



United Nations Development Programme

MEDIA ADVISORY



Montenegro

Clean up of Tara river banks in Mojkovac within the promotion of "Leave No Trace" programme

What: Clean up and preparation of part of the terrain where trees will be planted was organized with an aim to promote "Leave No Trace" programme, which is implemented by the Local Tourism Organization in Mojkovac, with the support from the United Nations Development Programme (UNDP) in Montenegro and other partner organizations. The action of planting trees is a result of cooperation between the Ministry of Tourism and Environmental Protection and Mojkovac Municipality, within the campaign "This country is our home – Montenegro, my part of the planet" which will be organized in April.

When: 13 April 2009 (Monday), at 11:30 a.m.

Where: Left bank of the Tara river (next to the Old Bridge), Mojkovac

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Representatives of the Local Tourism Organization in Mojkovac, Rafting club "Tara", Mountaineering club "Džambas", NGO "Geo Eco Montenegro", UNDP and other interested individuals and organizations will participate in the clean up action.

The fact that Local Tourism Organization in Mojkovac is implementing the "Leave No Trace" programme, and this organization's dedication to promotion of the municipality tourism potentials along with environmental protection and natural beauties of this area, resulted in natural connecting of promotional activities of the "Leave No Trace" campaign with the campaign "This country is our home – Montenegro, my part of the planet".

"Leave No Trace" is a programme/training on the outdoor ethics and impacts of recreation on the nature as well as on techniques to prevent and minimize such impacts. LNT is an international programme designed to help enthusiasts who like to spend their time outdoors to reduce impact when they hike, camp, picnic, snowshoe, run, bike, hunt, paddle, ride horses, fish, ski or climb. This actually represents an attempt to educate all those who enjoy in outdoor recreational activities, and it is best to consider it as an educational and ethical programme not a set of rules and regulations.

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UNDP in Montenegro promotes sustainable development, which is economically viable, socially inclusive and environmentally friendly