

The leading voice for wild places

Strategic Plan 2022-2026

JOHN
MUIR
TRUST

Our vision

A world where wild places are valued for present and future generations.

Our purpose

Conserve, protect and restore wild places for the benefit of all.

Our focus

Inspire people about the benefits of wild places across the UK and showcase how wild places tackle the climate crisis and reverse biodiversity loss.

Our strategic objectives

- Demonstrate exemplary management of wild places.
- Inspire people and communities to benefit from and advocate for wild places.
- Influence government and land managers to protect wild places.
- Strengthen societal understanding of the value of wild places.
- Exemplify best practice in our organisation for all.

Our key messages

We believe wild places are for everyone. Our aim is to be the leading voice for wild places and to deliver in partnership throughout the UK. In our commitment to wild places, we are guided by:

- **Three freedoms:** Society is enriched when nature has the freedom to repair itself, people have the freedom to enjoy the benefits and communities have the freedom to thrive.
- **Three actions:** We give wild places a voice by demonstrating exemplary management, inspiring people to engage and advocate and evidencing their benefits to society.

To promote the three freedoms and deliver the three actions, we are forming **a network of sites across the four nations of the UK** that make wild places relevant to all.

Our aspirations

- Persuade more people to take action to protect wild places.
- Increase the amount of land we own, or jointly own.
- Influence more land in the UK to be managed to higher standards.
- Evidence how wild places tackle the climate crisis and reverse biodiversity loss.
- Demonstrate the economic, environmental and health benefits to communities and society from wild places.
- Be widely recognised as the thought leader on the subject of wild places.

