THE BIG(GER)® PICTURE
THE LONG RUN ANNUAL REPORT 2014
The IUCN World Parks Congress is a landmark global forum on protected areas held once every ten years. As the world’s most influential gathering of people involved in protected area management, it sets the global agenda for the following decade.

The 2014 Congress was held in Sydney, Australia, 12-19th November, to which I was invited to speak. I was invited for a key note. The topic was ‘Why Protected Areas Matter?’ While touched by the broader sentiment of the topic, as a businessman, I sought to explore the question from a business perspective. Why nature protection should matter to business. Our experiences of The Long Run at the interface of planet, people and profit informed and inspired my thoughts.

I take this opportunity of the 2014 Annual Report to share with The Long Run community the message that I conveyed, on their behalf, to the Congress which brought together more than 6,000 participants of varied background in conservation, development and business from over 170 countries around the world.

Answers to the question of why nature conservation matters would be many depending on the varied perspectives and motivations, however, these have largely focused on the intrinsic value aesthetics, recreation, climate change mitigation and biodiversity. The economic value has been largely ignored. Business continues to be motivated by financial concerns premised on an economic understanding of the industrial revolution era when resources were plentiful. This has inadvertently side-lined the business sector from involvement with the protected areas movement. Many still label enterprise as ‘the enemy’ of environment. I would suggest that this has been at the expense of nature conservation depriving it of the innovation, entrepreneurship, creativity and productivity of the business sector.

There is increasing recognition in the business community that protected areas are vital in conserving natural capital. The world’s protected areas hold rich stocks of physical and biological resources and ecosystems services of immense value to the future economies. Greater understanding of the financial bottom line is vital if we are to harness the strengths of the business sector for conservation. This requires a shift in attitudes by both environmentalists and business, and the narrative we use in relation to protecting nature. It is thus I suggested adding ‘profit’ to the conference theme of “Parks, People and Planet”. Needless to say, the use of nature can no longer be free and businesses must carry the responsibility of looking after the nature.

The work by TEEB (The Economics of Ecosystems and Biodiversity), IUCN and others are shifting the narrative. The global economic cost resulting from environmental damage is estimated at $4.7 trillion annually. A third of this loss is believed to come from 3,000 of the world’s top public companies. This should make any CEO sit up and act to make business a part of the solution, recognising that the cost of ecosystem services must now be intrinsic to the business rather than treated as public costs. The Environmental Profit and Loss (E&P&L) account pioneered at Kering and PUMA are beginning to be adopted by many companies as a decision-making tool.

The protected area debate tends to be dominated by state-protected areas, largely excluding the role and value of the expanding private protected areas network, but this too is changing as indicated by the recent IUCN review of Private Protected Areas that recognises initiatives such as The Long Run premised on nature protection to be economically viable for it to be sustainable. This is not an argument for the economic value to be the primary motivation for protected areas but neglecting potential for enterprise risks slow progress if not failure to protect nature for posterity. This warrants changes in attitudes and approaches on all sides. The conservation movement need to embrace the economic imperative business community need to leave behind the ‘business as usual’ approach.

I was touched to see the fight Emmanuel De Merode and his team waged for Virunga National Park in the Congo hoping that business can further a sustainable economic plan to replace the pure exploitation. The incredible and heroic efforts they made and replicated by many others lend us hope that corrupt tactics can be replaced by ethical and responsible business models.

Mechanisms are beginning to emerge where the apparent gulf between conservation and business can be bridged in the quest for solutions that balance Conservation, Community, Culture and Commerce to the benefit of People, Planet and Profit in The Long Run.

Jochen Zeitz

Watch Jochen Zeitz's Speech at the IUCN World Parks Congress.
THE HISTORY OF THE LONG RUN

The Long Run was conceived as the international programme of the Zeitz Foundation a year after its creation in 2009. It was linked to the Foundation’s Laikipia Programme aimed at the pursuit of a balance of Conservation, Community, Culture and Commerce (the 4Cs) in the Laikipia region of Kenya that is home to Segera Retreat, which Jochen Zeitz had acquired in 2005. The premise was that the Laikipia programme would serve as the laboratory for innovation and pilot testing of new approaches to be scaled up to international destinations through The Long Run. This approach served well and brought together a growing number of world-wide nature-based tourism enterprises who also wanted to share pioneering innovations. Over time, The Long Run began to develop a life of its own, leading to the members agreeing in their September 2013 Annual Meeting to evolve the programme into an independent Long Run organisation, a process that is currently underway.

WHY THE LONG RUN?

Jochen Zeitz, former Chairman and CEO of PUMA, now Director, Chief Sustainability Officer and Chairman of the board of Kering’s sustainable development committee, founded the Zeitz Foundation with the following vision:

“Ecosphere – our planet and all of its life-sustaining regions – maintained in the healthiest possible state, with the major contribution to that health coming from people making sustainable choices.”

Through investing in research and implementing innovative projects that balance the 4Cs of Conservation, Community, Culture and Commerce, the Foundation promotes holistic approaches to enhancing economic, environmental and social sustainability, all for the greater goal of achieving intercultural ecosphere safety.

THE LONG RUN

The past year has left The Long Run steadier and stronger. Six years is a short period in the life of institutions but every year in their formative period leaves a mark because of the profound changes it brings. In The Long Run, 2014 would be particularly remembered for the commencement of the organisation’s successful transition from an innovative idea to a global movement and platform that is focused on leveraging the power of market for the conservation of nature and improvement of livelihoods.

We took forward the resolve of our founder and member destinations to evolve The Long Run from a programme of the Zeitz Foundation into an independent organisation. We hope this report will reach you with the serenity and exuberance of the news of The Long Run having already been registered as a UK based non-profit organisation with its own board of directors. While Jochen Zeitz, the Founder, is still at the helm, The Long Run today has a broader ownership and support base that augurs well for its future.

We launched the membership fee structure as part of our new business model with gratifying support of our members. Free since the inception of The Long Run, the notion of membership for the payment of a fee risked erosion in membership base. Our fears were misplaced and overwhelmed by the resolve of our members. We did regretfully see some members leave but others joined meanwhile. The Long Run is ever stronger.

Our greatest sense of reward comes from the exceptional commitment and support of our membership. They are successful businesses with profound sense of care and responsibility to society. They demonstrate that if you can look after the nature and communities hosting you, they will look after your business ensuring its reliable operation through successive generations. Their message to the world is that doing ‘good’ in our own places, big or small, is not enough; we must pool our successes and collective influence to inspire others around the world.

For people seeking peace and pleasure from the serenity and exuberance of nature, The Long Run recognised Global Ecosphere Retreats® (GER) are the places to go not only because they offer the best of the best in the market place but because they are also drivers of a global change for the better. For business leaders in nature based tourism, they would find in The Long Run an opportunity they sought but missed – a platform on which they can persevere in their quest for excellence and learning and sharing with their peers in the industry and together fueling economic growth that is firmly rooted in securing the world’s natural endowment and human wellbeing for posterity.

We are excited about what lies ahead for us: A lot of hard work to consolidate the transition of the organisation. We look forward to it and to growing the community of The Long Run.

You are welcomed!

Mohammad Rafiq, CEO
AT THE STARTING LINE

THE MISSION

“To create and support sustainable, ecologically and socially responsible projects and destinations around the world to achieve long-lasting impact and sustainability through the holistic balance of conservation, community, culture and commerce (the 4Cs) in privately managed areas”

THE “4 KEYS” FOR THE LONG RUN

Everything we do, we aim to do by the 4 key principle values of being fair, honest, positive and creative. This includes listening to the experiences of local communities and stakeholders, encouraging communication and collaboration, participation and creative expression, and protecting and preserving the integrity of the ecosystems found within the retreats; All 4 Keys are at the heart of the foundation’s mission and way of business.

A LIKE-MINDED GLOBAL COMMUNITY FOR SUSTAINABLE DEVELOPMENT

The Long Run membership is made up of:

GLOBAL ECOSPHERE RETREATS® (GER)

Long Run Alliance Members who have attained and are reaching beyond the GER® standard. They chart the path of excellence in sustainable tourism by continuously improving, innovating and leading by example.

LONG RUN ALLIANCE MEMBERS

Nature based tourism enterprises that own, directly manage or may or may not directly manage or influence an area of conservation value with defined geographical boundaries. Long Run Alliance Members are committed to continuously improving towards sustainability and becoming GER® within a defined time frame.

LONG RUN SUPPORTERS

Organisations that may or may not directly manage or influence an area of conservation value but share the Zeitz Foundation’s drive to support sustainable, ecologically and socially responsible projects around the world. They demonstrate this commitment by signing The Long Run Charter.

The Long Run is a platform to connect and support a global community of like-minded organisations leading the sustainability movement, built around membership and the Global Ecosphere Retreats® (GER) standard in sustainable destination management that has been called “the world’s best standards for privately protected areas.”

Dr. Jeff A. Langhoiz

The Long Run is not for those who want to greenwash their credentials. It is not for those who think that this is a one-off exercise. From being a Long Run Member to being in reach of GER® to going beyond the GER® standard – this process is a journey of continuous improvement on the path of excellence in sustainability and it is a process —whether we get the GER® rating or not, that Cottar’s 1920’s Camp has found incredibly constructive and beneficial in our journey and in our approach toward long-term sustainability.

Louise Cottar, Director, Cottar’s 1920’s Camp, Kenya

The Long Run is for those who are committed to continuously improving the management of a natural area of conservation value with defined geographical boundaries. Long Run Alliance Members are committed to continuously improving towards sustainability and becoming GER® within a defined time frame.

Louise Cottar, Director, Cottar’s 1920’s Camp, Kenya

The Long Run is not for those who want to greenwash their credentials. It is not for those who think that this is a one-off exercise. From being a Long Run Member to being in reach of GER® to going beyond the GER® standard – this process is a journey of continuous improvement on the path of excellence in sustainability and it is a process —whether we get the GER® rating or not, that Cottar’s 1920’s Camp has found incredibly constructive and beneficial in our journey and in our approach toward long-term sustainability.

Louise Cottar, Director, Cottar’s 1920’s Camp, Kenya
THE LONG RUN IS CURRENTLY MADE UP OF:
10 GLOBAL ECOSPHERE RETREATS® 25 LONG RUN ALLIANCE MEMBERS 48 LONG RUN SUPPORTERS
AGGREGATED, THE LONG RUN GER® AND MEMBERS HELP CONSERVE AND SUPPORT*

Over 4,947,750 acres land directly
Over 7,600,000 acres land additionally influenced indirectly
Over 477,729 community members: 41,086 directly and 436,643 indirectly
Over 18,875 species
Over 2,647 jobs
Over 76,168 in-boundary inhabitants
Over 58 towns and villages
With over $5,411,515 invested in the 4Cs during 2014
Over 680 endangered or endemic species
Over 54 cultures

*Aggregated total statistics from Long Run members’ reports, 2014. Species may be therefore included multiple times from different destinations.

PHOTO: MONTE AZUL, COSTA RICA
WHY JOIN THE LONG RUN?

ASPIRE – TO A JOURNEY OF SUSTAINABILITY

“The world’s best standards for privately protected areas” - Dr. Jeff A. Langholz

Members are guided by the rigorous GER® standard to reach Global Ecosphere Retreats® status and beyond, supported by The Long Run’s Technical Assistance Facility which assesses sustainability credentials and advises on a bespoke journey of continuous improvement.

The assessment was extremely well thought through and covered areas of our business that initially we had not really considered as part of our 4C strategy – such as employee relations and culture – but in fact opened our eyes to new interpretations of our “responsibility” as a business to our stakeholders. Delphine’s knowledge of other properties and examples of initiatives being run elsewhere were hugely inspiring and gave us a lot of ideas for new things we can try on Vamizi – particularly ways of involving staff in improving resource use and making it “fun” for everyone to participate.

Ellie Norris, Island Manager, Vamizi Island, Mozambique

COLLABORATE

“The whole is greater than the sum of its parts” - Aristotle

The Long Run provides to its members a platform for expert advice and guidance, online and peer-to-peer, through meetings and webinars, connections and collaborations, facilitating and sharing best practice and lessons learned in the 4Cs for the co-creation of innovative approaches and strategies for the benefit of all members. Pooling experience, knowledge, inspiration and motivation strengthens The Long Run’s impact and reach, developing and growing global sustainability.

Sibylle Riedmüller, Owner, Chumbe Island Coral Park, Tanzania

PROMOTE

Strength in numbers

A lone voice in the wilderness can find it difficult to be heard. United, The Long Run actively promotes its mission, brand, members, supporters and their efforts to achieve sustainability internationally. As a like-minded alliance of tourism-related businesses leading sustainability, we can be a driving force in promoting and developing more sustainable thinking and lead global change.

Ellie Norris, Island Manager, Vamizi Island, Mozambique
WHO AND WHERE IS THE LONG RUN?

GLOBAL ECOSPHERE RETREATS

Caiman Ecological Reserve, Brazil
Campi ya Kanzi, Kenya
Chumbe Island Coral Park, Tanzania
Cottar’s 1920’s Camp, Kenya
Grootebos Private Nature Reserve, South Africa
Lapa Rios, Costa Rica
Segera Retreat, Kenya
Tahi, New Zealand
Wandes, Sweden
Wolwedans, Namibia

LONG RUN ALLIANCE MEMBERS

Amazon Yarapa River, Peru
Comine Croft, United Kingdom
Duma Tau Camp, Botswana
EcoCamp Patagonia, Chile
Feynan Ecolodge, Jordan
Heritage Kandalama, Sri Lanka
Huaroani Ecolodge, Ecuador
Huilo Huilo Biological Reserve, Chile
Kapawi Eco Lodge and Reserve, Ecuador
Kicheche Mara Camp, Kenya
Mombo Camp, Botswana
Nikoi Island, Indonesia
Nirox Foundation, South Africa
Nkwichi Lodge, Mozambique
Pacuare Lodge, Costa Rica
Posada Amazonas, Peru
Sarani Samburu, Kenya
Sasaab, Kenya
Sinai do Vale, Brazil
Soneva Fushi, Maldives
Soneva Kiri, Thailand
Tentu Di Spannoccia, Italy
Toka Leya Camp, Zambia
Urnatur, Sweden
Vamizi Island, Mozambique

LONG RUN SUPPORTERS

Africa Geographic, South Africa
Altop GMBH, Germany
Andaman Discoveries, Thailand
Atopia Research, United States

KEY: ★ GLOBAL ECOSPHERE RETREATS®  LONG RUN ALLIANCE MEMBERS  LONG RUN SUPPORTERS

*New in 2014

Britdoc Foundation, United Kingdom
Broad Group, China
CES, Canada Collective Leadership Institute, Germany
Conservation Capital, UK*
CORDIO East Africa, Kenya*
Earthmind, Switzerland
Ecosphere, India

Elevate Destinations, USA*
Engineers Without Borders, United States
EQI, UK*
Explore Tibet, China
Fair Travel, Tanzania
Green Destination, United Arab Emirates
HM Design, United States
Honeyguide Foundation, Tanzania
Impact Amplifier, South Africa*
International Institute for Peace through Tourism (IPT), USA*
Koch Architekten, Germany
Micato Safaris, United States
Ocean Sole, Kenya
Oceanstar GMBH, Germany
Onesafari Project, Brazil*
Pepe Tours, Cambodia
Planet4People, USA*
PPR, France
Sanctuary Olana, Kenya
Socialtours, Nepal
Soneva, Thailand
Spirit of Japan, Japan*
The Amani Institute, Kenya
The Blue Yonder, India
The Haciendas, Mexico
The Travel Word, USA*
The Freedom Group of Companies, Thailand
Timberlake, South Africa
Tropic Journeys, Ecuador*
United Charity, Germany
University of Exeter Business School, UK
Wapomi, Ecuador
Whole World Water, United States
Wilderness Holdings Limited, Botswana
Wildlife Works, Kenya
Wonderbag, South Africa
World Travel and Tourism Council (WTTC), UK*
NEW GER® RECOGNITION: CONGRATULATIONS TO THE FOLLOWING MEMBERS OF THE LONG RUN WHO GRADUATED AS GLOBAL ECOSPHERE RETREATS®

**CAMPI YA KANZI (KENYA)**
Campi ya Kanzi is a luxury eco-lodge built in partnership with the Maasai community, which owns the 280,000-acre Kuku Group Ranch where it is situated. Campi ya Kanzi has a unique commitment to community development and environmental sustainability and its main focus is the protection of the wilderness, wildlife and preservation of the cultural heritage of its hosts – the Maasai.

**COTTAR’S 1920’S SAFARI CAMP (KENYA)**
Cottar’s 1920’s Safari Camp is situated in the Maasai Mara and borders the Serengeti and Loliondo reserves in an untouched 250,000 acre exclusive concession where guests return to the original spirit and essence of ‘safari’, reminiscent of a golden era - one of romance, professional guiding, adventure and elegance, in a timelessly unspoiled setting with panoramic views and boundless wildlife.

**GROOTBOS NATURE RESERVE (SOUTH AFRICA)**
Grootbos Nature Reserve on the spectacular fynbos and forest clad hills of the world-renowned Cape floristic region overlooking the whale-watching haven of Walker Bay in the heart in the Western Cape. Home to the Marine Big Five - whales, dolphins, seals, penguins and Great White Sharks - this multi-award winning 2500 hectare reserve is a paradise for nature lovers home with unparalleled biodiversity of more than 760 different species of plants, and offers warm hospitality, excellent cuisine, fine South African wines.

**SEGERA RETREAT (KENYA)**
Segera Retreat, at the heart of Laikipia Plateau, is a wildlife sanctuary nestled between Mount Kenya to the east and the Great Rift Valley to the west. Segera Retreat makes its home on 50,000 acres of preserved land where their sustainable lifestyle is focused around conservation, community, culture and commerce (the 4Cs).

**SONEVA FUSHI (MALDIVES, CURRENTLY FINALISING GER® RECOGNITION)**
Set on a tropical island in the Maldives with just 65 villas scattered along the azure blue sea, white sand beach and tucked into the lush greenery, Soneva Fushi offers a unique natural experience and ultimate privacy. Its remoteness is central to its charm, offering the ultimate in barefoot sophistication for which the oft borrowed expression – No News No Shoes was coined. Soneva Fushi’s design and construction presents a clever balancing act that has resulted in a sustainably designed resort while still keeping the elements of style, comfort, health, as well as social responsibility intact.

The acronym SLOW LIFE (Sustainable-Local-Organic-Wellness Learning-Inspiring-Fun-Experiences) explains the Soneva philosophy. ‘Intelligent Luxury’ is all about creating unforgettable, enlightening experiences that rejuvenate each guest’s love of SLOW LIFE. It’s about illuminating lives whilst treading lightly on the earth.

There were over 100 qualitative and quantitative indicators, but more than this, were the probing strategic questions, the extensive analysis, the on-the-ground verification to test whether we “walk the talk”. This was not, in any way, a mere tick box exercise, but a rigorous, challenging, thought provoking assessment. I am not afraid of challenges and have spent quite some time in my life working in war zones. I must admit that I sweated (a lot) during the GER assessment. Yet for all of the rigorousness of the assessment, the assessors were extremely knowledgeable, constructive and supportive – to help us move forward.
**NEW MEMBERS IN 2014**

- EcoCamp Patagonia (Chile)
- Feynan Ecolodge (Jordan)
- Kicheche Mara Camp (Kenya)
- Vamizi Island (Mozambique)
- Sasaab (Kenya)

**FEYNAN ECOLODGE (JORDAN)**

A sensory experience awaits for those who want to venture off the beaten track. Set against breath taking desert landscape in the mountainous Dana Biosphere Reserve, Feynan Ecolodge is a unique place, completely energy self-sufficient - using solar power for the little electricity it needs and candle light at night – which offers an unparalleled experience like no other: adventure, romance, tranquillity, historical sites and nature. Made possible through a unique partnership between Eco Hotels and the Royal Society for the Conservation of Nature, a Jordanian NGO devoted to the protection of the Kingdom’s finest natural landscapes, it has won numerous international awards for its commitment to sustainable development. Feel the awe of gazing at an endless canvas of stars, adventure through the stunning hills and canyons of the Dana Biosphere Reserve with a Bedouin guide and rest of stars, adventure through the stunning hills and canyons of the Dana Biosphere Reserve with a Bedouin guide and rest.

**VAMIZI ISLAND (MOZAMBIQUE)**

This slender coral island represents the ultimate idyllic getaway, lying in the far north of the Quirimbas Archipelago, a continuous chain of 32 islands and several reef complexes stretching for approximately 200km up the coast of Northern Mozambique. Surrounded by the deep space of the sea and endless miles of unpadded wild sand, Vamizi is widely recognised as one of Africa’s finest beach lodges, offering kilometres of private beaches, untouched diving reefs and incredible fishing waters and, as the only lodge on the island, exclusivity. Each Lodge villa (or ‘kitala’) amply commands its own part of the beach, the ten kitalas right on the shoreline, all with stunning views of the ocean. However, first and foremost Vamizi is a conservation project, to have tourism work for the planet, creatively combined with castaway chic, to create an unforgettable journey that truly matters to its guests. Vamizi joined The Long Run in 2014 “To highlight the work that we do; we do not simply pay lip-service to the 4Cs. We hope that raising awareness about the importance of marine conservation in this particular region will lead to further interest and support from the public, other research institutions, companies and governments.”

**SASAAB (KENYA)**

Situated on a rocky ridge above the banks of the Ewaso Nyiro river in north-central Kenya, Sasaab is the only lodge in the vicinity and the safari experience is all the more spectacular for the location’s wildness, in an area renowned for its variant species. Its position naturally facilitates watching the herds of elephant that come to bathe and its close ties with the local Samburu tribes who are delighted to share their traditions and we actively encourage guests to visit. The architecture of Sasaab follows strong Moroccan design principles, in which African heat is of primary consideration. Each of the nine Moroccan-styled rooms is over 100m² with an enormous open-air bathroom and private plunge pool. From the veranda, guests can take in the remarkable views across the Laikipia Plateau toward the jagged peak of Mount Kenya.

**ECOCAMP PATAGONIA (CHILE)**

EcoCamp was opened in 2001 - the region’s first fully sustainable accommodation south of the Amazon and the world’s first geodesic hotel room. Award-winning leaders in environmentally responsible travel to areas of fragile natural resources, they minimise the footprint of their every visitor in Torres del Paine National Park through a careful development strategy, implementation of green technology and activities including trekking, mountaineering, horseback riding, rafting, kayaking, skiing, wildlife observation and wine tours. The camp’s low impact design and focus on raising guests’ awareness of how to care for their environment highlights the commitment to a greener present and future for tourism.

**KICHECHE MARA CAMP (KENYA)**

Kicheche Mara Camp is located in the Mara North Conservancy, a stunning private wilderness area of more than 74,000 acres of community-owned conservation land. It is a vital part of the Maasai Mara ecosystem as it forms the north eastern zone, bordering the Maasai Mara National Reserve. It is a Gold-rated eco tented camp hidden in the beautiful Acacia Valley overlooking the OlareOrok stream in Mara North Conservancy with only 8 tents.

The Mara North Conservancy was set up as a partnership between the twelve member camps and the landowners to protect animal migratory routes as well as the land from other incompatible land uses. It has one of the lowest tourist and vehicle densities in the ecosystem due to managed volume and strict land-use plans, the number of beds per camp restricted to one bed per 350 acres (or one tent per 700 acres).

Combined with a limited number of game vehicles, this provides an exclusive and intimate safari experience, while minimising the impact on the environment. The entire camp is designed with environmentally friendly materials and technologies so that if we were to move location, all evidence would be erased in one rain cycle.

“To take part in an initiative which actively encourages and provides the steps for a sustainable lifestyle which contributes to conservation in the Long Run. The initiative not only defines the 4Cs, which together form the necessary components for a sustainable future but motivates everyone, from individuals to government organisations, to support the 4Gs and to make the necessary changes to ensure they are focused on what really constitutes a sustainable future.

EcoCamp Patagonia, Chile

Laikipia Plateau toward the jagged peak of Mount Kenya.
KEEPING IN STEP

NEW SUPPORTERS IN 2014 INCLUDED:

- Conservation Capital (UK)
- CORDIO East Africa (Kenya)
- Elevate Destinations (USA)
- EDF (UK)
- Impact Amplifier (South Africa)
- International Institute for Peace through Tourism (IIPFT, USA)
- Onçafari Project (Brazil)
- Planet4People (USA)
- Spirit of Jequitibas (Brazil)
- Tropic Journeys (Ecuador)
- The Travel Word (USA)
- World Travel and Tourism Council (UK)

PHOTO: Comrie Croft (UK) - THE LONG RUN ALLIANCE MEMBER

Changes in Membership

Membership-based organisations such as The Long Run are dynamic by nature attracting new members to grow and further its mission. The membership is voluntary. Therefore, while the effort is to grow membership, space must also be allowed for members to leave as the circumstances of a member or the organisation might require. In 2014, The Long Run lost six members, two of them were recognised GER®: Nihwatu (Indonesia) and Monte Azul (Costa Rica). The other four were Long Run Members: Finca Rosa Blanca (Costa Rica), Hidden Valley Inn (Belize), Great Ocean Ecocodge (Australia) and Lemarti’s Camp (Kenya). The attrition is attributed to mainly four reasons: (a) change in ownership or management, (b) lack of engagement, (c) scope of interests – local versus global, and (d) the membership fee instituted for the first time in 2014.

In instituting the fee, we had anticipated attrition in membership but to the absolute credit of our highly committed membership, few members left, and that loss too was more than offset by new members joining. No membership organisation would celebrate losing members. We sincerely regret the loss of a few of our members, acknowledging the association and valuable contribution they made in the formative years of The Long Run, and assuring them that we will look forward to welcoming them back in The Long Run if and when they may so choose.

2014 was a year of major transformation for The Long Run. Changes were subtle and steady, allowing the organisation to mature and grow while evolving into an independent organisation as mandated by the membership. Some of the most important changes were the establishment of a Steering Committee formed of recognised Global Ecosphere Retreats® that not only marked the broadening of The Long Run’s ownership but also guided the process of change and evolution.

A related decision was that The Long Run, as an independent organisation, would have nine members in its board, five from The Long Run membership (GER®), and four will be invited board members who share The Long Run’s philosophy and would be interested and able to support the organisation with their knowledge, experience and funding. Accordingly, besides Jochen Zeitz continuing as the founding board member and chair, four other GER® were elected to represent membership on the first board of directors of The Long Run when it is constituted in 2015. We also welcomed Andy Parker as the first potential board member from outside membership, and are grateful to him and his family to associate with and support The Long Run.

We also successfully launched some key elements of The Long Run business plan notably the institution of a membership fee and the raising of project funds from development donors that would enable and amplify the 4Cs work of our members and offset some of the core costs of The Long Run. Together these developments have laid the foundation of the future of The Long Run with a broader and deeper ownership among its members and a diversified resource base.

CHANGES IN MEMBERSHIP

We believe that this is an approach worth supporting, sharing and implementing.

Sustainable solutions that help to protect the environment is precisely why we chose to habituate the Jaguars in Brazil – habituated animals are magnets for wildlife enthusiasts adding huge, sustainable value to the environment. It seemed obvious for us to support a like-minded group of people.

The Long Run’s philosophy of acting today for a better tomorrow of is similar to WTTC’s Tourism for Tomorrow Priority, which is our vision for the sustainable future of the Travel & Tourism sector, based on integrating the needs of ‘people, planet and profits’.

PHOTO: TROPIC JOURNEYS (ECUADOR) - THE LONG RUN SUPPORTER

STRATEGIC ORGANISATIONAL DEVELOPMENTS

We completed the reform and re-profiling of the GER® standard as outlined in the following technical assistance section.

“Sustainable solutions that help to protect the environment is precisely why we chose to habituate the Jaguars in Brazil – habituated animals are magnets for wildlife enthusiasts adding huge, sustainable value to the environment. It seemed obvious for us to support a like-minded group of people.

Onçafari Project, Brazil

PHOTO: ONÇAFARI PROJECT (BRAZIL), THE LONG RUN SUPPORTER

PHOTO: NKWICHI LODGE (MOZAMBIQUE) - THE LONG RUN ALLIANCE MEMBER

PHOTO: CORDIO EAST AFRICA - THE LONG RUN ALLIANCE MEMBER

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PHOTO: ONÇAFARI PROJECT (BRAZIL), THE LONG RUN SUPPORTER

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MARKET & BRAND

PROMOTE

In 2014, as the membership network, its associated increasing collaboration opportunities, Membership Services and the Technical Assistance Facility grew, The Long Run recognised the desire and need for a Market and Brand function to complete the structure.

This was resourced towards the end of 2014 by the recruitment of an experienced responsible tourism and marketing professional to establish The Long Run marketing and branding strategy, support The Long Run’s market development opportunities and increase brand promotion and reach, online and offline, through its website, social media, email marketing, at events and trade shows and in a variety of print media.

“...a framework with a dedicated timescale and process to take a balanced scorecard approach to assessing our organisation from a 360 degree perspective. It has focused our attention on all of our improvement areas. We believe that being a Long Run destination will keep us in world-class company, making us unique amongst African destinations, whilst striving towards excellence in all 4C areas to stay at the leading edge of environmentally and socially responsible tourism. In addition, we are anticipating a positive sharing and development opportunity with other GER®-recognised destinations, for a fertile ground of collaborative idea generation and innovation, as we collectively strive to remain world class.

Michael Lizzye, Grootsbos Private Nature Reserve, South Africa

MEMBERSHIP SERVICES

COLLABORATE

In enabling tourism-related businesses on a journey of continuous improvement, The Long Run collects and shares information, knowledge and experiences across its membership and encourages members to also do so using the organisation’s communication infrastructure such as newsletters, conference calls focused on the 4Cs, website, intranet and social media.

In 2014, we produced four quarterly newsletters reaching a wider audience. We also organised several 4C calls covering a variety of topics including “Achieving self-sufficiency in power and water - an achievable target?” “Community Engagement: A pain or pleasure?” “Series for Marine Destinations” and “Using livestock to restore land health”. The 4C Calls provide a platform for direct exchange of experience and expertise amongst several destinations. Their format includes a presentation by a destination member, supporter or external expert on a specific topic chosen by members, the floor is then opened for questions. Increasingly, The Long Run encourages Supporter organisations to participate. In addition, The Long Run initiated call series to cater for specific needs of destinations.

“...a platform for direct exchange of experience and expertise amongst several destinations. It enables members worldwide to have an open and critical discussion within a network which extends beyond frontiers and continents. Members connect to exchange ideas, apply new approaches and to encourage financial accountability in the pursuit of sustainable private conversation.

Wolwedans, Namibia

It has been very engaging to participate in the 4C Calls as they let us know each other and permit to shorten the distances between The Long Run members. It is also very inspiring as a way to share best practices, tools and knowledge that let us enhance the performance in our destinations.

Hulio Hulio Biological Reserve, Chile

The 4Cs form the basis and leading philosophy of the Zeitz Foundation and its members. They inspire us to focus our efforts of today to build a future where our grandchildren and their offspring can experience the same opportunities that we currently do. During regular phone conferences The Long Run members try to exchange latest techniques, ideas and new revolutionary approaches to support each other in bringing forward private conservation. It enables members worldwide to have an open and critical discussion within a network which extends beyond frontiers and continents. Members connect to exchange ideas, apply new approaches and to encourage financial accountability in the pursuit of sustainable private conversation.

Wolwedans, Namibia

“...a way to share best practices, tools and knowledge that let us enhance the performance in our destinations.

Hulio Hulio Biological Reserve, Chile

PHOTO: KICHECHE MARA CAMP (KENYA) - THE LONG RUN ALLIANCE MEMBER

PHOTO: KICHECHE MARA CAMP (KENYA) - THE LONG RUN ALLIANCE MEMBER

PHOTO: HERITANCE KANDALAMA (SRI LANKA) - THE LONG RUN ALLIANCE MEMBER

PHOTO: AMAZON YARAPA RIVER (PERU) - THE LONG RUN ALLIANCE MEMBER

PHOTO: AMAZON YARAPA RIVER (PERU) - THE LONG RUN ALLIANCE MEMBER
Technical Assistance

One of the most valued ways in which The Long Run supports its members is by providing them with assistance to attain GER® recognition and strengthen their performance in the 4Cs.

One focus of 2014 was the re-thinking of our technical assistance to make it more effective and useful both for new members, and for strengthening The Long Run vision and mission.

Consequently, the development of a Technical Assistance Facility (TAF) was initiated “to provide relevant and tailored assistance to The Long Run members to support them in their journey of continuous improvement in the 4Cs (Conservation, Community, Culture and Commerce), ensuring that they are and remain industry leaders, charting the path of excellence in sustainability”.

Consequently, we reviewed and reformed in order to make the GER® standard more objectively verifiable and increase its global reach.

Of the on-site assessment, Sinal do Vale in Brazil commented:

“...What an intense and wonderful three days, so rich and insightful. I am grateful for having had you and also for the perspective of our many possibilities ahead...I really appreciate your clear and caring way of working.”

Technical Assistance Facility Developments

A more concise screening process: A shorter form is now completed by candidate members around 8 discussion points. This is followed up by a series of interactions.

Provision of technical support earlier in the journey of improvement: In the new format the Technical Assistance Facility provides the destination members with the opportunity of a diagnostics visit within 5 to 6 months of their joining The Long Run with a 3-fold purpose:

a) To enable The Long Run and the destination’s teams to meet and increase mutual understanding;
b) To assess the status of the member in relation to the GER® standard requirement (as a benchmark);c) To initiate a strategic plan (around the 4Cs), capturing the vision the destination has for its future and laying out the map for the destination to achieve the GER® recognition status.

In 2014, The Long Run performed 3 diagnostics on site, and initiated support for recognition remotely with one destination.

Encourage further exchange of expertise between members: The Technical Assistance Facility relies on 3 main networks of experts: First, The Long Run Secretariat team members; Second, its own members; and third, where necessary and where internal expertise does not exist or is constrained, the Technical Assistance Facility will draw on a network of outside experts. The Long Run believes the level of expertise, experiences and skills is much broader and richer within its own membership and will thus encourage further exchanges between its members. Establishing and implementing to do this effectively is one of the priorities for 2015.

Broadened scope of support: Beyond tailoring further technical inputs remotely and on site through diagnostics and 4C calls, the Technical Assistance Facility intends to help further its members to fund raise, committing to help Members identify relevant grants and donors, stepping up its support for GER® in actively helping develop cross destination, thematic project proposals.

Development of The Long Run Memorandum of Understanding (MoU): As a result of strengthening the technical support, an MoU was introduced to clarify The Long Run and member responsibilities. This has been already been signed by three new members in 2014. From now on, The Long Run Alliance Members commit to achieving the GER® recognition status within 5 years of joining, whilst The Long Run commits to supporting them to reach this status.

Review of the GER standard: The Global Ecosphere Retreats® (GER) standard is a key component of The Long Run to measure and encourage member destinations on the path to excellence in sustainability. It had been under implementation since 2009, mostly involving the assessment and recognition of the founding destinations. Lessons from the implementation experience were that (a) GER® is one of the most rigorous and comprehensive standard systems that accounts for its growing recognition in the market place, and (b) the system could be further improved by harpening the definition and focus of the assessment criteria.

Technical Assistance Support to Long Run Alliance Members and GER®

Long Run Alliance Member

Review self assessment

On site diagnostics and planning visit

Analysis of current performance in 4Cs and suggestions to address weaknesses. Inform Technical Assistance

Facilitation of E4C Plan development. Emphasis on road map to reach accreditation level.

Recurrent Support

Continuous remote support for improvement in the 4Cs towards sustainability including preparation for recognition (Long Run Alliance Member) and recognition renewal (GER®). Support provided on the basis of needs - cost sharing levels.

Potential Technical Assistance Facility financial support (cost sharing) for recognition or renewal process

4C Calls to promote exchange of ideas and experience between members on thematic aspects.

Raise awareness about members and their commitment to the 4Cs in conferences and other fora.

Identify funding opportunities and link members to these.

Review GER® annual progress and activity plan

Support in succession planning

Promotion of GER® brand and GER® for their exceptional value and leadership

Fund raising: Strategic partnership with The Long Run to harness donor funding for conservation, community and culture related work at the destinations.

Access to database such as WDPA for eligible GER®.

Long Run Alliance Member

Technical Assistance Support to Long Run Alliance Members and GER® cont'd on p.24
Therefore, in 2013 The Long Run partnered with Danish-based non-profit organisation NEPCon (Nature, Environment and Peoples Consult) to review and revise the GER® standard, retaining and further strengthening its content and rigour while clarifying its assessment framework to make it more objectively verifiable. The Long Run worked closely with NEPCon from the first seven months of the year to refine the GER® standard. The review focused on two aspects, the recognition process and the standard structure.

As a result, a clear separation of the technical assistance, external evaluation and recognition decision functions was established in order to avoid conflicts of interest. Thus, although The Long Run Secretariat supports the destination on its journey towards GER® recognition, an external assessment body will now carry out external assessments and recommend whether the destination is ready or not for recognition. The granting of the recognition is then decided by the Recognition Committee composed of existing GER®. The decision is based on the external assessors’ report. The recognition is granted for 6 years, subject to a mid-term visit, submission of annual reports and activity plan. This is to ensure that the destinations maintain the standard requirements. The standard criteria have also been broken down into more manageable and objectively verifiable criteria. The standard requirements are now structured on two levels, principles which lay out the broad intention and rationale behind a series of criteria, and the criteria which are the primary level of requirement of the standard. Most of the original principles were retained and reinforced where necessary. More specific criteria were developed to further strengthen the rigour and objectivity of the assessments.

One of the unique attributes of the GER® standard is the requirement for destinations to not only mitigate their negative impacts but have positive impacts of the 4Cs. It is also the only standard requirements in which 4Cs are considered to the same level of detail.

The review involved two pilot tests and a broad public consultation for feedback. Feedback was received from members, research institutions, standard development organisations and lobbying organisations, strengthening the standard further. The result is a comprehensive standard, which promises to be the most rigorous standard on the market and being recognised as such.

Along with the standard review, an assessors’ GER® Manual was drafted, a template for external assessment reports developed and a GER® Recognition agreement put in place.

Two destinations were externally assessed against the new standard in 2014, one of which became GER®-recognised (Cottars’ 1920 Camp) in June and the recognition of the other is pending.

The next step is for the standard to be recognised by the Global Standard Tourism Council. This process was initiated at the end of the year and is expected to be finalised in the first quarter of 2015.

The Partnership between The Long Run and NEPCon is now formalised under an MOU whose purpose is to expand and scale up cost-effectively the implementation of the GER® across the world by developing a network of sustainability of professionals. Both organisations have committed to raise funds to develop assessors’ training materials and courses to develop sustainability assessment capacity where gaps exist.

#CONSERVATION

Biodiversity is life. Conservation is safeguarding this biodiversity and the integrity of the ecosystem services it provides which support global needs. Conservation is a core component amongst all Long Run destinations. They support the sustainable use of natural resources that safeguards the integrity of the natural ecosystems.

#COMMUNITY

People matter. It is the right of every person to have their basic needs met and enhancing the well-being of communities is a fundamental obligation of all. Long Run members support activities that enhance the well-being of host communities who have a socio-economic relationship with them.

#CULTURE

Our world is culturally diverse. Celebrating commonality is what nurtures understanding. Respecting difference is crucial to our future. Our ability to innovate and evolve is what makes us uniquely human. Drawing on our uniqueness we enrich each other and contribute to a greater common good.

#COMMERCE

Trading and the accumulation of wealth have been central to the development of civilisations over thousands of years and are likely to remain so. But the conservation movement hasn’t benefited from the power of market. Conservation on ethical arguments alone has not worked and is unlikely unless its economic benefits are made more explicit and real. However, uncontrolled, commerce has negative impacts. But conducted in a more holistic and sustainable way, it can be a positive contributor to conservation and livelihoods, which The Long Run seeks to enable.
Activities in this dimension address issues related to biodiversity and ecosystem services as well as management of energy, water and waste, land planning and carbon impact reduction, among others.

**WASTE**

Soneva Fushi has managed to recycle 80% of all their waste.

Chumbe Island Coral Park has found a solution to ensure their waste from non-biodegradable products is treated responsibly once it has left their property. Most of the products Chumbe makes use of are transported in biodegradable baskets and organic waste is composted on the island. However, some non-biodegradable products still need to be sent back to Zanzibar for them to be managed and recycled. This is a very challenging task as the waste management system in Zanzibar lacks capacity and generally waste ends up in illegal landfills or burnt on the streets. In order to avoid this scenario, a partnership between Chumbe and Zanrec since 2013 allows the resort to ensure their non-biodegradable waste is processed and recycled. This is a very challenging task as the waste management system in Zanzibar lacks capacity and generally waste ends up in illegal landfills or burnt on the streets. In order to avoid this scenario, a partnership between Chumbe and Zanrec since 2013 allows the resort to ensure their non-biodegradable waste is processed and recycled.

Calman Ecological Refuge has checked and upgraded all its power lines.

Pacuare Lodge has come up with a creative solution for their energy consumption for the next 20 years. A creek in the upper part of the property provides clean energy by deviating some of the water through a pipeline. This runs into a surge tank, where after solids have been separated, the water is sent down a 100m fall into a powerhouse where a small hydroelectric turbine transforms it into electricity. The water is then sent back into the original creek 200 meters downstream.

**ENERGY**

Campi ya Kanzi, Segera Retreat, Wolwedans, Duma Tau, Feynman Ecoodge, Kicheche, Ymizí Island and Sasaab have reduced their dependency on diesel and other conventional energy sources by installing or upgrading solar panels and thus embracing clean energy and reducing their environmental footprint. Calman Ecological Refuge has checked and upgraded all its power lines.

**WATER**

Wolwedans has installed pressure switches to avoid wasted water and along with Grootbos, Duma Tau, Feynman Ecoodge, Mombo, Posada Amazonas, Sannocochia and Toka Leya have installed rainwater harvesting facilities and substituted plastic water bottles with reusable glass bottles.

**WILDLIFE**

Many members have carried out projects to contribute to the conservation of endangered species and habitats of the following:

- Jaguars and other American cats
- Macaws
- Lions, cheetah, Grey's zebra and other African wildlife
- Coral reefs and marine life
- Endangered plant communities

Members include: Caiman, Campi ya Kanzi, Chumbe, Cottar’s Camp, Duma Tau, Grootbos, Huile Huilo, Lapa Rios, Mombo, Pacuare, Posada Amazonas, Segera, Soneva Fushi, Tahi, Toka Leya, Ymizí Island.

Soneva Fushi is very proud to have contributed in securing Baa Atoll, our home, as a UNESCO World Biosphere Reserve, and also helping to achieve a nationwide ban of shark-fishing in the Maldives. Furthermore, we are proud to have transformed the tourism industry in the Maldives to focus on low volume high-end tourism, and to showcase that luxury and sustainability is not mutually exclusive. We have set high targets to operate sustainably and to integrate renewable energy. Although we have not been able to install as much renewable energy as we would have liked, we remain committed to improve this. Sustainability has always been a key agenda for Soneva Fushi and is part of our DNA. We recognise that The Long Run shares the same philosophy and that they provide a platform to systematise the work and to collaborate with like-minded companies.

Artim Oines, Social & Environmental Conscience, Soneva Group, Thailand.
Activities in this dimension address fair working conditions, local and regional relations, social ventures, social accountability, education and training, health, sanitation and support for small and medium enterprises (SMEs), among others.

**THE LONG RUN IMPACT**

**EDUCATION**

**Sasaab Lion Kids Camp:** While going on a safari is an option for holidaymakers this is not the case for the communities living around natural conservancies and other protected areas. Sasaab offers the opportunity to children from neighbouring communities of experiencing a safari through their programme Lion Kids Camp, and that way create a positive view of wildlife. By allowing this, children from the communities around the conservancy learn the importance of protecting wildlife through positive experiences. Sasaab is ensuring that the conservation movement is still alive when future generations take over. This programme was initiated in 2013 with 24 children and in 2014 was expanded to reach three more conservancies and 35 children. An evaluation shows the perception of wildlife greatly improved among children after the experience. Sasaab plans to continue and expand the programme in 2015.

**Grootbos Private Nature Reserve** knows the young are the future and created the Siyakula Careers, Employability and Enterprise Programme. This project provides young people between 15-20 from neighbouring communities with a range of skills, confidence and readiness for a successful professional life. The programme also encourages them not to leave school. Participants come up with business ideas and pitch in front of local entrepreneurs for finance. This project has had a huge success and from the expected 1500 initial participants, more than 2500 young students have been through. Following the success the initiative will continue in 2015 with the support of ABSA.

At Chumbe Island, eight schools joined the "Chumbe Challenge Environmental Competition" in which local students engage in a competition to improve their local environment by presenting and establishing projects to take action.

**Soneva Fushi - Learn to swim programme:** Living in a 1km long by half a kilometre wide island in the Maldives would lead to the assumption that everybody can swim yet numerous drownings occur. The team of Soneva Fushi is trying to address this issue in the neighbouring community. Children from the island attend a 2-week programme in which they learn a skill that can one day save their lives. Apart from this, the programme also aims to raise awareness on the importance of marine conservation for children to become ocean stewards in a fun and participative way. The 2-week learn-to-swim programme ends with a day out in the edge of the reef where children can snorkel, learn and experience marine life while practising their new skill. In 2014, forty-eight children and sixteen mothers attended the course and two of them will be trained as swimming instructors and become rescuers in the event of any accident. The programme has been such a success that Soneva Fushi plans to scale-up the programme to the whole Baa Atoll and the Maldives.

**SUSTAINABLE LIVELIHOODS**

**Campi ya Kanzi** is on a good track to solving human-wildlife conflict. Their "Wildlife Pays" project looks after both the local Maasai community and resident lions.

**Vamizi Island and the Community Fisheries Council (CCP)** have partnered to ensure the livelihoods of local fishermen. CCP patrols regularly the waters of the marine reserve to protect them from migrant fishermen with a boat maintained and fuelled by Vamizi. These patrols of the reserve’s no-take zone resulted in larger catches for local fishermen. The project also trains these fishermen for shark tagging and tag & release projects that will provide better knowledge of the state of the marine reserve.

**Tahi** had 550 people attend their Tahi Open Day and learn about the management of bees, hives and honey production, amongst other initiatives.

**Toka Leya** has installed a 10,000 litre tank connected to a solar borehole pump to improve access to water for the local community, saving children and women long walks to water sources and decreasing their vulnerability. Tanks for people and cattle have been separated to avoid disease outbreaks.

In 2014 Spannocchia hosted a symposium on homeopathic and sustainable animal husbandry.

**HEALTH**

**Kicheco** has partnered in 2014 with S.A.F.E to support and educate the local community in the Mara Region about the risks of FGM and raise awareness on AIDS and HIV.

**Lapa Rios** has gathered $4121 to buy two gynaecologic beds for the local health centre through their Lapathon, a 10km run to raise funds.
THE LONG RUN IMPACT

Culture is an asset for host communities, it is theirs to benefit from economically, yet culture is fragile and dynamic. As Long Run members, we strive to strengthen intercultural relationships and understanding, safeguarding cultural heritage while raising awareness of cultural diversity.

FESTIVALS

Hulco Hulco Biological Reserve’s Forest Parade: The 100,000 hectares of Hulco Hulco Biological Reserve with its old temperate forests represent the perfect conditions for mysticism and to reconnect with nature. Based on these values, Hulco Hulco is an active advocate of indigenous culture and the creation of local traditions that celebrate union with nature. Each year the reserve is home to various festivals such as the Chores festival in May and the Scenic Arts festival in August. However, the Forest Festival, held each November, has become a tradition of its own in the area. Last year it received an attendance of 800 people to celebrate the arrival of spring and the blooming of flowers that changes the landscape in Region de los Lagos in Southern Chile. The creation of this festival has allowed people to come together to celebrate their natural heritage and promote the conservation of the Chilean temperate forests as well as the sustainable development of Neltume and Puerto Fuy communities. The festival drags people into an atmosphere of joy with several cultural activities such as plays, performances of local and international artists, folkloric shows and carriage and costume parades. In Hulco Hulco the goal of conservation has created a new tradition and festivity in the communities living in this part of Chile.

Wolwedans Winter/Summer Games is an exciting initiative that blends sports and mind stimulation games to keep employees physically and mentally balanced as well as being a platform through which they can share experiences and cultural habits.

Spannocchia hosts every year the “Primo Maggio”, the celebration of Italy’s Labour Day, in which the community, guests and staff come together to sing and dance traditional songs.

INVITING THE LOCAL COMMUNITY

Campi ya Kanzi promotes cultural exchange between the Maasai culture and their younger guests through Kidz Camp. Children from 5-16 can learn about the Maasai culture through several activities such as learning how to throw a spear, learn the Maasai jumping, dancing and singing techniques or make traditional Maasai beads and red paint. At the end the children sit with other Maasai children and elders and share stories from both sides. This not only becomes a fun experience while visiting Campi ya Kanzi but also raises awareness about the Maasai culture.

At Wanás “Sustainable Day”, local artists and food producers are invited to showcase their products at the museum’s shop.

EcoCamp Patagonia has a weekly “Chilean Day” during which guests can enjoy traditional dishes and music.

PLATFORMS TO SHARE LOCAL CULTURE

Pacuare Lodge is surrounded by communities with different cultures. In order to showcase this diversity the main building follows a Cabecar architectural style while the main office has a Caribbean style.

Feynman EcoLodge has launched the “who’s who?” initiative in which in a panel in the lobby shows who’s on duty and giving information and a quote from each member of the staff. Making those members that don’t speak English or play a more hidden role more visible.

In Posadas Amazonas guests can visit the Ethnobotanical Nape Centre where they can learn about the Ese’eja culture and their medicinal practices.

“...We feel proud to have worked extensively with the community to support long term resolution to secure land for wildlife, and for development for the benefit of the community, culture, conservation and commerce. We are proud to realise that our ‘culture’ is about the history of safari and finding unique ways to ensure that such history is neither lost, nor its lessons forgotten.”

Louise Cottar, Cottar’s 1920s Camp, Kenya

SEGERA RETREAT (KENYA) - THE LONG RUN ALLIANCE MEMBER

Segera (4CTV) is an active player in promoting the importance of the 4Cs. Visitors staying at the Segera Retreat have the opportunity to visit the 4C Gallery, an interactive experience where to learn about the activities carried out in the Greater Segera. This initiative provides an area in which projects in all of the 4Cs as well as African history and art can be accessed. However, Segera realised that this was only available for people that were already staying at the retreat. In order to target a larger audience that had not yet visited but still wanted to learn about the 4Cs they developed the 4CTV. Jochen Zeitz and the award winning documentary director Austin James Peck captured some of these projects on video turned into short clips. Accessed from the Segera website, people world wide can now gain a better understanding on the conservation and monitoring programmes of lions and Patas monkeys, the SATUBO beading group, the museum for Africa and sustainable farming, bee-keeping and cattle farming. The development of 4CTV also enables the 4C culture as a whole to reach a wider audience, inspiring people to engage and raise awareness in sustainable practices.

PHOTO: SEGERA RETREAT (KENYA) - THE LONG RUN ALLIANCE MEMBER
#COMMERCE

THE LONG RUN IMPACT

This dimension addresses the sustainability of a business as sustainable commercial operations offer the capacity to provide a source of income for people that depend on it, as well as for reinvesting back into the initiatives in each of the 4Cs.

SAVINGS

At Grootbos Private Nature Reserve, environmentally friendly practices also have an impact on financial resources, and the business case needs to support the decision for taking on board such practices. Grootbos has realised that the purchase of plastic bottled water not only had a negative impact on the environment but it was also an expensive habit. A water bottling facility has been installed on site where water from an underground aquifer is pumped out and after being filtered it is bottled into glass bottles and ready for consumption. This decision has rewarded Grootbos with yearly savings of $13,500 and replaced +30,000 plastic bottles that were previously turned into waste each year.

Apart from the reduction of the environmental footprint and savings, this initiative has also created two permanent jobs.

Grootbos has also installed a candle-recycling facility that covers almost entirely the lodge’s demand of candles. This recycling process make use of the daily five kilograms of residual wax generated by the lodge (50%) and another 50% low cost new wax to create new recycled candles. Just as with the bottling facility, this initiative has also created two new jobs.

TOURISM DEVELOPMENT

Wolwedans, where the primary reason for guests to visit is to enjoy the landscape and the wildlife, has found a way of including the 4C culture into their tourism product. The 4C Village tour aims to educate and show guests all the activities related to the 4Cs that make Wolwedans a sustainable destination whilst providing a fun experience. This tour takes guests to the boreholes and pump stations where they can learn about how water is used and recycled in a desert environment where this resource is scarce. The remote location of Wolwedans means that power and goods are costly to bring to camp and the tour takes guests to visit the power plant where solar energy is stored and next to it where the safari vehicles are maintained. During the break guests can relax and have a drink in the organic gardens from where most of the healthy and fresh food they eat comes. The tour ends visiting the recycling facilities and the Desert Academy where local students train for tourism industry-oriented careers. The 4C Village tour is a creative way of showing and educating guests in sustainability and the 4Cs when they are not out on safari and don’t want to stay inside their rooms.

Pacuare Lodge puts effort in providing an excellent service and experience to guests whilst facilitating joint ventures with staff.

“...It was like nothing I have ever experienced. Hearing about Pacuare’s sustainability initiatives made me love it even more and the staff’s attention to detail made me feel so special. However, apart from delivering a world-class experience to guests, the lodge is also committed to fostering business opportunities in the area. Staff working at the lodge have also joint businesses that provide Pacuare with activities such as horseback and kayak tours, indigenous hikes or the delivery of local farm products...”

Guest, Pacuare Lodge, Costa Rica
THE LONG RUN IN THE PRESS


The Huffington Post, 11th November, 2014: “Why We Should Be Investing in Protected Areas”, by Jochen Zeitz and Guilherme Leal

The Guardian, 12th November, 2014: “Business can save ecosystems and support economic development”, by Jochen Zeitz and Guilherme Leal

Nominated in two categories; Best for Wildlife Conservation and Best for Animal Welfare category at the Wildlife Conservation category in the World Responsible Tourism Awards 2014.

Grootbos Forest Lodge (South Africa): Won “Best Community Focused at the Safari Awards 2014 and finalist for the ‘Community Award’ at the WTTC Tourism for Tomorrow Awards (April 2015).

Huizarani Ecolodge (Chile): Short-listed as a finalist in the ‘Conserving the Natural World’ category at the World Legacy Awards (March 2015).

Salafrica Luxury & Wealth Summit in Cape Town (SA): GER® Grootbos Private Nature Reserve presented “Leveraging wealth for good - how nature, people, culture and business can prosper together in harmony”.

Inaugural World Travel Market (WTM) Africa in Cape Town: Dr. Anne-Kathrin Zschiegnner presented “The Long Run: Born in Africa, Raised Globally”.

World Travel Market, London (WTM) in London: Mohammad Rafiq presented “Viewing Wildlife: A Privilege and a Problem”.

World Biodiversity Congress (WBC) in Colombo, Sri Lanka: Mohammad Rafiq gave the keynote address, ‘Innovative Approaches in Streamlining Biodiversity in Business’.

THE LONG RUN 5TH ANNUAL MEETING 2015, PACUARE LODGE, COSTA RICA

The 4-day conference brought together members from across the world to develop a deeper understanding of the challenges facing sustainable tourism and collectively explore ways to expand its influence and impact in creating a sustainable future. Face-to-face meeting of the member owners is invaluable, enabling important decision making and building of The Long Run community at the leadership level.

The meeting was also a remarkable success thanks in large part to Roberto Klabin, owner of the Caiman Ecological Reserve GER®, who graciously hosted the meeting and enabled participants to experience first-hand the 4Cs initiatives implemented at Caiman.

“...“I had the great privilege to join The Long Run’s annual meeting in 2014. The collective expertise of the members, the commitment to their individual properties and their communities, and their shared desire to push the travel and tourism industry to go further on the 4Cs was a true inspiration. Experiencing the implementation of the 4Cs first-hand at Caiman was remarkable - the multidisciplinary of what Roberto and his team demonstrate their commitment to the land, to the wildlife, to the community - is admirable. The Long Run sets the bar high and their standards are extremely rigorous - and their members feel truly proud to be part of this unique organisation...”

Maria Paulet, Soneva Fushi, Maldives

It is our sincere pleasure to announce that the Long Run’s 5th Annual Meeting will be held at Pacuare Lodge (Costa Rica) October 2nd - 5th, 2015. Together we have reached a few milestones in the last few years. In the spirit of pooling our collective influence to making sustainable tourism a vehicle for good around the world, the meeting will kick-start with a one-day workshop in San Jose on October 2nd, 2015, followed by three days at Pacuare Lodge focussed on an exchange of knowledge and learning among members, to experience the pursuit of the 4Cs in practice at a member destination, and to set the direction for The Long Run going forward.

THE LONG RUN’S 4TH ANNUAL MEETING 2014, CAIMAN ECOLOGICAL RESERVE, BRAZIL

The meeting was also a remarkable success thanks in large part to Roberto Klabin, owner of the Caiman Ecological Reserve GER®, who graciously hosted the meeting and enabled participants to experience first-hand the 4Cs initiatives implemented at Caiman.

“The community - is admirable. The Long Run sets the bar high and their standards are extremely rigorous - and their members feel truly proud to be part of this unique organisation.”

Maria Paulet, Soneva Fushi, Maldives

PHOTO: CHUMBE ISLAND CORAL PARK (TANZANIA) - THE LONG RUN

PHOTO: CAIMAN ECOLOGICAL RESERVE (GER) - THE LONG RUN

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PHOTO: CAIMAN ECOLOGICAL RESERVE (GER) - THE LONG RUN

CONGRATULATIONS!

To our members for these accolades in 2014:

Cottar’s 1920’s Camp (Kenya): Highly Commended in the ‘Best Romantic Room or Tent’ category at the Safari Awards 2014.

Feynan Ecolodge (Jordan): Short-listed as a finalist in the ‘Engaging Communities’ at the World Legacy Awards (March 2015) and finalist for the ‘Community Award’ at the WTTC Tourism for Tomorrow Awards (April 2015).

Grootbos Forest Lodge (South Africa): Won “Best Community Focused at the Safari Awards 2014 and finalist for the ‘Community Award’ at the WTTC Tourism for Tomorrow Awards (April 2015).

Huizarani Ecolodge (Chile): Short-listed as a finalist in the ‘Conserving the Natural World’ category at the World Legacy Awards (March 2015).

Hulio Hulio Biological Reserve (Chile): Short-listed as a finalist in the ‘Conserving the Natural World’ category at the World Legacy Awards (March 2015).

Nikol Island (Indonesia): Short-listed as a finalist in the ‘Earth Changers’ category at the World Legacy Awards (March 2015).

Pacuare Lodge (Costa Rica): Nominated in two categories; Best for Animal Welfare category and Best for Wildlife Conservation category in the World Responsible Tourism Awards 2014.


Wilderness Safaris (Duma Tau, Mombo &Tokya Leya Camps, Botswana & Zambia): Won ‘The Pure Award for Community Engagement’.


KEY EVENTS IN 2014

THE LONG RUN IN THE PRESS

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THE LONG RUN IN THE PRESS

WWW.THELONGRUN.COM INFO@THELONGRUN.COM 35
4C THE FUTURE

NEXT STEPS

Looking ahead, in 2015 our focus will be on furthering the transition of The Long Run into an independent organisation. It will include formally registering The Long Run as a not-for-profit organisation based in the UK. It will also be determined, with advice from the board, if strategic and operational considerations would also warrant setting up The Long Run in a developing country. We will need to establish the institutional infrastructure for the new organisation, including developing or adapting current Zeitz Foundation policies, tools, procedures and protocols needed by an organisation. We will also need to migrate staff members’ employment from the Zeitz Foundation to the new organisation and redesign and significantly adapt the website and associated social media architecture.

Emphasis will be put on strengthening and consolidating our Market and Brand function as well as making the Technical Assistance facility fully operational. A database of expertise across our global membership and geographic reach will be set up in the service of our members and The Long Run itself. The consolidation effort wouldn’t allow a major investment in membership expansion but we will keep the doors open to welcome new members interested to join The Long Run. We will revisit and reform the membership fee structure, based on the feedback from members and the experiences of the first year, with a view to make it more affordable and equitable without significantly compromising its potential to support the core function of The Long Run. We will continue to expand our efforts in developing proposals for donor funds for joint implementation with our members in the pursuit of 4Cs. Building on the work done in 2014, we also aim to establish an impact assessment and reporting platform that will enable our members to record and communicate their impacts in the 4Cs while allowing The Long Run to aggregate and report the information at The Long Run level as part of our market and branding effort.

“... The support of the like-minded Long Run community has helped us mobilise a wider Community who had been acting as embattled individual enterprises. The ethical framework of the 4Cs is such a powerful way forward and it can deliver assistance from places that we never suspected. The current move to empower The Long Run into a stand-alone organisation can only help spread these ethics more widely. Tahi is proud to be a member of The Long Run.

John Craig, Tahi Beach, New Zealand

PHOTO: GREAT OCEAN ECOLODGE (AUSTRALIA)
Wanås has been in the family for more than 260 years and our vision and hope is that we can stay on as responsible farmers and landowners for another 260 years. By being part of The Long Run, we take part in a journey of improvement, through access to a network and expertise. For sustainable change, we need to be part of a larger dialogue, and to Wanås as a whole, The Long Run means just this.

Today, Wanås is known for its sustainable and responsible production practices. It is something we have worked very hard for, and we are very proud to say that our vision and hard work have been recognised through the GER® standard and other international organisations. We have been inspired by the principles of the 4Cs, which provide us with a framework to follow and relate to. The 4Cs offer a structure to our thinking and to characterise Wanås as a whole.

The 4Cs give us a platform to strengthen our work and vision in the future. We are developing a new project - Wanås Lodge, which will be created in the spirit of the vision we share with The Long Run. For Wanås Foundation, we believe the dialogue within The Long Run community will guide us in continuing to raise our standards. Meanwhile, we are working on collaborative intercontinental project between Wanås in Europe and destinations in Africa. Ultimately, united we make greater progress than as individuals.

Charles G. Wachtmeister and Baltzar Wachtmeister, Wanås, Sweden