The Long Run seeks to help protect 20 Million acres of nature and touch the lives of 2 Million people by 2020.
Dear Members and Friends,

It feels like only yesterday that I met Jochen in Kenya, in 2014. Impressed by the incredible conservation and community work that Segera was doing, my wife Alex and I, wanted to know more. Soon we learned about Jochen’s vision and discovered that not only was Segera leading ground-breaking work within the 4Cs, but a whole network of destinations around the world were committed to driving change under the umbrella of The Long Run. We immediately wanted to get involved and support this collective energy, first as a donor and then joining the board in 2015, when The Long Run became an independent organisation. Today, I am excited to take over as Chairman and lead the organisation into the next stage of its development.

The Long Run is unique in many ways. First, because of its diverse and united community—people from all over the world, adopting a holistic approach to sustainability and using their tourism businesses as vehicles to protect nature, help people’s lives and generally make the world a better place. Secondly, it is unique in the way it nurtures passion, facilitates cross-pollination as well as support and encourages its members on a continuous journey towards positive change. Bringing this community together, The Long Run strengthens the voice of privately protected areas, and shapes the future of sustainable tourism models. Organisations such as The Long Run can help scale-up positive impacts by inspiring others to come on board, reducing duplication of efforts and demonstrating that together, we can achieve much more than on our own for the planet and people.

I have been lucky to meet most of our members; I have witnessed their efforts, and am comforted in the knowledge that the nature I value so much is in good hands. However, I am also aware that much work is needed for us to help reverse current trends and secure a future where everyone benefits from healthy functioning ecosystems.

The Long Run has come a long way since becoming an independent organisation. It is moving closer towards its ambition to conserve 20 million acres of nature and impact the lives of 2 million people by leveraging the power of business. I am ready to help and work with you all towards this goal, pushing the boundaries in sustainable tourism and beyond.

Andrew Parker, Chairman
The Zeitz Foundation incubated The Long Run from the beginning, and this past year it has been exciting to see the organisation flying with its own wings. It has come a long way since the nine founding members came together for the first time in 2012, at Wanås in Sweden.

The Long Run is extraordinary in that it provides a unique way to manage land and water holistically — integrating a robust financial model to sustain positive impacts for the long-term. No other organisation proposes a win-win solution founded on systemic change, and therefore, The Long Run is in a strong position to make a difference to the conservation of ecosystems around the world, as well as to the communities and cultures that rely on these landscapes. To do this, The Long Run needs to scale up; not only by bringing more nature-based tourism businesses into its fold but also by developing tools to help land stewards who are ready to start their journey.

I have chaired The Long Run since it became an independent organisation and it is with great pleasure that I pass the baton onto Andy — he and his family have been an unflattering supporter of The Long Run for several years. I remain actively engaged as a Board Member and a regular GER® Member. Mostly, I look forward to supporting Andy and the team to continue the journey!
2017 was a year of milestones for the tourism industry, private conservation and The Long Run as an organisation.

The United Nations World Tourism Organisation (UNWTO) declared it the International Year of Sustainable Tourism for Development. Although not headline news, this created impetus, stimulated debate and generated interest in the tourism sector as a vehicle for development.

As we move closer to the 2020 deadline for the Aichi Targets set by the Convention for Biodiversity, it is clear that more stakeholders have to get involved in conservation if biodiversity loss is to reduce. The International Union for Conservation of Nature (IUCN) resolution on Privately Protected Areas (PPAs) of 2016, urges governments to recognise and encourage the contribution of the private sector to conservation. This has led to many initiatives, including the development of best practice guidelines.

Both the Year of Sustainable Tourism and the IUCN’s resolution, reflect a fundamental change in thinking about the role of private conservation and sustainable tourism in conserving biodiversity. They also provided significant opportunities for The Long Run to grow in influence.

Thus, we harnessed the energy generated around sustainable tourism. We were able to shout louder about the leading work of members in addressing development and conservation challenges through the 4Cs. As a result, The Long Run gained traction as one of the only international networks of impactful conservation tourism destinations, helping to shape the future of both private conservation and nature-based sustainable tourism. We did this through active collaborations with and contributions to IUCN, World Travel and Tourism Council (WTTC), World Wildlife Foundation (WWF), UNWTO and 10YFP.

We also gained influence in by expanding our network of partners. Media and travel operators are increasingly seeking the support of The Long Run to collaborate with genuinely sustainable destinations. This momentum contributes to stepping up the movement.

Our membership has grown steadily this year. We welcomed six new Fellow Members, 15 new Affiliate Members and the community now collectively conserves 5.8 million acres of land.

The impact of the 4Cs continues to strengthen too. We contribute to conserving the planet, improving the well-being of people and celebrating cultural diversity by pooling resources, shared learning, knowledge transfer and advocacy. Aware that our weakest C is Commerce, we aim to diversify our funding streams and make the organisation more resilient. Gaining charity status, early in the year, has broadened our funding audience. At the same time, our board and our members’ unfailing support have contributed significantly to our progress this year.

While reviewing our members’ 4Cs work, there is no doubt as to why more and more businesses and organisations want to associate themselves with The Long Run. No other organisation leverages the power of business for positive change on such a vast scale.

To mention only a few of our members’ achievements, this year Grootbos (South Africa) has secured land for conservation in perpetuity to ensure the long-term protection of the Fynbos, Wolwedans’ (Namibia) has established a 4Cs levy to secure 4Cs work into the future and Basecamp Oulanka (Finland) has finalised a Wilderness Protection Agreement to support local communities better.

We are proud to help support, connect and bring together our community of dedicated people and organisations whose work shines by its positive impact.

I hope you enjoy reading about our collective progress this year. The Long Run team is looking forward to continuing to work with you to make the world a better place.

With best wishes,

Delphine Malleret-King, Director
SAFEGUARDING THE FUTURE

Our goal is for ecosystems to be conserved globally and used sustainably for economic development through a holistic balance of Conservation, Community, Culture and Commerce (4Cs).

Our vision is that of a world in which ‘Business, Nature and People are harmoniously working together for a sustainable future’.

Our mission is to ‘support, connect and inspire nature-based businesses to excel in following the highest standards of sustainability encompassing the 4Cs and collectively influencing others to take up best practices for a sustainable future worldwide’.
The Long Run members represent a wide diversity of leading conservation efforts from around the world.
THE BACKBONE OF THE LONG RUN

OUR FUNDERS
In 2017, generous grants from our Board Members contributed towards 50% of The Long Run’s work. We would like to extend our sincere thanks to Andrew and Alex Parker (Chairman), Jochen Zeitz (Honorary Chair & Founder), Roberto Klabin (Director) and Suzan Craig (Director). Forty-five percent of our funding came from membership contributions and donated bed nights. This support has allowed The Long Run to grow and continue strengthening its support to its network.

BOARD & GOVERNANCE
The organisation is chaired by Andrew Parker (who represents the Parker-Fray Family). Andrew took over Chairmanship of The Long Run from Jochen Zeitz, Honorary Chair and Founder, in September. The Board is currently composed of four elected GER® Members, one Fellow Member and one Individual Member.

THE LONG RUN IS BUILT ON THE 3 FOLLOWING PILLARS:
• A three-tiered membership
• The Global Ecosphere Retreats (GER®) standard
• A 4Cs framework (Conservation, Community, Culture, Commerce)

All destination members own, manage or influence nature. They each join as Fellow Members and strive to become recognised as Global Ecosphere Retreats’, benchmarked by the the most comprehensive sustainability standard in tourism. The 4Cs framework helps members to effectively integrate sustainability into all business decisions. Affiliate Members provide support to these destinations and The Long Run Team to help reach our goals.

2017 BOARD OF DIRECTORS

• Andrew Parker, Chairman, Individual Member and Supporter of The Long Run, UK
• Jochen Zeitz, Founder and Honorary Chair, owner of Segera Retreat, Kenya
• Louise Cottar, owner of Cottar’s 1920s Safari Camp, Kenya
• Suzan Craig, owner of Tahi Beach, New Zealand
• Roberto Klabin, owner of Caiman Ecological Refuge, Brazil
• Hervé Lampert, CEO Nay Palad Hideaway, Philippines
In 2017, our collective membership continued to achieve important milestones.

- Safeguarded over 13 million acres of nature
- Protected over 30,000 plant and animal species
- Celebrated over 100 cultures
- Touched the lives of over 500,000 people
- Employed over 5,500 people
- Invested over $10 million in Conservation, Community and Culture

The data presented in this document are derived from informed extrapolations based on data received from members; results vary year to year due to fluctuations in membership. Our impact tracking system is currently under review to further improve the accuracy of our reporting.
The belief that the “whole is much bigger than the sum of its parts” lies at the core of The Long Run.

In this spirit, the team develops collaborations with like-minded organisations in the conservation and business world to broaden The Long Run’s reach and increase its recognition as a partner in shaping the sustainable future of protected areas, as well as helping to redefine responsible business practices.

In 2017, we continued to grow the voice of The Long Run as a community of pioneers and leaders in sustainable tourism and private conservation. We explored potential partnerships with the B team and with WWF Germany — examining opportunities to develop integrated landscapes, conservation initiatives and transformational CEO retreats.

We have been actively involved in developing guidelines on best practices in PPAs, as part of the Private Protected Area Specialist Group of the IUCN World Commission on Protected Areas. Our Director participated in an initial workshop in Vilm (Germany), supported by the German government and bringing together experts from around the world, to identify specific areas of best practices. Through this, we could use the extensive experience of our members to shape the future of tourism-based PPAs, and via the PPA strategist group, we encouraged the conservation sector to recognise the role of the private sector in securing wilderness for posterity.

This year, we are also excited that Sinal do Vale (Brazil) was selected to be part of the IUCN’s Conservation Finance Incubator Programme, with which The Long Run is developing a partnership.

Finally, The Long Run gained significant exposure through the World Tourism and Travel Council (WTTC) Summit, as well as through several publications where case studies were submitted to profile our members including the UNWTO’s Sustainable Tourism discussion paper, and the 10YFP magazine. This exposure all contributes to putting our community on the map, to inspire others and help inform policy that supports the private conservation movement.
In line with The Long Run’s target for 2020, Fellow Membership has grown steadily. Montagne Alternative (Switzerland), Six Senses Laamu (Maldives), House in the Wild (Kenya), Kenai Fjords Glacier Lodge (USA), and Tanja Lagoon Camp (Australia) joined The Long Run this year, increasing our reach and impact to new geographical areas. They have joined our collective efforts to increase positive impact on nature and people by leveraging their tourism businesses to drive change. By the end of the year, ten destinations were in the pipeline to become members in 2018.

Fluctuations are expected in a membership organisation such as ours and we were sad to see Hamadryade Lodge (Ecuador), Soneva Fushi (Maldives), Soneva Kiri (Thailand) and Tenuta Di Spannoccia (Italy) leave The Long Run due to changes in priorities, local conditions or closure. The door remains open for these members where circumstances change.

Wilderness Holdings has become a Group Affiliate Member. The category was created in 2017 and enables The Long Run to collaborate with:

(a) Networks of tourism operations managed by one corporate entity (e.g. Wilderness Holdings), which embed sustainability into operations centrally;

(b) Networks of independent properties interested in mainstreaming sustainability (e.g. Senderos).

As a result, The Long Run will be able to spread the importance of sustainability more widely and enable members to act as incubators.

Our monthly 4C calls continue to bring members together around challenges and specific themes. This year, six 4C calls were hosted about Learning Journeys; Permaculture Design & Management; Leveraging Sustainability to Enhance your Brand; Working with your Community to Ensure Sustainable Business Development. Additional tools, including case studies that capture examples of members’ best practice, were also shared. These will be made available to all members in 2018 and will feature in the online knowledge centre.

Providing personal and tailored technical support (online and on-site) is the way in which The Long Run helps members to improve their sustainability performance and address specific challenges continuously. Three on-site visits were undertaken to kick start or strengthen journeys of improvement, understand members’ ambition, establish a baseline against the standard and help develop strategic plans around the 4Cs.

The Long Run is a platform to connect members to learn, exchange and be inspired by one another. The exchange programme between members has also thrived. Increasingly members are visiting each other, experiencing different innovative ways of interpreting the 4Cs and exchanging lessons learned. Some of the visits included:

• Gordon Jackson, the Waste to Wealth Manager at Soneva Fushi (Maldives), visited Nikoi Island (Indonesia) in March 2017.
• Johan Hassard, the General Manager from Lapa Rios (Costa Rica), stayed with Caiman Ecological Refuge (Brazil) in July 2017.
• Consuelo Martínez, the Communications Coordinator from Huilo Huilo Biological Reserve (Chile), visited Grootbos Private Nature Reserve (South Africa) in November 2017.
• Julie Cheetham from Grootbos Private Nature Reserve (South Africa) visited Sasaab (Kenya) in November 2017.

Strategic steps were made to continue scaling-up technical assistance effectively including:

(a) Populating our online knowledge centre, which will be hosted on the members’ login area, compiling lessons learnt from members as well as guidelines and templates.
(b) Creating a new self-assessment tool to establish 4C performance before on-site diagnostic visits — enabling time to focus on challenges and innovative solutions.

In line with The Long Run’s target for 2020, Fellow Membership has grown steadily. Montagne Alternative (Switzerland), Six Senses Laamu (Maldives), House in the Wild (Kenya), Kenai Fjords Glacier Lodge (USA), and Tanja Lagoon Camp (Australia) joined The Long Run this year, increasing our reach and impact to new geographical areas. They have joined our collective efforts to increase positive impact on nature and people by leveraging their tourism businesses to drive change. By the end of the year, ten destinations were in the pipeline to become members in 2018.

Fluctuations are expected in a membership organisation such as ours and we were sad to see Hamadryade Lodge (Ecuador), Soneva Fushi (Maldives), Soneva Kiri (Thailand) and Tenuta Di Spannoccia (Italy) leave The Long Run due to changes in priorities, local conditions or closure. The door remains open for these members where circumstances change.

Wilderness Holdings has become a Group Affiliate Member. The category was created in 2017 and enables The Long Run to collaborate with:

(a) Networks of tourism operations managed by one corporate entity (e.g. Wilderness Holdings), which embed sustainability into operations centrally;

(b) Networks of independent properties interested in mainstreaming sustainability (e.g. Senderos).

As a result, The Long Run will be able to spread the importance of sustainability more widely and enable members to act as incubators.

Our monthly 4C calls continue to bring members together around challenges and specific themes. This year, six 4C calls were hosted about Learning Journeys; Permaculture Design & Management; Leveraging Sustainability to Enhance your Brand; Working with your Community to Ensure Sustainable Business Development. Additional tools, including case studies that capture examples of members’ best practice, were also shared. These will be made available to all members in 2018 and will feature in the online knowledge centre.

Providing personal and tailored technical support (online and on-site) is the way in which The Long Run helps members to improve their sustainability performance and address specific challenges continuously. Three on-site visits were undertaken to kick start or strengthen journeys of improvement, understand members’ ambition, establish a baseline against the standard and help develop strategic plans around the 4Cs.

The Long Run is a platform to connect members to learn, exchange and be inspired by one another. The exchange programme between members has also thrived. Increasingly members are visiting each other, experiencing different innovative ways of interpreting the
INSPIRING EACH OTHER

Learning, sharing and inspiring each other is at the heart of the organisation. Our community comes together once a year for The Long Run’s Annual Members’ Meeting to encourage cross-pollination, an active exchange of ideas and productive relationships between members. In September 2017, our Annual Meeting was held at Grootbos Private Nature Reserve, South Africa. During the three-day meeting, we explored how members can “secure their legacy by increasing their relevance at national and international levels; building leadership and strengthening their financial sustainability”.

Our gathering was as rich, diverse and multi-faceted as usual. Through presentations, group discussions, and excursions, participants explored different ways they can secure the legacy of their outstanding work for the future. Strengthening land tenure arrangements for conservation, building leadership among staff and communities, engaging others in conservation efforts, and implementing sustainable business models, were among the core themes discussed.

Stimulating discussions were accompanied by unforgettable experiences such as a mindful tour of Table Mountain, an immersion in Fynbos, drinks while watching breaching whales and an exclusive tour of the newly opened Zeitz Museum of Contemporary African Arts (MOCCA). We were particularly privileged to have been led through the museum by Jochen Zeitz himself and participate in the grand opening of this milestone for contemporary African art and its diaspora.

The meeting demonstrated that the power of The Long Run lies in its community and that, together, we can show the world how the private sector can drive change and positively impact the health of the planet and the well-being of its citizens.

We also hosted our very first Long Run Regional Retreat, which was kindly hosted by Andrew Dixon at Nikoi and Cempedak Islands (Indonesia) in November. This event reaffirmed the importance of coming together for learning and sharing, as well as confirming the value of a regional approach (paving the way for our regional growth approach). Of course, the key ingredients were all present — an inspiring host, willing participants and a great selection of homebrews!

EXPANDING OUR REACH

At The Long Run we understand that for each of our destination members to successfully fulfil their 4C promise and drive sustainable development, collaboration with a network of like-minded businesses is critical. By working together towards a similar goal, we can have a more significant impact.

Many new Affiliate Members joined in 2017, bringing the total number of Affiliate Members to 21. They range from one-man band start-ups to larger, more established organisations and deliver a wide range of skills and expertise to our community, including social entrepreneurship, marketing, conservation finance, travel designs and community tourism. Alongside this knowledge, our Affiliate Members provide us with a broad network in the travel industry and greater leverage in PR and media circles. They have helped us to promote The Long Run and will play a central role in further expanding our services to members.

We are grateful for the support that our Affiliate network brings to the organisation, helping our members lead the way.
Driving the Creation of the Agulhas Green Corridor

Grootbos Private Nature Reserve is driving regional conservation to a landscape level by including local stakeholders and landowners and extending the conservation reach to include a conservation corridor of more than 135,000 hectares. This drive will work to create the Agulhas Green Corridor, a protected channel of conservation for the free movement of wildlife and vulnerable fynbos plant species. The initiative is of critical importance to the endangered Elim Ferricrete fynbos, of which there is only 4.75% remaining. Thirty-four strategically placed cameras currently facilitate the monitoring of the Cape Leopard population — it is hoped that this will increase to 100. This is the culmination of years of dedicated conservation work on both Grootbos Private Nature reserve and the growing Walker Bay Fynbos Conservancy, which includes 33 landowners and over 42,000 acres.
Encouraging Communities to Engage in Wildlife Conservation

After initiating a five-year wildlife population trends survey, Cottar’s Camp was selected to be a case study for the development of a Theory of Change study by the Sustainable Livelihoods Institute. On the back of findings drawn from examples like Cottar’s, a Theory of Change template will be developed to encourage communities to be more engaged in wildlife across Africa — a crucial part of the ongoing fight against the illegal wildlife trade. The template will demonstrate how to establish a feedback and communications loop between all parts of the community and landowners to ensure that wildlife becomes more and more beneficial for all stakeholders.

Finalising the Wilderness Protection Agreement

Thanks to a signed protection agreement between WildOulanka Foundation and Kuusamo Forest Common over 140,000 hectares spanning the Russian and Finnish side of the region now fall under Oulanka’s stewardship. The carbon value of protecting this forested area is over 200,000 tonnes and over 400 threatened species, some of which are on the EU’s red list, reside here. By expanding their influence, Oulanka is now able to support the local communities better too — they hope to raise EUR100,000 annually that will go towards the Kuusamo Forest Common and their 4,400 local members.

Getting Closer to the 400,000-acre Milestone

In August 2017, American Prairie Reserve secured the purchase of Two Crow Ranch comprising of over 5,000 acres of private land and 41,273 acres of leased public land. The organisation’s 26th land deal brings the total number of acres under stewardship to a staggering 399,000. As well as having a strategic location, sharing a nine-mile border with the Charles M. Russell National Wildlife Refuge, Two Crow contains an abundance of wildlife including elk, big-horned sheep, antelope and upland game birds.

Conservation Scholarships Nurture Environmental Champions

For several years, The Safari Collection has run a scholarship program to assist children from Samburu and other nearby communities to attend secondary schools; while primary school education is free in Kenya, secondary education is fee-paying. Last year Sasab took four new scholars on board, taking the total number of students supported to nine — one of which, Mary Yolanda, came third in her year of 114 girls. Besides the community benefits, embedding the importance of conservation is a critical component of the program. Each year the students attend a three-day conservation retreat to enjoy game drives, perhaps seeing wildlife for the first time, and understanding issues such as human-wildlife conflict and deforestation. The hope is that these children take conservation-led messages back to their communities and become environmental champions for life.
SPOTLIGHT ON COMMUNITY

Long Run members understand better than most that the protection of land and wildlife cannot be achieved in isolation; community buy-in is a vital component. Each of our members makes concerted efforts to work with local communities, ensuring that the lives of local people improve in tandem with the success of their tourism operations. In 2017, the members of The Long Run touched the lives of over 500,000 people. Guests staying at Long Run properties directly supported the employment of 5,500 people.

The following stories highlight some of the work carried out by our members to benefit local communities in 2017.

NIKOI, INDONESIA

Providing Core Skills to Isolated Communities

Last year, Nikoi’s Island Foundation opened their 7th learning centre in Kelong Desa, a fishing village on a nearby island. For the first time, enrolments exceeded the number of places on offer, giving The Island Foundation the confidence needed to push forward with their Education Program — especially in some of the more isolated communities. The programme brings in high quality practitioners to train teachers to deliver an innovative curriculum founded on a belief in the importance of problem solving and self-reliance. The goal is to have a generational impact on the local community and reverse years of bad economic and life outcomes. To date, 10,000 villagers have benefited from The Island Foundation’s programs, making it integral to the economic future of the Riau Archipelago.
Reactivating the Mara Discovery Centre
The Mara Discovery Centre is a fundamental part of Kicheche’s community outreach. In 2017, the Kicheche team revived the project to further community education and help it move towards a self-sustaining model. Providing accountability support and encouraging entrepreneurial activities is the focus — initiatives include increasing hall hire, raising demand for beadwork, installing 12 beehives and providing secretarial services. The Centre is also becoming a vital education hub; it ran its first English session in May 2017 with 12 students, and 13 people joined computer classes. A volunteer program in July 2017 provided wildlife art lessons and a dental hygiene awareness campaign in local schools.

A New School Program to Meet Demand
Chumbe Island Coral Park remains the only place in Zanzibar where school children get free access to an Environmental Education program, including field trips to experience the marine environment for themselves. In-place learning is very rare in Tanzania but a vital part of conservation awareness. Due to popularity, Chumbe’s school program focus has shifted from recruiting schools to managing demand — schools now must apply with a written commitment to the program. The revamped schools program also includes internationally trained educators, assessments pre-and post-trips to measure progress, encouragement of continued conservation activities in participating schools and launching creative competitions for children in line with international environmental awareness campaigns.
Creating a Patagonian Land Art Sanctuary

Owner of El Santuario, artist and environmentalist Alicia Pardo has long had the vision of creating a place where artists and nature will co-create land art. In 2017, this vision came closer to reality when Andy Goldsworthy accepted an invitation to travel to the 500-acre nature reserve to create a group of works celebrating El Santuario’s unique ecosystem. Drawing on the 2011 eruption of the nearby Puyehue volcano, Andy Goldsworthy has proposed to use the ash that fell over the estate leaving a ‘beautiful, nourishing and destructive layer upon the landscape’. Once the works are declared a site of cultural interest, El Santuario will begin the funding process.
A Master Plan for a Culture-in-Residency Program

The Alutiiq, the ancestral people of the Port Graham Corporation, have had a maritime culture on the outer Kenai Peninsula for more than 1,000 years. Eager to promote and protect this heritage, in 2017 Kenai Fjords Glacier Lodge embarked on the planning process for a new lodge and cabin to expand their cultural programming. The lodge will be low impact and honour the traditional Alaskan building style — it will be used by guides to present their findings on the natural and human history in the area, display educational materials and native Alaskan art, and host local speakers. Their master plan also includes building a cultural-in-residence cabin to host the people of Port Graham; Kenai wants them to have a private space where they can enjoy the land where their ancestors hunted and gathered.

COMRIE CROFT, SCOTLAND

Architectural Stewardship of 200-year-old Farmsteads

Comrie’s commitment to restoring degraded farmlands and historical buildings is a model example of rural regeneration in Great Britain. Throughout 2017, caring for the 200-year-old farmhouse involved sourcing and replacing natural slate roof tiles and re-pointing stonework using traditional, breathable lime mortar. Over the last year, Comrie Croft has also carefully re-roofed a farmstead to bring it in line with a more authentic, rural aesthetic by using corrugated iron while linking it to a biomass heating system, so the building is powered entirely with renewable energy.

SIX SENSES LAAMU, MALDIVES

Showcasing Maldivian Culture

Being the only resort in the Laamu Atoll, Six Senses Laamu is aware of its responsibility towards the local community. Part of this is championing Maldivian culture, which is often overseen by tourists. Over the past year, Laamu’s boutique store has started to feature more local artists who make traditional Feyli sarongs, woven bamboo baskets and Liyelaa lacquer vases. One of the local entrepreneurs to benefit from this is Fathimath Usman, who, having been given a chance to sell her Thun’du kunaa (a hand woven and dyed mat made from pine leaves), now makes a monthly profit to support her whole family. Alongside this, the island’s food outlets are promoting a locally-inspired menu “Sense of Maldives”, and cooking lessons provide guests insight into local ingredients and recipes.

CAIMAN ECOLOGICAL REFUGE, BRAZIL

Festival Champions Local Arts and Conservation Work

Every year the Caiman Lasso Festival run by Caiman Ecological Refuge hosts 800 people and 35 lasso teams — it’s a chance to bring people together and celebrate the region’s cultural heritage. New to 2017, a conservation fair allowed researchers to share their vital work within the Pantanal with local people, ranchers and the media; the Giant Armadillo Project and the Onçafari Project were two of many initiatives featured. Alongside the conservation area, local artisans demonstrated their craftsmanship and sold goods. Thirty local children and professional musicians performed traditional songs to entertain the crowds — a project established to support low-income families from Miranda City.
Diversifying Manuka Product Ranges

Building on the success of their Manuka Honey, Tahi has spent the last two years creating a small Manuka-based skincare range to promote its natural health benefits. Embarking on the journey has been no simple task but by diversifying Tahi is making their business even more financially sustainable. A few of the main challenges have been creating a product that is unique and inherent to Tahi and New Zealand, avoiding palm oil and the myriad of stabilisers and toxins that are present in most skincare, and finding biodegradable packaging solutions. Tahi hopes to launch the products in September 2017 and is currently working with an innovative packaging company to test biodegradable solutions.
Generating Income from 4C-led Events and Educational Excursions

Over the last year, Sinal do Vale have expanded their events and education program, which not only ties in with the 4Cs but is now a core pillar of their income. The retreat has hosted the BMW Foundation, Responsible Leaders and the First Annual Regeneration of Life Conference, with leaders coming from all over South America. Further to this, Sinal do Vale hosted a week-long learning journey with students from New York, immersing them in the challenges and opportunities of sustainability in the Atlantic Forest. A six-day regeneration and reforestation course for agriculture technicians and farmers from Bahia helped to link Sinal with other local organisations also.

A New Guest Levy Directly Supports the 4C’s

At Wolwedans, guests are now asked to pay a 4Cs levy of approximately £50 per person per day which goes to the Wolwedans Foundation. Operating on a ‘Business in Balance’ basis, which means a 50/50 split between profit and people/planet, Wolwedans is keen for guests to understand their tangible impact. The new levy very clearly demonstrates that by just being there, guests are making a difference, and makes them more engaged with the Foundation’s 4C work.
Our innovative members' are pioneers in sustainability and are frequently honoured by awards regionally, nationally and internationally. Here are just a select few globally recognised accolades our members won in 2017:

**BOUTIQUE HOTEL AWARDS**
Cottar’s 1920s Camp (Kenya) was named Best Sustainable Boutique Hotel.

**GREEN DESTINATIONS’ WORLD TOP 100 SUSTAINABLE DESTINATIONS**
Chumbe Island Coral Park (Tanzania) and Grootbos Private Nature Reserve (South Africa) were both listed.

**MATATO MALDIVES TRAVEL AWARDS**
Six Senses Laamu (Maldives) won Leading CSR Program for outstanding performance and achievement in corporate social responsibility.

**NATIONAL GEOGRAPHIC WORLD LEGACY AWARDS**
Cayuga Hospitality, the company that manages GER® member Lapa Rios (Costa Rica) won in the category of Earth Changers which recognises cutting-edge leadership in environmentally friendly business practices and green technology, from renewable energy and water conservation to zero-waste systems and carbon-emissions reduction. Segera Retreat (Kenya) and Riverwind Foundation (USA) were both nominated as finalists in the category of Destination Leadership.

**PURE AWARDS**
Enock Sayagie, a passionate guide at Cottar’s 1920s Camp (Kenya) and George Njunja James, a key staff member involved in Wilderness Safaris (South Africa) pioneering Botswana Rhino Reintroduction programme, were both nominated as finalists in the Unsung Hero Category.

**WORLD TRAVEL & TOURISM COUNCIL (WTTC) TOURISM FOR TOMORROW AWARDS**
Caiman Ecological Refuge (Brazil) was nominated as one of the three Environment Award finalists which recognises best practices through biodiversity conservation, protection of natural habitats, addressing climate change and green operations.

**WORLD RESPONSIBLE TOURISM AWARDS**
Grootbos Private Nature Reserve (South Africa) won in the Best Accommodation category.
MARCH 2017: ITB BERLIN 2017 (BERLIN, GERMANY)
Eike Otto (sustainabletourism.com) moderated an event which put The Long Run on stage at one of the leading ITB Congress events entitled ‘Luxury Tourism of Tomorrow - Gazing at The Stars on the Doorplate or Under the Open Sky’. Sibylle Riedmiller (Chumbe Island Coral Park) and Hitesh Metha (HM Design) joined in the panel discussion and introduced The Long Run to the audience.

APRIL 2017: WTTC SUMMIT (BANGKOK, THAILAND)
Delphine attended this event to both support Caiman Ecological Refuge (Brazil) as a Finalist in the Tourism for Tomorrow Awards and to raise the profile of The Long Run as a leading player in sustainable tourism.

MAY 2017: LATA (LATIN AMERICA TRAVEL ASSOCIATION) EVENT (LONDON, UK)
Roberto Klabin (Caiman Ecological Refuge) represented The Long Run at the Royal Geographical Society in London and presented about their jaguar habituation programme.

JUNE 2017: IUCN PRIVATE PROTECTED AREA SPECIALIST GROUP MEETING (VILM, GERMANY)
Delphine joined 23 experts from all around the world to reflect on best practices in Private Protected Areas (PPAs). The group discussed diverse themes such as management, long term intent and incentives. The purpose of the IUCN guidelines which will emerge from the work of the group is to highlight ways for governments to provide enabling policies and frameworks to scale up the number of PPAs as well as to showcase success, and the diversity of inspiring practices around the world.

JUNE 2017: KENYA MINISTRY FOR TOURISM EVENT (NAIROBI, KENYA)
Louise Collar (Collar’s 1920s Camp) represented The Long Run at a high profile meeting with the Ministry for Tourism in Kenya. The Long Run was invited to this event to consult with other key stakeholders in tourism to brainstorm and look at what the Kenyan Ministry can do to encourage and stimulate innovation (including sustainable innovation) in tourism in Kenya.

SEPTEMBER 2017: THE LONG RUN’S 7TH ANNUAL MEMBERS’ MEETING (GROOTBOS PRIVATE NATURE RESERVE, SOUTH AFRICA)
Learning, sharing and inspiring each other is at the heart of the organisation. To encourage cross pollination, active exchange of ideas and strong relationships between members, our community comes together once a year for The Long Run’s Annual Members’ Meeting. During this year’s three-day meeting, we explored how members can “secure their legacy by increasing their relevance at national and international levels; building leadership and strengthening their financial sustainability”.

NOVEMBER 2017: THE LONG RUN’S FIRST REGIONAL EVENT (NIKOI AND CEMPEDAK ISLANDS, INDONESIA)
This was our very first Long Run Regional Retreat. It was a truly exciting event, reaffirming the importance of coming together to learn and share, as well as confirming the value of a regional approach.

NOVEMBER 2017: WTM RESPONSIBLE TOURISM NETWORKING FRINGE EVENT (LONDON, UK)
Delphine attended this event and networked with 100 travel professionals that either work in or have an interest in responsible tourism.

NOVEMBER 2017: INTERNATIONAL SYMPOSIM AND ANNUAL CONFERENCE OF THE 10YFP SUSTAINABLE TOURISM PROGRAMME (KASANE, BOTSWANA)
Pierre Kruger (Nomad Lodges Amazonas) presented on his project at Nomad Lodges ‘Linking community and business development’ and introduced The Long Run to the audience.

We were delighted to host the first regional gathering on Nikoi and Cempedak Islands

Andrew Dixon - Nikoi, Indonesia (Fellow Member)
This year our organisation has grown its influence by building its credibility and sharing its collective experience. In 2018, we will carry on developing our network, engage in advocacy, broaden our audience and expand our fundraising strategies.

Growing our community of like-minded people, dedicated to protecting nature and improving the lives of people through their tourism business, will remain an area of focus. The success of our first Regional Retreat in Asia showed that an effective way to expand The Long Run, while maintaining our rigorous process and remaining a tight-knit community, is to initiate regional Long Run groups and foster more exchanges where clusters of members already exist. The target for such retreats in 2018-2019 is to establish new groups in Brazil and Europe while strengthening existing groups in East Africa and Asia. These meet-ups will allow for more thematic discussions, more frequent exposure of team members to the 4Cs and increase partnerships regionally.

We will continue to facilitate exchanges and strengthen our technical assistance. These are some of the most valuable ways in which we support our members on their journey; they also found our credibility and what distinguishes The Long Run from other networks. The first on-site diagnostic visit is particularly important to help destinations think strategically around the 4Cs, clarify members’ vision for the future, and tailor our support. Thanks to our increasing number of Affiliate Members, supportive organisations and professionals, we have access to an incredible variety of expertise which can be accessed on-site or online through 4C calls and our knowledge centre.

Building relationships with stakeholders in the tourism industry and reinforcing current relationships with influential players in the conservation world will remain a priority for 2018. The Long Run will also focus on developing further collaborations with travel operators — to encourage this key stakeholder to engage further with conservation issues and raise awareness about sustainable travel choices.

Our marketing will support our growth strategy by targeting potential members, the tourism industry and potential donors. Through strategic partnerships with travel operators and other sustainable online platforms (e.g., Jacada Travel, Bouteco and Earth Changers), we will reach out to a broader audience and increasingly raise awareness about pioneering sustainable tourism initiatives.

Additionally, The Long Run will produce a promotional video in collaboration with our Affiliate Member and great supporter, Richard Hammond, founder of Greentraveller Films (UK), to significantly increase our reach and encourage others to adopt a holistic approach to their business.

To strengthen its financial position, The Long Run will launch a fundraising strategy, which will help cover the organisation’s core costs in the short term, consolidate its services, and establish a small grants facility to support members’ activities on the ground. Finally, we will introduce a joining fee of 1,500GBP for new members. This one-off fee will cover part of the costs of the first diagnostic visit and help cater for the growing membership and demand for on-site visits.

Our Annual Members’ Meeting will be held at Wans, Sweden, from the 1st to the 4th of October 2018, preceded by a one-day explore and experience opportunity in Copenhagen.

We look forward to continuing our journey together, and seeing you at Wans in October 2018!
GET INVOLVED

JOIN THE MOVEMENT
As a nature-based tourism business, your organisation can join as a Fellow Member and initiate your journey towards excelling in sustainability and aspiring to become a Global Ecosphere Retreat®. By joining The Long Run, you will belong to a unique community of leaders in sustainable tourism whose successful businesses drive positive change for the health of the planet and well-being of people.

STAY AT A LONG RUN DESTINATION
We believe that the best holidays should create life-long impacts on you and not to the earth. Our members are pioneers in sustainability. They exchange and learn from each other to continuously expand their positive impacts on nature and people. By staying at a Long Run destination, you will directly improve livelihoods, protect the planet and help preserve unique cultures.

SUPPORT US
Different opportunities exist for you to support The Long Run and strengthen our capacity to help our members drive sustainable development around the world. These start from becoming a Friend of The Long Run to being a Board Member for those who want to help set the future direction of the organisation.

Find out more at info@thelongrun.org or visit www.thelongrun.org

FOLLOW US
facebook.com/thelongrunorg
twitter.com/thelongrunorg
instagram.com/thelongrunorg

Photo: Borana Ranch, Kenya (Fellow Member)
To learn more about the work of The Long Run visit thelongrun.com or email info@thelongrun.com