near Langdale.  Litter pick on walk with staff/Trustees.</p>	<p>1000 miles blog – set up blog and posted for others.  Write blogs to highlight enjoyment and various issues – erosion &amp; habitat loss, Drive Less: See More campaign, National Parks week.  Talk about our 1000 mile walks when with other people and to colleagues at the LDNP, family and friends after. Encourage others to incorporate 1000 mile journey – The Rock Youth Group and the Go Lakes Sustainable Transport team. Promote at all training events.  Post to others via Tweets and facebook posts.</p>	<p><b>Share your experiences</b> Tell others about what you've done – experiences, achievements, feelings, what's been learned. Celebrate! Reflect, review and discuss your adventures and experiences in wild places – do this during as well as after, informally or more formally. You might: Make a display of photos, drawings, stories, poems, artwork. Make a group diary – as a book, wall display or film. Organise a presentation. Lead a guided walk around your wild place(s). Use newsletters, websites and social media.</p>

Here's an example of page 2, completed to gain a John Muir Award as part of our staff 1000 mile walk.

## Writing in Nature – The Carron Dams

### Outdoor Learning in action at Larbert High School

"I've been delighted by the pupils' responses to an outdoor learning environment and feel that their writing and focus in English has improved as a result of engaging with nature" writes Lorna Swinney, English Teacher at Larbert High School.

"'Esto Perpetua' (Last Forever) is a collection of first year writing inspired by our local nature reserve, The Carron Dams. The Dams is where all first year students Discover,

Explore, Conserve and Share as part of their Discovery level of the John Muir Award. The Humanities department at Larbert High School leads all first years through the Award and, this year, we connected English with the project by 'sharing' experiences through various forms of writing. All pupils have responded to this opportunity with genuine enthusiasm and a growing respect for the environment.

My plans for after the summer are to embed much more outdoor learning across all the year groups I teach, including S2 reading *The Secret Garden* outdoors and S5/6 exploring Seamus Heaney's poetry in the types of environment he wrote about."

For the full case study, including examples of poems and a pupil perspective ("My opinion has changed so much...") click on the Case Studies button at [Johnmuiraward.org](http://Johnmuiraward.org).





In our Spring 2013 Newsletter we highlighted the idea of 1000 mile journeys to replicate John Muir's own 1000 mile walk in 1867 from Indiana to Florida. Since then, 26 John Muir Trust staff and Trustees have undertaken 275 walks, accumulating 2017 miles in the process.

Why? Well, we all need a nudge from time to time to spend time outside. Being spread out across the UK, several departments, and a multitude of office bases, there's a value in creating shared experiences that remind us what our work is about. And if we don't engage with Year of Natural Scotland 2013 and the theme of celebrating John Muir that runs through 2014, we can't expect others to.

Our specially created blog [johnmuir1000milejourney.wordpress.com](http://johnmuir1000milejourney.wordpress.com) has captured individual journeys in pictures, essays, film and song. There's deep and meaningful – 'I walked free and lived by nature's laws and only hope that I too am made a better person because of this' – mixed with observation, links to the work of partner organisations, discussion (*Is screen time really that bad?* below), several dog cameos, and more than one John Muir lookie-like. And local beer and trout.

'Did we go on an outing?' asked one contributor. 'Perhaps that should be an 'in-ing'? In the words of John Muir "I only went out for a walk, and finally concluded to stay out till sundown, for going out, I found, was really going in."

Others have picked up the baton. A number of Trustees are undertaking their own individual self-propelled 1000 mile odysseys through to 2014. Award administrator Cristie is walking 3 miles every day for a year.

Seamus Corry is fundraising for The John Muir Trust by walking what he reckons will be over 2,000,000 steps. 'I am a big believer in all things wild and it's up to all of us to do something to conserve these places so that future generations can enjoy them.'

[justgiving.com/seamuscorry1969](http://justgiving.com/seamuscorry1969)

Get involved! Do your own, as a group or individually – see [discoverjohnmuir.com/muir-activities](http://discoverjohnmuir.com/muir-activities)

## Is screen time really that bad?

*"As part of our collective 1000 mile journey to help celebrate the 175th anniversary of John Muir's birth I took my phone out for a walk.*

*Why? Well, I love nature and I haven't got a dog. I also quite like creative use of technology, and – like 30.9 million other UK residents – I have a smart phone. So why did I feel bad about this?"*



In his article, found on our 1000 mile blogsite (see above) Toby Clark explores the pros and cons of screen time as part of wild time, and suggests some apps – from Soundcloud to Vine to iRecord Ladybirds – that can enhance the experience.

Toby references another thought-provoking blog 'Tech Time vs. Wild Time for Kids' in which guerrilla geographer, and National Geographic Emerging Explorer Dan Raven-Ellison recognises that 'wild and screen time are often pitched against each other'. Dan argues that this can be too simplistic. Whilst nature and technology can conflict, they can also 'complement, supplement and/or converge in a multitude of different ways'.

Find Toby's piece on our [1000 Mile blog](#), August 24 and search *Tech Time vs Wild Time* for Dan's article.

# Screen Time

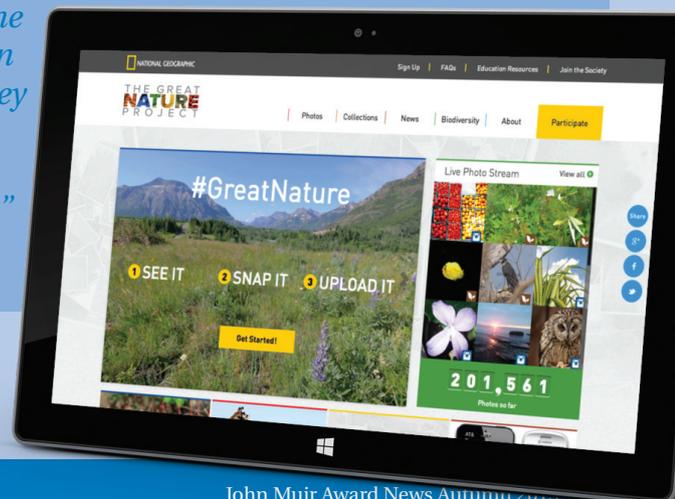


Images courtesy of: David Lintern, Alan Smith, Rob Bushby, Graham Watson, Katrina Martin

*“In my mind the answer in the wild time vs. screen time debate is clear; it’s all about picking appropriate technologies and using them in moderation. What is appropriate and moderate will be different for every person, place and situation.”*



*“While nature and technology often compete for attention, the reality is that they can complement, supplement and converge in extremely positive ways. Like sweets though, it’s the responsibility of adults to moderate how much of different kinds of screen time that children get (until they have learnt to do this for themselves).”*



Make 2013 your year to explore Scotland's nature and landscapes. From stunning landscapes and iconic wildlife, to creative events and nature festivals, Scotland's great outdoors is waiting for you. Find out how you can get involved and experience nature for yourself at [snh.gov.uk/enjoying-the-outdoors/year-of-natural-scotland-2013/](http://snh.gov.uk/enjoying-the-outdoors/year-of-natural-scotland-2013/)



## Celebrate John Muir

Look out for special events celebrating the 175th anniversary of his birth and the opening of the John Muir Way in 2014. These will be listed at [discoverjohnmuir.com/muir-events](http://discoverjohnmuir.com/muir-events)



## Scotland's Big 5



Celebrate Scotland's most iconic wildlife creatures. Check out ideas and tips on where to spot some amazing wildlife on your doorstep and download the app.



## Great Outdoors and Young People

Get out and about with some great ideas for young people by young people to get active in the great outdoors - in partnership with Young Scot.



## View from the Train

Make your train journey memorable and discover some iconic natural landscapes. Check out our audio guide, app and leaflets for some fascinating stories about nature and history along Scotland's scenic train journeys.

## Naturally Inspired Projects

Get inspired by some fantastic projects linking Scotland's unique culture and its natural landscapes, from artists in residence at key natural sites to outdoors theatre and classic films showcasing Scotland's nature.

## Islands on the Edge

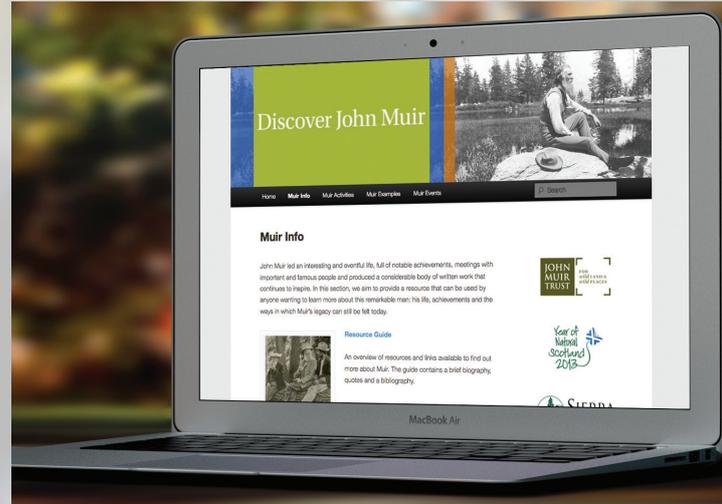
Follow a compelling portrait of Scotland's islands through the BBC Scotland series and find out more about the featured animals and places.

## Discover John Muir

Is there a really accessible story of John Muir's life?  
 Yes, by Joseph Cornell.  
 Where can I source Muir quotes and images?  
 Via links on the Information page.  
 What activities can help involve and inform people in Muir's stories and messages?  
 Loads, via Mission: Explore John Muir, or Cornell's Observation games.



How did National Parks begin?  
 With the chopping down of a giant sequoia tree on Monday, 27 June, 1853.



Take a look at [discoverjohnmuir.com](http://discoverjohnmuir.com) for sources of information, ideas, activities and inspiration.

See what others have been up to via the Examples page. Keep an eye on the Events page for Muir-related happenings throughout this year and into 2014.

## Gatherings

John Muir Award Gatherings are annual regional events for Award Providers and supporters. They're about networking, sharing good practice, and exploring new ways of getting involved, at inspiring venues across the country. This year's Gathering theme is 'celebrating John Muir in the 21st century'.

Muir's town of birth, Dunbar, played host to the first event of the year – Award Providers from across Scotland shared their stories and experiences of the John Muir Award and explored the harbour town in a 'Spirit of Muir'! In the Cairngorms National Park, people came together to share award experiences whilst also celebrating 10 years' presence...

More Gathering events are planned around the country. Contact Julie on [england@johnmuiraward.com](mailto:england@johnmuiraward.com) to book

Tuesday 29 October	Dartmoor NPA HQ, Parke, Bovey Tracey – £20
Friday 8 November	FSC Rhyd Y Creuau, North Wales – £20
Spring 2014	Peak District, Details to be confirmed
March 2014	The Footprint, Windermere, Cumbria – £20

### Sharing good practice



"It was great to hear others talk about what they have done."

"Really interesting Case Studies."

"I've taken loads of good ideas to develop."

### John Muir Theme



"I've a better understanding of John Muir and how to make some modern day connections between him and the people I work with."

"Nice to hear that the Spirit of Muir lives on, especially amongst young people."

### Place



"Walking down to the seashore with pupils doing their Award was great."

"Getting out and seeing Dunbar - where it all started"

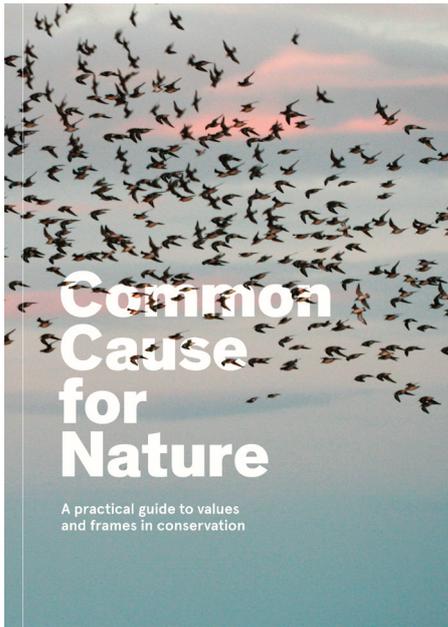
"Simply meeting like-minded people worked well for me."

### Networking



"I'm really positive about delivering the John Muir Award back at my work. I've been inspired by listening to the contributions of others."

# Common Cause for Nature



If we want people to care about the natural world and act to protect it, we must promote values that motivate them to do so. This is a basic premise of the recent report and practical guide *Common Cause for Nature*. Produced in collaboration with 13 UK conservation organisations (including the John Muir Award), it's based on original analysis of these groups' communications, workshop discussions, survey responses and in-depth interviews.

The guide offers recommendations for the conservation sector – and others – on how to ensure their work strengthens the values that motivate people to protect and enjoy nature. [valuesandframes.org/initiative/nature/](http://valuesandframes.org/initiative/nature/)

**Our experiences shape our values**  
When we engage values repeatedly, they become entrenched in our minds, and we regard them as important. In this way, everything we experience influences our values.

Analysis of John Muir Award communications in the Common Cause for Nature study showed more than double the average use of **Self-direction** terminology – relating to exploring and creating, encouraging independent thought and action. Words encouraging **Stimulation** values (excitement, challenge, adventure) and **Hedonism** (enjoyment, pleasure) were also much more than average. There were also higher than average appeals to **Benevolence** (being responsible, helpful and interested in the welfare of people).

This means that explicitly linking fun, care and stewardship, and outdoor activity to nature is especially important for us.

## Key Recommendations (edited for John Muir Award audiences)

### When communicating about nature:

- Show how amazing nature is
- Share the experience of the natural world
- Talk about people, society and compassion as well as the natural world
- Explain where and why things are going wrong
- Encourage action and creativity
- Create new terms and ways to express ideas that foster environmental values
- Work together to spread these terms and ideas. Reframing the debate requires a concerted group effort
- When talking about your work, be open about the values your organisation holds and why you feel your work is important

### Avoid:

- Relying on messages that emphasise threat and loss
- Appealing to the desire for power and money
- Attempts to motivate people which have conflicting values or relate to self-interest

### When engaging people in nature:

- Create and promote accessible natural places
- Encourage hands-on activity
- Encourage decision-makers to experience hands-on conservation

### When engaging the media:

- Be aware of the implicit values in the language you use
- Avoid framing issues in economic terms wherever possible
- Think carefully before using celebrities

### When measuring success:

- Measure what matters: connection with nature, values and wellbeing
- Don't focus solely on economic measures

### In your working practices:

- Encourage creativity
- Talk about why you value nature at work

### Campaign on Common Causes:

- Consider new interventions that will strengthen intrinsic values
- Work with other organisations

### Work together:

- Focus more on collective action
- Try not to undermine others' efforts: avoid appeals to values related to self-interest, or language that impedes action on conservation

## Common Cause

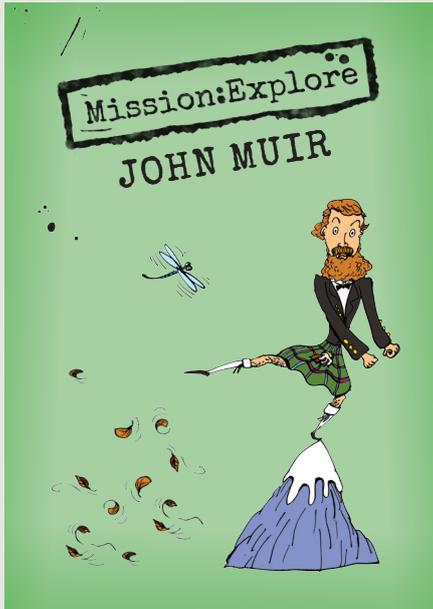
Initially a social change report published by several UK NGOs, **Common Cause** is a large and growing civil society network working to rebalance cultural values for a more sustainable society.

Values are a driving force behind many of our attitudes and behaviours, and a ubiquitous presence in advertising, media, politics, and third sector campaigns. Working at the level of values helps us address the structural causes of ecological, economic and social injustice.

[valuesandframes.org](http://valuesandframes.org)

## The Conscience Industry: Tom Crompton at TEDxExeter

For an excellent overview of values and how they relate to social and environmental issues, take 15 minutes to watch this TEDx Talk.



Mission:Explore John Muir is full of great activities to help you follow in the footsteps of nature conservation's father figure – John Muir

## Mission:Explore John Muir

Mission:Explore John Muir is a unique set of activities to inspire people to follow in the footsteps of John Muir – a founding father of the modern conservation movement.

Featuring 20 activities that reflect the adventures and ethos of the Victorian Scot, you can access your free Mission:Explore John Muir ebook or PDF in a number of ways via [johnmuiraward.org](http://johnmuiraward.org):

- eBook – online with Graphicly
- eBook for iPhone or iPad: search 'Mission Explore John Muir' in iTunes or Amazon
- Download – as a printable PDF version (5.3MB)

### Now in Welsh and Gaelic

We've teamed up with Urdd Gobaith Cymru and Fèisean nan Gàidheal to create new online Welsh and Gaelic versions. Download as a printable PDF Cymraeg / Welsh (3.7 MB) and Gàidhlig / Gaelic (3.8MB) versions

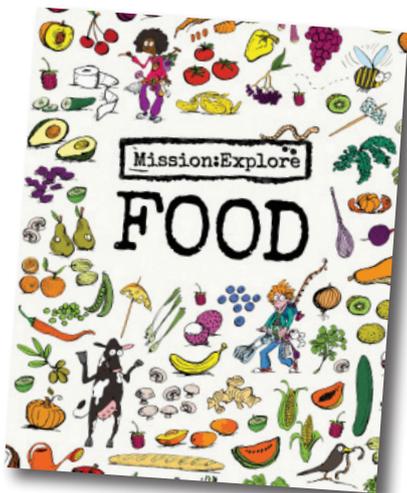
### Prefer to feel a hardcopy in your hands?

In response to demand, a printed hard copy of the English language version is now available for the princely sum of £1. You can purchase your 'Mission:Explore John Muir' at the John Muir Trust Wild Space in Pitlochry, or email Katrina Martin with your order (£1 + any postage & packaging).

## Free Food from Mission:Explore

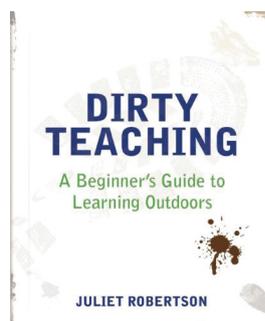
'Do you love food? We do. That's why we made 159 missions to explore (not so nearly) everything about food. With chapters on growing, harvesting, cooking, eating, waste and soil, inside Mission:Explore Food you will find an irresistible pick'n'mix of tasty challenges.

The good news is that the eBook is 100% free. Perfect for getting messy, we have a paper cookbook version you can buy too. Om nom nom.'



## Dirty Teaching – A Beginner's Guide to Learning Outdoors

Juliet Robertson – very good friend of the John Muir Award and all round authority on outdoor learning – offers tips and tricks to help any teacher develop variety in their teaching.



'One of the keys to a happy and creative classroom is getting out of it and this book will give you the confidence to do it. It contains a

wealth of ideas from cheat sheets to activities that allow teachers and parents to encourage outdoor learning and improve student participation. There is no need for expensive tools or complicated technologies; all you need is your coat and a passion for learning. Oh, and you'd better bring the kids too!' Dirty Teaching is available via [creativestartlearning.co.uk](http://creativestartlearning.co.uk)

## Visit the John Muir Trust online shop

Your purchases help the John Muir Trust protect and enhance amazing wild places across the UK.

Our 2014 Wild Nature Diary and Calendar, which boast some of the most beautiful landscape and wildlife photography around, is now available for sale. We also have our stunning new Christmas cards and a new range of blank greetings cards featuring wonderful landscapes. We are also delighted to bring you our new range of quality clothing, all branded with the John Muir Trust logo.

Our merchandise shop is operated by Image Scotland Limited. If you have any questions about an order, please contact Image Scotland on 0131 665 1976 or email [orders@imagescotland.com](mailto:orders@imagescotland.com).



## A wild gem in Wales

### Help us raise £500,000

JOHN  
MUIR  
TRUST

FOR  
wild LAND &  
wild PLACES

The John Muir Trust has a rare opportunity to purchase wild land in the Rhinogydd, the rugged and remote heart of Snowdonia.

Carreg y Saeth Isaf (meaning lower rock of the arrow) is an area of native woodland, heath and bog set deep in one of Snowdonia National Park's wildest upland areas, the Rhinogydd.

The 105-acre property stands at the entrance to Cwm Bychan, at the head of the Artro valley. The site's high wildlife value is recognised by the

number of environmental designations, and is home to greatly diverse birdlife such as redstarts, black grouse, peregrine and pied flycatchers.

The Trust has had a presence in Wales through the John Muir Award for 12 years. We're looking forward to contributing in a new way to the long term stewardship of Wales' natural and cultural heritage.

Please help us care for Carreg y Saeth Isaf via [jmt.org/wales](http://jmt.org/wales)

Image: David Lintern

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