The Long Run is governed by a Board of Directors including Jochen Zeitz, as the founding member and chairperson, four GER® elected members and the Parker-Fray family represented by Andrew Parker as a major supporter. Three more slots exist on the board for people like him that are passionate, committed and able to support The Long Run financially.

The Director of The Long Run supports the board. Together with a small group of professionals, based in Kenya and United Kingdom, they make up the management team of what is a nimble, efficient, globally distributed and digitally connected 21st century organisation.

**2015 BOARD OF DIRECTORS OF THE LONG RUN**

- Jochen Zeitz, Founder and Chairperson, owner Segera Retreat, Kenya
- Andrew Parker, Board Member, UK
- Louise Cottar, owner Cottar’s 1920s Safari Camp, Kenya
- Suzan Craig, owner Tahi Beach, New Zealand
- Roberto Klabin, owner Caiman Ecological Refuge, Brazil
- Sibylle Riedmiller, owner Chumbe Island Coral Park, Tanzania

**OUR FUNDERS**

The Long Run’s work in 2015 was funded by grants from Zeitz Foundation, Parker-Fray Family and membership fee from our valued members. We sincerely thank them all. In particular, we would like to thank The Board of Directors for their support and contributions enabling The Long Run’s development in 2015. Thanks are also due to Zeitz Foundation United Kingdom and Global Academy Foundations USA for their support in collecting donations and making them available for the work of The Long Run as a principal project of the Zeitz Foundation.
CHAIRMAN’S MESSAGE

From my work and travels, both personal and professional, over the past year I have a distinct sense of the progress that the world is making in addressing the imperative of sustainability beyond pausing to acknowledge the issue and then moving on with business as usual. The trend transcends all sectors of the economy from production to manufacturing, retail and services. However, the trend is more of an exception. Much of the industry is oblivious or indifferent. Mainstreaming sustainability continues to challenge the world of politics as well as business.

This will change or should change. If we can free our minds from the fears of insecurity and lift ourselves above the dust of destruction and waves of migration caused by pervasive conflicts in 2015, we will see the reasons for hope and optimism. In September, the community of nations adopted Sustainable Development Goals preceded by unparalleled dialogues and preparation. Some people question the large number of goals as the loss of a sense of priorities. Others see them as measure of inclusivity and comprehensiveness that society expects from global policy. Agreed by all is the fact that many instruments and processes, such as financing and impact assessment, have been put in place to support implementation more than ever before.

Likewise, all segments of society, public, private and non-profit alike, hailed the global deal around the climate change reached in the 21st Meeting of the Conference of the Parties to the United Nations Framework Convention on Climate Change (UNFCCC) in Paris in November 2015. These were hard negotiations. No one expected a perfect outcome - as perfect for one would be imperfect for others. However, there has been an exceptional consensus among the stakeholder groups that a firm foundation has been laid for action there and all countries seem willing to part take and support. Such unanimity of view and expression of support is unprecedented.

Exciting as these global deals are, the world is challenged to find ways to effectively implement these deals. The reason in part is the complexity of the agreements or obscurity in the generality of the language. Many existing and new institutions are trying to rise to the challenge of bringing clarity to what is needed and leading action on the ground. The Long Run, a newly found not-for-profit organisation built on years of work of its predecessor the Long Run Initiative of the Zeitz Foundation is one such hope on the horizon. It is one of the few, if not the only, global organisation bringing together businesses that not only believe in responsible use of the world natural resource endowment but are committed to work for a better future for all, beyond maximising returns for investors and creating jobs.

The Long Run uniquely blends conserving nature, supporting cultures, and developing communities with viable commerce (we call it the ‘4Cs’) in ways that effectively aid in addressing the issues of climate change, poverty, peace and prosperity. Examples of the success stories carried by its members dotting the world, in small but growing numbers, attest to the promise and potential of The Long Run. It is a privilege to be a part of this responsible global citizenry.

This report reflects on some of the great work that members of The Long Run have been doing in the past year. I hope you find them inspiring and wish you a happy reading.

Jochen Zeitz, Chairman

DIRECTOR’S STATEMENT

“Is it possible?” was the question that the Founder and Chairman of the Zeitz Foundation asked, in May 2013, a month after I joined as the Director of the Foundation’s international program called The Long Run Initiative, when we pondered over the idea of evolving the programme into an independent organisation. The vision was clear and the resolve firm. The uncertainty was how the members would respond to such a proposition and how long it might take.

It is with immense sense of reward and gratitude to report that The Long Run, as independent organisation, with its own board of directors became a reality in 2015. The credit goes to our members who not only believed in the promise of The Long Run but were able and willing to take ownership and began contributing through a membership fee. They put their faith in The Long Run team that, despite being meagerly resourced, successfully persevered in its effort.

We were also fortunate to have an exceptionally committed and supportive board of directors willing to lead by example, not the least by enabling the diversification of our funding base, through their financial, ethical and substantive support.

However, there is no room for complacency. We are humbled by the progress we have made but we are acutely aware that it is just the beginning of a long and arduous journey. Creating an organisation is easy, growing and scaling up the effort is a challenge, and sustaining the momentum a real test. With billions of people still aspiring for the minimum of a decent living and the world’s natural endowment continuing on the decline, 5 million acres of biodiversity owned or conserved with support from our members touching the lives of half a million people is a drop in ocean. Yet, The Long Run remains the world largest biodiversity conservation initiative led by nature-based businesses leveraging the power of enterprise for the wellbeing of the planet and its people.

The promise of The Long Run’s philosophy for the world future is profound. It requires an equally strong commitment by society. We hope this report, lifting examples from the work of our membership across the world, illuminates the path of what is possible.

Mohammad Rafiq, Director
At the Starting Line

The Long Run is a membership organisation representing a movement of sustainability leaders in business. It is global in scope and growing. The aim is to maintain a healthy and productive planet for posterity by harnessing the potential of nature-based enterprise. Operating with a great sense of responsibility and care, members of The Long Run demonstrate that the planet and profit can indeed co-exist and thrive together.

THE 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.

THE FOUNDATION & THE 4CS
In 2005, Jochen Zeitz, former Chairman and CEO of PUMA, now Director, Chief Sustainability Officer and Chairman of the board of Kering’s sustainable development committee, acquires Segera Retreat in the Laikipia region of Kenya.

INSTITUTION
Over time, The Long Run Initiative began to develop a life of its own, leading to the Members agreeing in their 2013 Annual Meeting to evolve the programme into the independent organisation in March 2015 with its own board of directors and set of objectives.

STRUCTURE
Built around core membership comprising The Long Run Fellow Members aiming for Global Ecosphere Retreats® (GER) recognition and those who have reached the standard and achieved recognition as GER®, as well as The Long Run Supporters.

THE 4 KEYS
Everything we do is guided by the 4 key principles of being fair, honest, positive and creative. These 4 Keys are at the heart of the foundation’s mission and way of business.

THE 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.

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.

RECOGNITION
In 2015, The Long Run’s Global Ecosphere Retreats® Standard was granted the GSTC Recognition by the Global Sustainable Tourism Council and reached the 100 member mark.

THE 4 KEYS
Everything we do is guided by the 4 key principles of being fair, honest, positive and creative. These 4 Keys are at the heart of the foundation’s mission and way of business.

“The Long Run Initiative was conceived a year later as the Foundation’s international programme to take the 4C approach to like-minded nature-based tourism enterprises that would be interested to share pioneering innovations across the world.”

EcoCamp Patagonia started as a Long Run Supporter in 2013, signing the Long Run Charter on a mission to translate our passions into meaningful, sustainable connections with the world around us. In 2014 we achieved Fellow Membership and currently we are planning the implementation of the Global Ecosphere Retreats® recognition - the highest level of distinction!

Stefan Urlaub, Communications Manager, EcoCamp Patagonia, Chile

Their commitment, passion and success inspires others across the world and is key to the continuing growth and success of The Long Run in future. The initial focus is on nature-based tourism but eventually the aim is for all businesses to be a source of greater good for society.

A global movement of committed people driving sustainable development through their nature-based tourism businesses and privately managed protected areas

10 Global Ecosphere Retreats® attained and reaching beyond the GER® Standard recognition - centres of excellence

30 Fellow Members: Influence over areas of biodiversity; Journey of improvement through advice & collaboration

62 Long Run Supporters: aligned and committed to The Long Run philosophy of the 4Cs and provide support

Global Ecosphere Retreats® Standard
THE LONG & SHORT OF IT

102 NETWORKED ORGANISATIONS COMMITTED TO THE LONG RUN*

1 LIKE-MINDED GLOBAL COMMUNITY FOR SUSTAINABLE DEVELOPMENT AND POSITIVE IMPACTS

102 Networked organisations committed to The Long Run*

IN 37 COUNTRIES

In 37 countries.

INVESTED OVER $7,285,000 IN THE 4Cs DURING 2015

Invested over $7,285,000 in the 4Cs during 2015.

TOUCHING OVER 657,776 LIVES:

495,229 Community members directly + 162,547 inhabitants indirectly

Touching over 657,776 lives:

495,229 community members directly + 162,547 inhabitants indirectly.

MANAGED 5,126,049 ACRES OF LAND

Managed 5,126,049 acres of land.

SUPPORTING OVER 3,864 JOBS

Supporting over 3,864 jobs.

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SUPPORTING OVER 3,864 JOBS

Supporting over 3,864 jobs.

SUPPORTING OVER 52,798** SPECIES

Supporting over 52,798** species.

9,684 ENDANGERED OR ENDEMIC**

9,684 endangered or endemic**.

* These figures often fail to give a true picture of our member’s impact! For example, Cottar’s 1920s Safari Camp (Kenya) and its Conservation Trust manages 9,000 acres of community land (Olderkesi Conservancy and camp grounds) but they also influence the entire 108,000 Olderkesi Group Ranch hosting the Conservancy by supporting a holistic land use planning process and implementation. At the same time their influence extends in the greater Maasai Mara region, helping the authorities with logistics and information within the Maasai Mara National Reserve supporting the enforcement of the Reserve and anti poaching activities. This is all helping to protect 90+ species of mammals and 400+ species of birds within the Reserve.

**Aggregated total statistics from The Long Run members’ individual 2015 reports. There may be some overlap in estimating the total number of species.

TARGET:
WE ASPIRE TO QUADRUPLE OUR MEMBERSHIP SUPPORTING THE CONSERVATION OF 20 MILLION ACRES OF BIODIVERSITY WHILE IMPROVING THE LIVES OF TWO MILLION PEOPLE IN 5 YEARS.

PHOTO: MAKAAS – GER®
WHY JOIN THE LONG RUN?

ASPIRE – TO A JOURNEY OF SUSTAINABILITY

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 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. Tahi is proud to be a member of The Long Run.

John Craig, Tahi Beach, New Zealand

Despite the great diversity in the members of the Long Run there is an enormous amount of commonality between the members and this means the Long Run has become an invaluable resource for us to learn from others within the group.

Andrew Dixon, Nikoi Island, Indonesia

COLLABORATE

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

What we can achieve together for the health of the planet and the wellbeing of people is much more than what we can do on our own. Collectively we can demonstrate to the world how business can be a force for good. The more we work together, the greater our capacity to influence others to take up best practices and the greater our chances to reverse biodiversity loss, mitigate climate change impacts and improve livelihoods of people. Facilitating exchange of knowledge, experience and best practice, The Long Run provides its members with a platform to access expert advice, guidance and opportunities for networking and collaboration.

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Andrew Dixon, Nikoi Island, Indonesia

PROMOTE

Strength in numbers

Pooling inspiration, motivation, success, experience and knowledge of its members strengthens The Long Run’s impact and reach. As a like-minded community of tourism-related businesses leading the sustainability movement, we seek to promote and develop more sustainable thinking and lead global change.

Dr. Jeff A. Langholz
Associate Professor of International Environmental Policy at the Monterey Institute of International Studies (Monterey, California, USA)

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. Langholz
Associate Professor of International Environmental Policy at the Monterey Institute of International Studies (Monterey, California, USA)
WHO AND WHERE IS THE LONG RUN?

GLOBAL ECOSPHERE RETREATS®

Caiman Ecological Refuge, Brazil
Camps y Kanzi, Kenya
Chumbe Island Coral Park, Tanzania
Cottar’s 1920s Camp, Kenya
Grootbos Private Nature Reserve, South Africa
Lapa Rios, Costa Rica
Segera Retreat, Kenya
Tahí, New Zealand
Wandsworth, Sweden
Wolwedans, Namibia

FELLOW MEMBERS

Amazon Yarapa River, Peru
American Prairie Reserve, USA
Comite Croft, United Kingdom
Basecamp Guanaka, Finland
Borana Ranch, Kenya
Duma Tau Camp, Botswana
EcoCamp Patagonia, Chile
Feynman EcoLodge, Jordan
Guludo Beach Lodge, Mozambique
Hamadryada, Ecuador
Heritance Kandalama, Sri Lanka
Huaorani EcoLodge, Ecuador
Huilo Huilo Biological Reserve, Chile
Kapawi Eco Lodge & Reserve, Ecuador
Kicheche Mara Camp, Kenya
Linden Tree Retreat & Ranch, Croatia
Mombo Camp, Botswana
Nikoi Island, Indonesia
Niox Foundation, South Africa
Nkwichi Lodge, Mozambique
Pacuare Lodge, Costa Rica
Posada Amazonas, Peru
Sanuris Samburu, Kenya
Sasaab, Kenya
Sinaí do Vale, Brazil
Soneva Fushi, Maldives
Soneva Kiri, Thailand
Temenura Di Spannoccia, Italy
Toka Leya Camp, Zambia
Vamizi Island, Mozambique

LONG RUN SUPPORTERS

Africa Geographic, South Africa
All For Nature – Travel & Consultancy, Netherlands
Altop GMBH, Germany
Andaman Discoveries, Thailand
Atopia Research, United States
Britdoc Foundation, United Kingdom
Broad Group, China
CES, Canada
Collective Leadership Institute, Germany
Charture Institute, USA
Conservation Capital, UK
CORDIO East Africa, Kenya
Earthmind, Switzerland
Ecosphere, India
Elevate Destinations, USA
Engineers Without Borders, United States
EQi, USA
Explore Tibet, China
Fair Travel, Sweden
Fair Travel, Tanzania
Go Barefoot Travel, UK
Green Destination, United Arab Emirates
HM Design, United States
Honeyguide Foundation, Tanzania
Impact Amplifier, South Africa
International Institute for Peace through Tourism (IPT), USA
International Tourism Partnership, UK
Koch Architekten, Germany
Linking Tourism & Conservation, Norway
Mivato Safaris, United States
Ocean Sole, Kenya
Oceanstar GMBH, Germany
Onepani Project, Brazil
Pepy Tours, Cambodia
Planet4People, USA
PPR, France
Responsible Safari Company, Malawi
Riverwind Foundation, USA
Sanctuary Olana, Kenya
Socialtours, Nepal
Soneva, Thailand
Spirit of Japan, Japan
Sustainable Travel and Tourism Agenda, Kenya
Sustainable-tourism.com, Germany
Taller Maya, Mexico
The Amani Institute, Kenya
The Blue Yonder, India
The Haciendas, Mexico
The Travel Word, USA
The Freedom Group of Companies, Thailand
Timberlake, South Africa
Tourism Development Society, Nepal
Travel Matters, UK
Travelmole, UK/USA
Tropic Journeys, Ecuador
United Charity, Germany
University of Exeter Business School, UK
Wapapi, Ecuador
Whole World Water, USA
Wild Navigator, UK
Wilderness Holdings Limited, Botswana
Wildlife Works, Kenya
Wonderbag, South Africa
World Travel and Tourism Council (WTTC), UK

KEY: ☀️ GLOBAL ECOSPHERE RETREATS®  ⚽️ FELLOW MEMBERS  ⛡️ SUPPORTERS
STRIDING AHEAD

Our Global Ecosphere Retreats® are leaders in their field recognised under the GER® Standard, which was recognised by the Global Sustainable Tourism Council in 2015. The acknowledgement of the GER® assurance system as a leading industry standard serves to increase awareness of our members, their implementation of the 4C framework and their contributions to sustainable development through responsible tourism practices and positive impacts globally.

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

“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... that Cottar’s 1920s Camp has found incredibly constructive and beneficial in our journey and in our approach toward long-term sustainability.
— Louise Cottar, Cottar’s 1920s Camp, Kenya

STEPPING UP

In 2015 six new members joined The Long Run committing themselves to a continuous improvement in their journey of excellence in sustainability.

We feel that the trajectory of American Prairie Reserve’s on-going development and growth is closely aligned with the vision of The Long Run. To help us reach our goals, we recognize that there is much to be learned from others around the world. We are not wedded to traditional approaches, but strive to learn from other industries, taking the best ideas and applying them to our efforts.
— Dr. Kyran Kunkel, Lead Scientist, American Prairie Reserve, USA

AMERICA PRAIRIE RESERVE (MONTANA, USA)

Situated on the legendary Northern Plains of Montana, American Prairie Reserve is spearheading a unique effort to create the largest wildlife reserve in the continental United States. This innovative, privately funded effort has been underway since 2001 with the visionary plan to stitch together 3 million acres of existing public lands using approximately 500,000 acres of private land. When these fragmented public and private lands are connected, the Reserve will provide a continuous land area with an overall wildlife management focus, the largest of any kind in the lower 48 states.

BASECAMP OULANKA (FINLAND)

Basecamp Oulanka is an award-winning arctic adventure destination in Oulanka National Park, 10km from the Russian border in Finland. Founded for the conservation and wildlife experience purposes, Basecamp Oulanka is a “positive footprint destination”, built around the basic premise to share the mindfulness that can be attained in Oulanka National Park.

In the local Arctic conditions, sustainable and responsible operations are difficult to attain. Their journey is built on careful planning, slow building and gentle operating methods.
Guludo is a small, barefoot lodge in the Quirimbas National Park in northern Mozambique. It is the largest marine protected area in Africa and home to pristine coral reefs, five species of turtles, calving humpback whales and grazing dugongs. Guludo was set up with the mission to demonstrate the profound potential of tourism to bring positive change to more natural place with more space for wildlife, wilderness and ecological processes.

Linden Tree Retreat and Ranch was born from a vision to build a sustainable wilderness retreat that demonstrates and respects the land, people and wildlife of Velebit. The Yerkovich family now live in, own and manage the ranch from where they primarily operate horseback riding and nature eco-tourism activities. It is part of Rewilding Europe, an initiative of WWF-Netherlands, the ARK Wonders of Europe and Conservation Capital, which aims to re-wild 1 million hectares of the European landscape across 10 different multi-national sites by 2020, making Europe a more natural place, with more space for wildlife, wilderness and ecological processes.

Hamadryade Lodge is located in the breath-taking Amazonian Jungle of Ecuador. Built on a site of an old gold mine, Hamadryade seized the opportunity represented for them: a chance to fix what had been destroyed in the past, turn something ugly into a place where nature could regain its rights and display all the wonders it has to offer. They didn’t want to pursue an ‘Eco’ accreditation just for some commercial benefits, instead, they wanted to do things consistent with their personal ethic based on the simplest belief: respect is everything.

The Long Run team has worked closely with its Supporters during 2015, engaging them further with our activities. We highlight two collaborations in particular to acknowledge the valuable help received by The Long Run to strengthen its services and outreach and to demonstrate the potential for substantive engagement of the Supporters.

**THE LONG RUN COLLECTIVE IMPACT APPLICATION**

The Long Run team worked closely with EQi (USA) over the last 12 months to develop a digital impact assessment and reporting platform to easily measure key indicators that will enable The Long Run to credibly document and communicate its collective impacts and achievements while providing members with a tool to measure their own impacts at a destination level.

**This will:**
- Increase recognition of member’s work as well as of The Long Run brand as a seal of quality of genuinely sustainable pioneering destinations.
- Support the organisation to substantiate its claim of being a network that drives large scale positive impacts further setting apart The Long Run and its members in the industry.
- Help leverage this powerful information to raise funds for The Long Run to maintain and expand our services to our members.
- Inspire others to join and grow The Long Run membership.

**EXPANSION IN NORTH AMERICA**

Timothy O’Donoghue from the Riverwind Foundation (USA) and The Long Run have signed an MoU to expand the reach and work of the Long Run. The specific objectives of this innovative collaboration, focused on North America, are to:

(a) Grow The Long Run membership.
(b) Collaborate on scaling up the provision of technical assistance as well as sustainability assessment and assurance system for increasing the reach of the GERI® standard and its principles.
(c) Enhance the access to and quality of The Long Run membership services.

Moving forward, this collaboration aims to lay the foundation for the development of a regional hub for The Long Run.

“**As a Supporting Member, the Riverwind Foundation and I have had the opportunity to assist The Long Run to increase its reach and impact in North America. It is a pleasure and privilege to work with The Long Run team made up of people who I find to be “top-shelf” professionals, visionary while practical, and personable. Among the diverse global, national, and local organizations that I have interacted with, I find The Long Run unparalleled in its business-driven approach to evolving the tourism industry toward sustainability.**

Timothy O’Donoghue, Riverwind Foundation, USA
Evolution continued to characterise The Long Run in 2015. It will be remembered as the historic year in which The Long Run was registered as an independent not-for-profit organisation with its own board of directors. It entailed the election of board members that would represent the membership, writing statutes, registering with the Companies House of the United Kingdom, and putting in place the banking system essential for the organisation. We also prepared for registering The Long Run with the Charity Commission of England and Wales as a charitable organisation.

Further defining and establishing the institutional infrastructure of the organisation was a key priority. The board met several times to guide this process including clarifying the different categories of membership and their roles in the governance and work of the organisation.

2015 was also a landmark year in progressing the vision of the Founder of The Long Run. To evolve from an international programme of the Zeitz Foundation into an independent organisation that, with broader ownership, would steadily move away from being entirely dependent on his funding. The Long Run members demonstrated willingness and ability to take responsibility for the organisation; nearly a quarter of the funds for the annual budget came from the membership fee.

Mr Andrew Parker, a recently retired leading UK businessman, joined the board with his family to support The Long Run by contributing a significant part of the annual budget to meet the core operating costs. The other board members also pledged support that would augment the organisation's membership fee. Mr Parker's funding. The Long Run members also pledged support that would augment the organisation's core operating costs. The other board members had the privilege of working with our members on-site visit and filling the requirements will also have the opportunity to be included!

As mentioned elsewhere in the report, to enable scaling up our effort, The Long Run and the Riverwind Foundation (USA) have initiated the development of a US-based regional hub for The Long Run. The purpose is to grow membership in North America and to expand our capacity for better assisting members in their journeys of sustainability.

Last, but not least, the Technical Assistance concentrated on finding ways to capture more accurately The Long Run members' impacts to communicate and leverage this information to harness support and grow the movement. To do this we had the privilege of working with our colleagues at (USA) and develop a user friendly digital platform (the Long Run Collective Impact Application) to be launched early 2016. This platform will enable members to input data yearly which The Long Run team will aggregate and communicate further.

The mid-term evaluation was very helpful to Lapa Rios as it gave us a guideline on where to go next. The flexibility of The Long Run for taking into account Lapa Rios’ Sustainability 2.0 was great and it helped us a lot to focus more on culture. The Long Run team was great and an inspiration for all of us to do more and better. Now we just need to run with it on the ground.

Hans Pfister, Cayuga Sustainable Hospitality, Lapa Rios, Costa Rica

In 2015, the Technical Assistance Facility focused on implementing the systems developed in 2014 and carried on supporting our members in their continuous strive for excellence. Five on-site diagnostics were undertaken, to kick start members' journeys of improvement, increase mutual understanding, establish members' status with regards to the standard and facilitate them to develop strategic plans framed around the 4Cs.

Nikol Island (Indonesia), Kicheche Mara Camp, Borana and Sasaab (all Kenya) and Posada Amazonas (Peru) received on site visits. A GER® mid-term evaluation was also carried out at Lapa Rios (Costa Rica) in order to check progress and transform the way ahead with GER® recognition renewal in mind. A further four members were supported online.

A key highlight for The Long Run in 2015 has been the recognition of the GER® Standard by the Global Sustainable Tourism Council. This was achieved after extensive reviews and marks another step forward in furthering the recognition of the GER® as not only a credible standard but one of the best standards in the industry. The implementation of the referred standard has been initiated and SINAL do Vale (Brazil) is next in line to undergo a GER® external assessment. Implementing the GER® Standard has required tools such as an assessor manual and a GER® agreement to be developed. An assessors’ training course is also being conceived to ensure us to grow the network of sustainability professionals that The Long Run can leverage to increase its capacity for diagnostics and external assessments. This will greatly help in keeping pace with our growing number of Fellow Members aspiring to earn GER® Recognition.

Increasing recognition for our members in the conservation arena was also priority. To this end we have developed a partnership with the World Conservation Monitoring Center and The Long Run became a data provider for the World Database on Protected Areas (WDPA), a joint project of IUCN and UNEP. The WDPA now registration and verification processes were piloted using our members as test cases. The WDPA also included Caiman Ecological Refuge (Brazil), Grootbos Private Nature Reserve (South Africa), Lapa Rios (Costa Rica) joining Chumbe (Tanzania) which was registered in 1995. Tahiti (New Zealand) is next in line. Other GER® will be invited to submit data soon and Fellow Members which have received a Long Run team on-site visit and filled the requirements will also have the opportunity to be included!

As mentioned elsewhere in the report, to enable scaling up our effort, The Long Run and the Riverwind Foundation (USA) have initiated the development of a US-based regional hub for The Long Run. The purpose is to grow membership in North America and to expand our capacity for better assisting members in their journeys of sustainability.

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The 4Cs has been a highly useful framework for us at SINAL to understand our strengths and weaknesses and give insight onto what next steps we should take. With the support of the Long Run team we have been able to focus our efforts on key areas and transform our weaknesses into exciting projects that are benefiting our community.

Thais Corral, President, SINAL do Vale, Brazil
The Long Run maintained and sought to enhance its membership services in 2015. This year The Long Run’s 5th Annual Members Meeting took place in Costa Rica and was the largest members’ meeting held thus far, bringing together members as well as supporters and potential members for the three day event. Thanks to our generous hosts, Pacuare Lodge, its founders and owners Roberto Fernández and Luz Caceres, and the incredible rafting experience to the Lodge set the tone for a very productive meeting filled with great energy, fun, learning, sharing, networking and stimulating discussions.

The Annual Members’ Meeting was preceded by a very successful one-day workshop on ‘Lifting Sustainable Tourism to Its Rightful Place: The Role of Sustainable Tourism in Global Development and Policy’, which was jointly organised by the Costa Rican Tourism Board (ICT), Chamber of Ecotourism and Sustainable Tourism of Costa Rica (CANAECO), and The Long Run on October 02, 2015 in San Jose, Costa Rica. The Vice President of Costa Rica and the Minister for Tourism of Costa Rica (CANAECO), and The Long Run on jointly organised by the Costa Rican Tourism Board (ICT), Chamber of Ecotourism and Sustainable Tourism of Costa Rica (CANAECO), and The Long Run on October 02, 2015 in San Jose, Costa Rica. The Vice President of Costa Rica and the Minister for Tourism

President of Costa Rica and the Minister for Tourism (ICT), Chamber of Ecotourism and Sustainable Tourism of Costa Rica (CANAECO), and The Long Run on October 02, 2015 in San Jose, Costa Rica. The Vice of Costa Rica (CANAECO), and The Long Run on October 02, 2015 in San Jose, Costa Rica. The Vice President of Costa Rica and the Minister for Tourism

October 02, 2015 in San Jose, Costa Rica. The Vice President of Costa Rica and the Minister for Tourism joined The Long Run leadership alongside other accomplished professionals.

We also used the opportunity to formally launch The Long Run as an independent organisation with its own Board of Directors.

Throughout the year, the frequency and content of the 4C calls were further enhanced to the great appreciation of members. We hosted more than 7 webinars on topics covering the 4Cs of Conservation, Community, Culture and Commerce, ranging from “Turning Waste into Wealth” and “WHOLE WORLD Water - linking water conservation and community support” to “Carbon Footprinting and Reporting”, “Financing Conservation” and “Residency Programmes – using art to create a transformative experience for all.”

We also launched a popular private Facebook page for members only, where all events and activities are announced and key information is shared. Moreover, with 6 new members joining, our core membership reached 40 and with more than 62 organisations now Supporters of The Long Run, 2015 was a landmark year for the total network membership to hit the 100 mark.

The diversity of The Long Run destinations globally means each has their own set of challenges when it comes to water, waste, energy and emissions as dictated by the vast variety of environments in which they are located. I find it very interesting to hear about these challenges and the often innovative solutions implemented by various members. It is great to have a platform through which so many focused and motivated members can share their experience with others, gaining knowledge and inspiration to tackle our own difficult issues head on. Through the collective impact of all our actions we can be sure of an improved world both in the societies and environments we touch directly and indirectly, all the while improving the destinations, their greater environments, and sustainability.

Brett Edwards, Grootbos Foundation, Grootbos Private Nature Reserve, South Africa

MARKET AND BRAND

2015 saw the addition of the Market & Brand function, responding to the interests of our members to see The Long Run brand grow in recognition. Stemming from an erstwhile program of the Zeitz Foundation, The Long Run needed to be able to develop its own audience, targeting, brand promotion and communications reach, online and offline and align all communications in brand look, feel and tone for market-oriented interactions.

This involved laying down the groundwork, establishing The Long Run brand-specific social media accounts, developing our audiences, creating content and strategy for information sharing (both public and within The Long Run member and supporter network), and providing more regular news and email marketing updates.

We reviewed market development opportunities, represented The Long Run at events and tradeshows and took part in several Twitter chats, such as for our Supporter IPT’s conference on Peace Through Tourism #Africhat, and live Hangouts.

We supported the brand and members through press relations with a variety of print and online media in the consumer and tourism trade industry, including a partnership with Travelmole, a new supporter of The Long Run, who filmed a series of interviews with our members at our Annual Members meeting.

On our website, we profiled our members and supporters, published articles on “Leaders for the Long Run” and “4C Champions” and shared news and case studies on 4C initiatives throughout our member network.

Please look us up, like and follow us!

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Cottars joined The Long Run because it was an organisation focused on securing land for the conservation of natural biodiversity. However, it has also allowed Cottars to distinguish itself from its competitors and to be a first choice for environmentally aware travel agents and clients.

Calvin Cottar, Owner, Cottar’s Camp, Kenya

Grootbos Private Nature Reserve, South Africa

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Species Protection

In 2015, the death of Cecil the Lion drew global attention to the importance of species and prompted the world to ask, “What can we do to protect the astounding wildlife of the African continent?” (Campi ya Kanzi, Kenya). Making wildlife profitable can protect wildlife for the long run and below are some initiatives our members have taken in this regard.

American Prairie Reserve (USA) completed a prairie dog colony expansion project in collaboration with The Humane Society’s Prairie Dog Coalition. Wilderness Safaris Camps Taka Leya (Zambia), Duma Tau and Mombo (both Botswana) have been involved in many research projects, including Okavango lions, red-spotted hyenas, human-elephant conflict and elephant movement, rooses, ecology and vegetation classification. In Botswana, Wilderness Safaris completed the largest ever cross-border translocation of critically endangered black rhino. Sasaab (Kenya) has partnered with the Grevy’s Zebra Trust to provide vehicles and clients to assist with the Great Grevy’s Zebra Rally. Zebra Trust to provide vehicles and clients to assist with the Great Grevy’s Zebra Rally.

The Grootbos Foundation (South Africa) is driving a Green conservation corridor initiative, stretching 43,000 hectares. Identified as a critically endangered corridor by WWF, the corridor includes the Okoue Forest, one of the last remaining intact forested areas in southern Africa. The Foundation focuses on ecosystem conservation and management of energy, water, waste, land and ecosystem services as well as management of energy, water, waste, land and ecosystem services as well as the integrity of the ecosphere. In 2015, The Long Run and its members completed to address issues related to biodiversity and ecosystem services as well as management of energy, water, waste, land and carbon impact reduction, amongst others.

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THE LONG RUN

Conservation is a core component amongst all Long Run destinations. They support the sustainable use of natural resources that safeguards the integrity of the ecosphere. In 2015, The Long Run and its members continued to address issues related to biodiversity and ecosystem services as well as management of energy, water, waste, land and carbon impact reduction, amongst others.

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EMPLOYMENT & SKILLS DEVELOPMENT

The Long Run members prioritise local employment and personal development as much as possible. All together they employ more than 3,800 people, 70% to 75% of whom are local. They also provide numerous training opportunities for local staff to grow and strive to be the best employers in their area.

Many of our members are significant employers in their area. In 2015 Soneva Fushi (Maldives) and Soneva Kiri (Thailand) employed together 715 people who received and impressive 26,611 hours of training. Some members encourage volunteer workers to participate in shaping their programmes, increasing the scope of what they can achieve and creating transformative opportunities for a community of supporters: Huilo Huilo (Chile), Basecamp Oulanka (Finland) and Sinal (Brazil) for example all provide opportunities for volunteers to discover and get involved in conservation activities. At Basecamp Oulanka (Finland) guests from 20 different nations with the help of local retired people have restored the Kärpäskelhä meadow on the River Kitka, enriching the life of hundreds of volunteers, and sharing knowledge and stories of families, villages and local history.

EDUCATION

Education is a cornerstone in shaping the sustainable future of local communities; it has remained a priority for many members in 2015. School infrastructure has been supported, bursaries donated, and efforts in enhancing educational opportunities for children and adults have continued.

The school feeding programmes supported by Sasaab (Kenya), Cottar’s 1920s Camp (Kenya) and Vamizi Island (Mozambique) has had amazing results in increasing school retention rates, impacting more than 600 children. At Cottar’s 1920s Camp (Kenya) the programme has translated in a 70% increase in girls’ enrolment. Bursaries have been granted from our membership in Kenya (e.g. Segera Retreat, Sasaab). Access to education is a foundation for empowerment, however the quality of education is core to shape the future of the students. Enhancing the curriculum is what members such as Nikoi (Indonesia) through their Island Foundation have placed their focus on in the last few years and in 2015 the Foundation rolled out its bilingual curriculum. Reaching 310 children, this programme allows pupils to study all the way to the Cambridge Level 1 English exams. Others, such as Pacuare Lodge (Costa Rica) or Segera Retreat’s (Kenya) Zeitz Foundation Lakiipiia Unity Cup (football) and Grootbos Private Nature Reserve in South Africa (football, hockey and athletics) have continued using to promote education, health, gender equity, social integration and integrity. Grootbos Sport for Development Programme alone reached 5,000 people in 2015 building understanding and connections between communities. Sport also inspire and transcend limits. Through its Magical Andes Foundation, Huilo Huilo (Chile) helped 16 disabled children push their limits skiing and zip lining.

Understanding the natural environment is fundamental for communities to lead sustainable lives and protect the integrity of natural areas. Last year, our members have encouraged children and community members to reflect on environmental processes, life cycle, species protection through talks, storytelling (e.g. Huilo Huilo - Chile, Cottar’s 1920s Camp - Kenya), live radio debates (e.g. Chumbe Island Coral Park, Tanzania), education camps (e.g. Wilderness Safaris, Southern Africa), open days (e.g. Tahi, New Zealand) reaching thousands of community members and children. Members have engaged their staff in actively participating in raising awareness; this was the case of Lapa Rios (Costa Rica) where 11 staff donated hours to teach community members hospitality skills and promote ecotourism practices.

SPORT

Sports unites people. This is the vehicle that the Long Run members hospitality skills and promote ecotourism practices. The school feeding programmes supported by Sasaab (Kenya), Cottar’s 1920s Camp (Kenya) and Vamizi Island (Mozambique) has had amazing results in increasing school retention rates, impacting more than 600 children. At Cottar’s 1920s Camp (Kenya) the programme has translated in a 70% increase in girls’ enrolment. Bursaries have been granted from our membership in Kenya (e.g. Segera Retreat, Sasaab). Access to education is a foundation for empowerment, however the quality of education is core to shape the future of the students. Enhancing the curriculum is what members such as Nikoi (Indonesia) through their Island Foundation have placed their focus on in the last few years and in 2015 the Foundation rolled out its bilingual curriculum. Reaching 310 children, this programme allows pupils to study all the way to the Cambridge Level 1 English exams. Others, such as Pacuare Lodge (Costa Rica) or Segera Retreat’s (Kenya) Zeitz Foundation Lakiipiia Unity Cup (football) and Grootbos Private Nature Reserve in South Africa (football, hockey and athletics) have continued using to promote education, health, gender equity, social integration and integrity. Grootbos Sport for Development Programme alone reached 5,000 people in 2015 building understanding and connections between communities. Sport also inspire and transcend limits. Through its Magical Andes Foundation, Huilo Huilo (Chile) helped 16 disabled children push their limits skiing and zip lining.

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For me it has been a great opportunity to grow professionally, and with this job I have been able to provide for my children, giving them the chance to study. I am very proud to be part of this team…. Staff member, Pacuare Lodge, Costa Rica which employ 57% from the closest communities

HEALTH

Healthy families are paramount for a sustainable and engaged local community. This is why so many of our members support the development of health services, AIDS awareness and health education. Borana (Kenya) for example has set up a mobile clinic, which serves 12 locations and provides 12,000 visits per year with a focus on AIDS awareness immunisation and family planning.

Mother and infant well-being are being improved in communities around Lapa Rios (Costa Rica), with the destination’s 2015 Lapatathon raising $5,000 dollars to buy a fetal monitor to increase women’s access to check ups; access women whilst Vamizi’s (Mozambique) maternity ward is nearly completed.

Dental clinics held by Sasaab (Kenya) reached as many as 600 patients, and Huilo Huilo (Chile) contributed to providing medical care for 786 patients and 370 dental.

People matter and enhancing the well being of communities is a core focus of our members. Thriving and engaged local communities are essential to conserve wilderness areas for posterity. Our members recognise their responsibility, as pioneering nature-based businesses, in contributing to lifting communities out of poverty and empowering local people to drive their own development. They are doing this by providing fair and inspiring working conditions, supporting social services development, education and local enterprises among others.
Understanding and appreciating the local and regional cultural heritage and expressions is essential for our members. Traditional and contemporary cultural practices are integrated into the product offering in a diversity of ways in order to celebrate culture and to provide mutually enriching experiences.

Linking destination to their ancient history is important to our members. Tahí (New Zealand) retains its Maori name for example, OHUAYAH (meaning first place of plenty) to maintain its close connection with the Maori and its historical roots. All guests are taken on a tour that includes archaeological sites, with trails labelled on a map free to walk at any time.

### MUSIC & DANCE

Music and dance represent both modern and traditional cultural expression and enable cultures to connect seamlessly. Nikoi Island (Indonesia) has chosen this to profile Indonesia’s diverse culture; through their kids club traditional cultural dances are celebrated among children on the island showcasing Indonesian culture in a wonderful way whilst engaging guests.

Many members seek to actively raise awareness of, engage in, enhance, revive and promote traditional and contemporary cultural practices and expressions such as Lapa Rios (Costa Rica), Kicheche (Kenya) and Vamizi Island (Mozambique) who each continuously involve guests and staff in regular nights of cultural music and dance. Others celebrate special occasions, such as Italy’s Labour Day, Primo Maggio, at Spannocchia (Italy); Chile’s National Day at Ecocamps Patagonia (Chile); Traditional Wedding Ceremonies at Kicheche (Kenya) and Sasaab (Kenya); the Annual Christmas Concert at Grootbos (South Africa).

Supporting orchestral performances has also been a way in which members have contributed to strengthen musical art. For example, Huilo Huilo (Chile), supported a local children’s theatre group to stage a Huemul themed play and in which members have contributed to strengthen musical culture. Supporting orchestral performances has also been a way in which members have contributed to strengthen musical art. For example, Huilo Huilo (Chile), supported a local children’s theatre group to stage a Huemul themed play and engaged with members involved in musical projects.

Africa) also hosted an orchestra - the full 55-piece Cape Philharmonic - for a performance in a local school as well as a charity concert.

### FOOD

Food is a great vehicle to share and appreciate cultural diversity. This is the way in which Spannocchia (Italy) shares the traditions and history of Tuscany with guests. From the discovery of traditional farming methods, wine making, olive oil making, honey harvesting to livestock raising, guests are taken on a culinary journey experiencing traditional recipes through cooking lessons.

Similarly, for SINAL do Vale (Brazil) food is central to the destination’s sustainability journey. SINAL do Vale has engaged local students in the “Aventura dos Sabores” project (Adventure of Flavours). For two month students explored where their food came from, how crops are grown, and how to have a more nutritional diet at home and at school. In a region where traditional farming have been lost to urbanisation, it reconnected students with the local food and traditional eating culture of the valley.

Every year, the Wilderness group celebrates Heritage Day as a way to instil pride in staff about their culture and educate guests and others about cultural diversity. This year, Wilderness Safari’s Ethics Charter and Codes of Conduct for Cultural Tourism was launched, which highlights positive conduct for both staff and guests to promote ethical engagements and mutual respect.

At Nikoi Island (Indonesia), the jong racing event was held in 2015; bringing together young and old around the revival of the skills of making and racing model sailing boats. American Prairie Reserve (USA) tries to involve members of the nearby Fort Belknap Indian Community whenever possible. In September a number of supporters and friends of APR embarked on a two-week trek across the reserve. The Fort Belknap community heard about it and wanting to be involved they gave their blessing for safe travel and shared a meal with them on the reservation.

### ART & DESIGN

Our 4C Call in August focused on Residency Programmes and how they can be used to exchange knowledge on sustainable practices between staff, community and artists, with the potential to create a truly transformative experience for all featuring the Wanås Foundation (Sweden) and The Nirox Foundation (South Africa), who annually host more than 20 person in residency from different artistic fields (art, dance, writing) from all over the world. Segera Retreat (Kenya), known for its Zeitz Collection of modern African art, also hosts an artist residency programme to encourage intercultural understanding, mutual and enable artists to experience the history and cultures of Africa first-hand. In August, the celebrated Kenyan artist Peterson Kamwathi used the C4C Gallery as his studio enabling guests to watch him at work and share insights. Soneva Fushi (Maldives) took recycling to a new level opening its glass studio and gallery in August, inviting guests to watch world-renowned glass artists create objects of art from waste glass materials Grootbos Private Nature Reserve (South Africa) hosted five local artists specialising in different mediums (jewellery, sculpture, portraits, woodcut and a botanical artist) and auctioned the donated art pieces. One local artist’s work, Joshua Miles, is featured on a silk scarf, whose sale precedes benefit the Grootbos Foundation. Lapa Rios (Costa Rica) invested $250,000 on redesigning the lodge to incorporate even more of the local cultural expression into the lodge’s interior design.

PHOTO: Spannocchia - fellow member

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. Culture is an asset for host communities, it is theirs to benefit from economically, yet it is fragile and dynamic. The Long Run members activities in this dimension strive to strengthen intercultural relationships and understanding, safeguarding cultural heritage while raising awareness of cultural diversity.
In 2015, The Long Run and its members sought to address some key strategic issues underlining profitability and thus sustained operations of nature-based tourism businesses.

In August, Wolwedans (Namibia) explored the gap between the costs and income associated with sustainability and the need for other funding sources to bridge the gap resulting in the production of “Stepping up the game: Covering the costs of Conservation”. This prompted a wider debate among the membership organised by the Long Run. In November our 4C Call was thus dedicated to a discussion on “Financing Conservation through Entrepreneurial Tools and Incentives”.

The Caiman Ecological Reserve (Brazil) established a sustainability committee focusing on resilience against potential risks including environmental that may threaten its continued viability. Cotar’s 1920s Camp (Kenya) worked for increasing long term sustainability by raising the stakes and ownership feelings of the local communities bringing them together around a conservancy land leasing model in preference to selling land (which usually equates locally in the Mara to buying poverty). This would ensure more sustained and equitable sharing of the resulting revenues among the communities without having to forego the land ownership. Led by Chumbe Island Coral Park (Tanzania), we explored the issue of succession planning as a key challenge to long-term profitable operation of nature-based enterprises premised on the care and wellbeing of the host environments and people. Created and nurtured by individuals with exceptional commitment and leadership, these businesses face the question as to who must succeed the legendary founders to secure their future for posterity. To this end, a membership survey was undertaken and the results were found to be variable across the federation.

Besides providing gainful employment to local communities, The Long Run and its members also actively promoted and supported the development of business skills and acumen among the local communities for them to become a part of the market value chain.

In addition, members of The Long Run also employed local skills, culture and entrepreneurship in their products in support of local enterprise development. For example, Kicheche Community Trust (Kenya) supported The Mara Discovery and Empowerment Centre, a community-based initiative that gives locals a base from which to operate income generating activities including tree nurseries; women’s beading groups, dance troops and computer & language classes as well as act as a job and IT centre for the community. Enabled by Segera Retreat (Kenya), with support from ausAID, SATUBO women beading group in Narok acquired their own land and premises representing a major accomplishment in a society where women control of land is rare. The Group also won an MPESA Foundation competition for KSh100,000 to help improve products and production, connect to the electric grid and use emerging media for marketing their handicrafts! At Vamizi Island (Mozambique) a women’s association, working with local fabric produced pom-poms used as Christmas decorations in the White House! The sale of pom-poms generated US$200-500 a month.

The Island Foundation founded by Nikoi (Indonesia) engaged the local indigenous Orang SukuLaut villagers in using their adept skills of weaving fishing net to make jewellery that attracted Swarovski’s interest. Besides donating crystals and helping improve design and craftsmanship, Swarovski commissioned The Crystal Net, a fishing net woven over 2 years with 14,000 Swarovski crystals, eventually auctioned to raise money for a rainwater catchment system for the village. Pacuare Lodge (Costa Rica) furthered its unique approach to sustainability encouraging its staff to establish small businesses as a part of its supply chain. These include horseback tours, canoeing tours, kayaking tours, cheese production, photographic services, and cable car services provided to the lodge and its guests. The result is security of supplies at reasonable cost to the lodge and great staff loyalty, more income to employees, and great service to guests – all contributing to the profitability of the operations from year to year.

In addition, members of The Long Run also employed local skills, culture and entrepreneurship in their products in support of local enterprise development. EcoCamp Patagonia (Equador) regularly invited local artisans to promote their work and support local handicrafts for a sustained income to the community.

At Feynan Ecolodge’s (Jordan) leather workshop, women from the community created furniture and gift items such as candle holders, seat covers, bookmarks and purses that are used in the lodge and marketed around the country. At Basecamp Oulanka (Finland) guests make their own design Lappish drum from hides bought from the Sami people, and used traditionally by shaman to connect with spirits, which they believed lived the drum. Grootbos Private Nature Reserve (South Africa) increased on-site organic food supply by installing a 300 m² tunnel at Growing the Future farm, supplying 30% of all fresh produce to the lodge and employing 8 full time staff. They also developed the Grootbos Just Pure amenities range, specialising in natural product such as parabens and mineral oils introduced as a signature range into the lodges along with custom Fynbos and Grootbos honey - all helping both profit and security of supply chain.

Sinal do Vale (Brazil) sought to specialize in learning products as its key offering. These included a large BMW Foundation’s Young Leaders of Latin America Conference, the Fetzer Leadership Lab on Love and Forgiveness, and a learning journey with Canisius College bringing families and groups to stay in the Vista Alegre Retreat, enjoying and learning about nature while creating an income stream for the organization.

Huilo Huilo Biological Reserve (Chile) launched a map with Trekking Chile Foundation. Printed in stone paper and including images of landscapes, flora and fauna found in the Reserve, the map covers the whole extension of the Reserve (247 105 acres) highlighting natural features, roads, trails, surrounding towns, information points and visitor centres. While it doesn’t yield direct revenues it enriches the guests experience to want to visit the Reserve.

These few highlights from some of The Long Run members indicate that investment in sustainability pays! Through their 4Cs initiatives, not only do organisations cut costs and improve the experiences of guests, employees and local people, they also see consequent increases in business: Huilo Huilo and Caiman Ecological Reserve report excellent year-on-year improved sales; 20% and 17% respectively.
THE LONG RUN RECOGNISED

AWARDS

Our innovative members’ lead in excellence is frequently honoured by awards regionally, nationally and internationally. Here are just a select few globally-recognised accolades our members won in 2015:

GREEN HOTELLER AWARDS

Nikoi Island, Indonesia: Winner, Green Hoteller of 2015, Asia Pacific
Soneva Fushi, The Maldives: Highly Commended, Green Hoteller of 2015, Asia Pacific

INTERNATIONAL SKÅL AWARDS

Chumbe Island Coral Park, Tanzania: Winner – Marine and overall Special Recognition categories

WE ARE AFRICA

Grootbos Private Natural Reserve: Experience Africa and Engage Africa

WILD ASIA AWARDS

Nikoi Island: Most Inspiring Responsible Tourism Operator

PURE AWARDS

Wilderness Safaris, Botswana: Winner, Conservation and Sustainability

WORLD LEGACY AWARDS

Hulul Huile: Winner, ‘Conserving the Natural World’
Tropic Journeys in Nature: Winner, ‘Engaging Communities’
Feynan Ecolodge: Finalist, ‘Engaging Communities’
Nikoi Island: Finalist, ‘Earth Champions’
Grootbos Green Futures Foundation: Finalist, ‘Engaging Communities’ (2016)

RESPONSIBLE TOURISM AWARDS

World Responsible Tourism Awards 2015

Soneva Fushi, Maldives: Gold, Best for Beach Tourism (World)
Grootbos Private Natural Reserve, S. Africa: Silver, Best for Poverty Reduction (World)
Chumbe Island Coral Park, Tanzania: Best for Beach Tourism (Africa)

WE ARE AFRICA

Grootbos Private Natural Reserve: Experience Africa and Engage Africa

WILD ASIA AWARDS

Nikoi Island: Most Inspiring Responsible Tourism Operator

Grootbos Private Natural Reserve: Finalist, Community Award

THE LONG RUN IN THE PRESS

5th April, The Independent:
Jochen Zeitz: The businessman using his millions to change opinions on Climate Change

4th November, Discover Corps:
The World’s Best Responsible Travel Organizations

13th November, Blue and Green Tomorrow:
Jochen Zeitz – Visionary, Businessman, Philanthropist

KEY EVENTS FOR THE LONG RUN

April 2015: Earth Day Hangout with Jochen Zeitz and key Members to mark the establishment of The Long Run as an independent organisation.


Sept 2015: A one day workshop ‘Lifting Sustainable Tourism to its Rightful Place: The Role of Sustainable Tourism in Global Development and Policy’ was jointly organised by The Long Run, The Zeitz Foundation, Germany, the Costa Rican Tourism Board (ICT), and the Chamber of Ecotourism and Sustainable Tourism of Costa Rica (CANAECCO). On this occasion, The Long Run was formally launched as an independent not-for-profit organisation, a milestone in its evolution from a programme of the Zeitz Foundation initiated 6 years ago.

October 2015: The Long Run’s Annual Members’ Meeting took place at Pacuare Lodge in Costa Rica. Video interviews with key Members of The Long Run were conducted and published by The Long Run Supporter Travelmole, a travel trade media.

In 2016, the Annual Members’ Meeting will be at Soneva Fushi, The Maldives.

The Long Run has also been invited to host a Knowledge Cafe at the IUCN World Conservation Congress in Hawaii in September 2016 on “What can public protected areas learn from private protected areas?”, and to co-organise a workshop on the financing of protected areas with our Supporter Linking Tourism and Conservation and two other organisations!

As a member of The Long Run board, it was a pleasure to share the passion of The Long Run with members at the annual meeting in Costa Rica. It was a wonderful forum for members to share best practice and knowledge set in beautiful natural rainforest surroundings. After Costa Rica I truly believe that the balance of Conservation, Community, Culture and Commerce (the 4Cs) is a great way to improve sustainability. My wife and I are so pleased to be involved with The Long Run and its aims and look forward to a continued future together.

Andrew Parker, The Long Run Board of Directors
2016 FOR THE LONG RUN

Where 2015 was a year of consolidation; we envisage 2016 to be a year focused on growth. Systems have been established to ensure that The Long Run movement grows maintaining its level of excellence. Growth means expanding membership, particularly in areas where we are still absent, as well increasing recognition for The Long Run in the conservation and tourism sectors and establishing a robust financial basis to support this expansion.

In order to achieve this, The Long Run will actively engage and help its members to identify new potential members and investors by providing tools to facilitate the organisation of local events and presentations. Expansion will also rely on the development of Regional Hubs such as the one currently being established in the USA in collaboration with our Supporter, Riverwind Foundation.

Much time will be dedicated to diversifying our income basis and looking for suitable donors to join The Long Run movement to help the organisation get over the hump as we strive to expand membership to a level that will underwrite the organisation’s sustainability in the long term.

To support this growth, the marketing function will remain a major focus with the immediate priority of redesigning the website as a foundation for The Long Run to increase its presence in the market place and increase its membership. Participation in key conservation and tourism events will be continued, to increase The Long Run’s recognition and visibility, as a credible actor in the sustainable development arena.

The Technical Assistance and Membership Coordination Services will continue to support members to improve their delivery of the 4Cs, with special attention to increasing the opportunities for cross-pollination of the members’ experiences through exchange programmes, participation in The Long Run’s events and expanding The Long Run assessors’ network. Key in knowledge dissemination and support will be the development of a resource centre providing tools and materials for members to access when needed.

Finally, the constitution of task forces on key aspects will help strengthen our capacity and effort to address the priority issues of importance to our members such as market and brand, succession planning, and promotion of The Long Run in the among the sustainable development, conservation and policy communities globally.

We will meet again for a fun, productive and all-inspiring Annual Members’ Meeting. This year the meeting will be hosted by our proud member Soneva Fushi, on Kunfunadhoo Island, Baa Atoll, a part of the UNESCO World Biosphere Reserve in the Maldives. We are grateful to Sonu Shivdasani, the founder of Soneva and his team for their generous invitation to host the meeting there.

The future belongs to The Long Run or The Long Run belongs to the future. However you see it, The Long Run sees you as part of it and would welcome your engagement and support for a sustainable, peaceful and prosperous living on earth.

HOW CAN YOU SUPPORT THE LONG RUN?

Visit our website www.thelongrun.com Read about our incredible members, their destinations, sustainability, people and initiatives.

Sign up to our newsletter Get our updates and the latest articles on sustainable development.

Like and Follow our social media Keep up to date with news from our members, network and beyond around the world.

Help grow the movement further by sharing our links!

Donate to our cause As a not-for-profit organisation, we’re always interested in hearing from potential philanthropic donors! If you’d like to know how you can help, please get in touch with us on info@thelongrun.com.

Holiday in The Long Run members’ destinations You’ll find links to all our members’ websites on their profiles on www.thelongrun.com. Whether desert or rainforest, island or an icy land, game reserve or spa retreat, beach or prairie, 5* or camping - there’s something for everyone interested in sustainable development, conservation, community, culture and commerce.
When I inherited the ranch in 1985 in what is now the Caiman Ecological Refuge, my idea was to try to establish a new economic, environmental and social model that was not only supported by extensive cattle raising. I thought of a model that feeds itself, based on the development of research on the health of the environment in the property, with continuous studies, which periodically evaluate the ranch’s carrying capacity in relation to cattle present there, botanical research and to wildlife. Its outcome would feed the cattle business with information, redirecting and minimizing its impact on the local environment.

At the same time, cattle ranching for me is a result of land use and the mainstay of the Pantanal economy. I recognize that without it, the Pantanal would no longer exist as we know it. Cattle raising is permanent, and thanks to it, we have conserved open areas where you can see native wildlife. It is thanks to the large ranches that the Pantanal, with 200 years of occupation, still presents low density of people.

In this context from 1985, the concept of The Long Run joined perfectly in 2011 with its 4Cs sustainability philosophy. In my opinion one of its most reliable aspects is that the standard does not certify the hotel, but the destination, which integrates different companies, all the people living on the ranch and the local culture, seeking a balance of all activities towards sustainability. Additionally, the exchange of experiences and knowledge between the destinations, Zeitz Foundation and members of The Long Run network, brings successful ideas and development of the planet.

Caiman is developing a new path with the creation of a foundation, in search of that balance and conservation of ranch, walking along with the spirit of The Long Run for the entire Pantanal.

Roberto Klabin, Caiman Ecological Refuge