The Long Run seeks to help protect 20 Million acres of nature and touch the lives of 2 Million people.
MESSAGE FROM THE FOUNDER

"I have always aspired to bring business into a new paradigm of corporate social, environmental and financial sustainability."

The Long Run was established through the ZEITZ foundation to support sustainable destinations that balance conservation, community, culture, and commerce (the "4Cs") and through this promote an inclusive, holistic paradigm of conservation that enhances livelihoods and fosters intercultural dialogue while building sustainable businesses.

It is a global initiative of committed people, driving sustainability through their own nature-based enterprises and sharing a common drive to support ecologically and socially responsible projects around the world, committed to achieving sustainability through this holistic balance of the 4Cs. With the critical situation of the planet, now exceeding its planetary boundaries, we are at a time when mitigating our negative impact is not enough - we must strive to make positive impacts, to move beyond our comfort zones and actively promote, engage and publicize a better way of doing business. That is why The Long Run is so important, to share this message and support each other in helping to sustain our planet for future generations.

Jochen Zeitz, Founder
MESSAGE FROM THE CHAIRMAN

Dear Members and Friends,

I look back fondly on my first full year as Chairman of The Long Run. On a personal level, every conversation and experience with Long Run members has consolidated a passion for conservation-led travel that started in Segera (Kenya) four-years ago.

The Long Run’s relevance within the travel industry and consumer mindset has grown, too. As the world searches for solutions to the irreversible environmental damage being done, The Long Run’s 4C model — balancing conservation, community, culture and commerce — is more pertinent than ever. Its members are exemplary in protecting planet and people via a mutual love of its diversity. Organisations such as The Long Run can help scale-up positive impacts by inspiring others to come on board, reducing duplication of efforts and demonstrating that together, we can achieve much more than on our own.

The highlight of the year was attending The Long Run’s Annual Meeting at Wanås in Sweden, and a pre-excursion at Basecamp Oulanka in Finland. In Basecamp Oulanka we got hands-on with conservation efforts felling trees, journeyed to the Arctic Circle, experienced the vastness of Oulanka’s impressive wildlife corridors, and understood more about its collaboration with surrounding communities.

From Oulanka we waved goodbye to the wilderness to embrace culture at the world-renowned sculpture park Wanås Konst. There was laughter and tears as members shared stories, brainstormed solutions, and demonstrated mutual respect for one another’s ground-breaking projects. From soggy hikes across protected bags to candlelit dinners in the Wachtmeister family castle, there was never a dull moment.

Whether exploring Costa Rica’s abundant canopies or the Indian Ocean’s vibrant coral reefs, I am always in awe of how members run their businesses — from interactions with staff to seeing the positive impact their business has on wildlife and communities.

I want to thank Delphine, our Executive Director, and all The Long Run team for their tireless efforts to increase membership and promote The Long Run’s objectives. My thanks also to our Board Members for their input into compliance, strategy and the future direction of The Long Run.

I look forward to continuing to work towards the goal of conserving 20 million acres of nature and impacting the lives of 2 million people by leveraging the power of business.

Andrew Parker, Chairman

THE YEAR IN REVIEW

2018 was a year of joining the dots: between public and private entities, between vital conservation areas, and between conversations about climate crisis and biodiversity.

As a long-standing champion of putting collaboration before competition, The Long Run was delighted to harness this connectivity to push the sustainable travel agenda even further.

Last year, the WWF’s Living Planet Report confirmed the dire reality we know too well. Nature is declining at 1000 times its natural rate, and wildlife population sizes decreased by 60% globally between 1970 and 2014, mainly due to unsustainable land use and habitat fragmentation. Therefore, providing more incentive to find solutions for people and wildlife to thrive side-by-side in the long-term is essential.

The report propelled the importance of biodiversity into consumer and business consciousness, providing The Long Run with an even greater remit. In 2018, enquiries to partner with or join The Long Run increased significantly, and we welcomed on board a record-breaking eight new destination members, six Affiliates and two Partners.

Growing recognition of the role of the private sector in protecting ecosystems translated into the publication of the International Union for Conservation of Nature’s (IUCN) best practice guidelines for Privately Protected Areas (PPAs). The Long Run was delighted to be a core contributor, with 10 Long Run member case studies featured.

As a collection of nature-based tourism businesses that protects almost 15-million-acres of land via tourism revenue, The Long Run is living proof of the value of PPAs within the conservation agenda.

Partnerships continued to enhance members’ conservation efforts - developing models that can and should be replicated world-over. Our regional members met to cross-pollinate ideas and join forces on collaborative recycling strategies in Kenya and creating a habitat corridor in Brazil.

Thanks to the rising tide of sustainability awareness, we have enjoyed embracing new stakeholders and partners. Since being introduced in 2017, the Affiliate Membership has grown and evolved. Having reached capacity, we are now reviewing its structure, being mindful only to expand our reach where it benefits our core membership of destination members.

Thanks to movements like Extinction Rebellion, Blue Planet and Greta Thunberg’s call to action, consumers, organisations and businesses across the world have a stronger connection with the climate crisis.

Within this new dialogue, The Long Run represents a unique solution to help mitigate climate change by protecting the natural world.

As the tourism industry comes under scrutiny for its positive impact on people and the planet, we are proud to be at the forefront of the sustainable travel movement. Thanks to the growing momentum, we look forward to The Long Run’s balanced 4C approach - Conservation, Culture, Community and Commerce - continuing to push boundaries and bring others into the fold. The collaborative power of our pioneering community is immense, and we are excited to continue the journey with each of you.
SAFEGUARDING THE FUTURE

Our vision is of a world where business, nature and people harmoniously work together towards a sustainable future.

Our ambition is to be the world’s leading association of tourism based conservation areas influencing governments, NGOs, and businesses to collaborate for the sake of the long-term health of the planet and people.

Our goal is for ecosystems to be protected by businesses adopting 4C approach—Conservation, Community, Culture and Commerce.

Our mission is to connect, support and promote our members to achieve and showcase leadership in tourism-based conservation.
The Long Run destination members (GER® and Fellow) represent a wide diversity of leading conservation efforts from around the world.

Fellow Members are destinations committed to a continuous journey towards sustainability and aspire to attain GER® Recognition. Global Ecosphere Retreats® are destinations that have achieved the GER® standard requirement.
A GLOBAL COMMUNITY

Our destinations members are supported by a network of Affiliate Members.

Affiliate Members are individuals or organisations that share The Long Run’s drive to support sustainable, ecologically and socially responsible projects around the world. They are ambassadors of The Long Run and get actively engaged in our organisation, providing in-kind support to assist us in pursuing our vision and mission.
The Long Run has come a long way since. It started as the Zeitz Foundation’s international programme and grew to become a non-profit organisation in 2015. In 2017, The Long Run was registered as a UK-based charity and now has 41 destination members globally.

OUR FUNDERS
In 2018, generous grants from our Board Members contributed towards 45% of The Long Run’s budget (the rest is mostly from membership contribution). We want to extend our sincere thanks to Alex and Andrew Parker (Chairman) and to all our Trustees for their commitment, which has allowed The Long Run to thrive and continuously strengthen its support to our community.

BOARD & GOVERNANCE
The organisation is chaired by Andrew Parker (who represents the Parker-Fray Family). Andrew took over the Chairmanship of The Long Run from Jochen Zeitz, Honorary Chair and Founder, in 2017.

The Board is composed of four elected GER® Members, one Fellow Member and one Individual Member.

THE LONG RUN IS BUILT ON THE 3 FOLLOWING Pillars:
• A collaborative community: connecting like-minded businesses and leaders
• A balanced approach: guided by our 4Cs framework
• A standard: a journey towards excellence, benchmarked by our GER® standard

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

THE BEGINNING
The Long Run was founded in 2009 by visionary entrepreneur and former Puma CEO, Jochen Zeitz. Passionate about Africa, he recognised the need for a holistic approach to preserving wilderness in perpetuity. His approach became known as the 4Cs — balancing Conservation, Community, Culture and Commerce. Segera, his ranch in Laikipia, along with eight other leading destinations from around the world, became the founding members of The Long Run. Their collaborative and innovative practices helped create a blueprint to support others on their sustainability journey.
OUR IMPACT IN 2018

In 2018, our collective membership continued to achieve important milestones.

- Protected over 30,000 plant and animal species
- Employed over 6,300 people
- Invested over $12 million in Conservation, Community and Culture
- Including 350 endangered or threatened species
- Celebrated over 120 cultures
- Safeguarded over 21 million acres of nature
- Touched the lives of over 750,000 people
- Directly conserving 5,496,359 acres

The data presented in this document are derived from informed extrapolations based on data received from members; results vary year to year due to fluctuations in membership. Our impact tracking system is currently under review to further improve the accuracy of our reporting.
The Long Run welcomed a record number of new members in 2018. The following all joined as Fellows and have now started their 4C journey: Arkaba in Australia, Condor Valley in Argentina, The Hide in Zimbabwe, Tanja Lagoon Camp in Australia, Cempedak Island in Indonesia, Misool in Indonesia, Corrour in Scotland, Sundy Praia in Principe, and Pousada Trijuncas in Brazil. New Affiliate Members included Sally and Alice Travel Co. (UK), African People & Wildlife (USA), The Global Lead (USA), We Travel (Denmark), All for Nature Travel & Consultancy (Netherlands) and Elfsur (Singapore).

The Long Run has members in all four corners of the globe and represents a vast variety of landscapes including the world’s most pristine marine environment in Raja Ampat in Indonesia, the most biodiverse pocket of rainforest in Costa Rica, and one of North America’s largest ice fields in Alaska.

Fluctuations are expected in a membership organisation such as ours and we were sad to see American Prairie Reserve (USA), Montagne Alternative (Switzerland) and Linden Tree Retreat & Ranch (Croatia) leave.

Monthly 4C calls continue to inspire and inform. These dial-in webinars capitalise on the expertise of our Affiliates and Partners by providing The Long Run members with unique viewpoints and insights. 4C call topics in 2018 included The Power of Videography (Greentraveller Films, UK), Improving Environmental Practices (Elfsur, Singapore), Finding a Balance between Communities and Conservation (African People & Wildlife, Tanzania) and Habituating Apex Predators (The Oncafari Project, Brazil).

Providing personal and tailored technical support (online and on-site) remains The Long Run’s core purpose. Our team of experts help members to shape and reach their sustainability goals. Extensive remote support and five on-site visits were undertaken to kick start or strengthen member journeys towards improvement, establish a 4C framework and overcome challenges.

Special thanks to Andrew Dixon (Nikoi Island) and Julie Cheetham (Grootbos Private Nature Reserve) for supporting technical assistance efforts by carrying out on-site visits on our behalf.

Connecting members with one another and relevant external organisations is an increasingly important part of The Long Run’s mission. Exchanges between members continue to thrive and increasingly members are working towards innovative solutions together.

Some visits and collaborations in 2018 included:
- Mark Boyd (Sasaab, Kenya), visited Grootbos Private Nature Reserve (South Africa).
- Julie Cheetham (Grootbos Private Nature Reserve, South Africa) visited Wolwedans (Namibia).
- Andrew Dixon (Nikoi Island, Indonesia), visited Arkaba (Australia).
- Eric Frothingham (Condor Valley, Argentina), visited El Santuario (Argentina).

The Long Run also celebrated successes alongside members at the World Travel and Tourism Council’s (WTTC), Tourism for Tomorrow Awards, the World Travel Awards and joined forces in panel discussions at ITB.
Learning, sharing and inspiring each other is at the heart of The Long Run. This ethos comes to a head each year when 40-or-so passionate individuals representing about half the membership come together for the Annual Members’ Meeting.

2018’s Annual Meeting was hosted by Wanås in Southern Sweden, one of the nine Long Run founding members. Two generations of the Wachtmeister family walked and talked attendees through the evolution of Wanås from a sprawling estate to a profitable organic dairy farm, nature reserve, hotel (Wanås Restaurant Hotel) and art destination (Wanås Konst).

The role of art and culture as a catalyst for conservation and community building was a recurring theme. Wanås Konst’s vision is that everyone, regardless of background, previous knowledge, or ability, should have equal access to art. Run by the not-for-profit Wanås Foundation, every year over 10,000 school children from different age groups and diverse cultural backgrounds visit Wanås to experience art and nature.

Long Run members shared examples of using spirituality, culture, and business as drivers for conservation, taking the group on a whirlwind tour of Jong racing in Indonesia, reviving folklore in Chile, and restoring pilgrimage routes in Scotland. Other sessions explored citizen science and building sustainability into the entire tourism value chain.

Succession planning also received quality air time. The question ‘How do we ensure we are in it for The Long Run?’ was addressed by a panel of Sibylle Reidmiller from Chumbe Island (Tanzania), Johan Johnmark from the Swedish government, and Howard Hendricks from SAN Parks (SA).

Constructive debate and inspirational talks were interspersed with rambling in the rain, creating artworks in the woodlands, and feasting in the castle. Everyone left with renewed momentum to push boundaries further in their own properties and make The Long Run stronger in the year ahead.

A regional retreat was also hosted at Caiman Ecological Refuge in Brazil’s Pantanal, the largest wetland on the planet. The retreat brought together members and other passionate conservationists and networks in Latin America to share ideas, and seek ways to collaborate in order to further the conservation agenda and habitat connectivity in critical areas.

Media coverage continued unabated in 2018. PURE Magazine dedicated a six-page spread to why travel businesses ‘Should Play The Long Game’, and we were featured in Debonair Magazine, TTG, FOUR and Travel for Wildlife, among others.

Anne-Kathrin Zschiegner, the head of our technical assistance, was part of the evaluation team for the Tourism for Tomorrow Awards. Long Run members Chumbe Island Coral Park, Riverwind Foundation, and Cayuga Collection (which manages Lapa Rios) were finalists in these prestigious awards — congratulations to Cayuga Collection for winning the People Award.

The Long Run team was part of the jury for the GreenDestination Top 100 and The Long Run Director was honoured to present one of their awards at the best of Top 100 Destination Award ceremony.

Having received an overwhelming level of interest in The Long Run’s Affiliate Membership category, we are in the process of creating a new Partner category. Our priority with Affiliates and Partners is always to serve our core members best, expand expertise, and extend our reach throughout the travel and conservation world.

During the Annual Meeting in 2018, Richard Hammond from Greentraveller Films (UK) released The Long Run video. The video highlights how vital the organisation is in supporting fragile communities, ecosystems, and cultures across the world. Alongside interviews with several members, and footage of The Long Run’s alluring destinations, Jochen Zeitz, founder of The Long Run, calls on the wider industry to get involved and help The Long Run in its aim to preserve 20-million acres of land.

Members have also expanded their reach. Roberto Klabin, owner of Caiman Ecological Refuge, together with a large group of environmental NGOs and tourism sector stakeholders in Brazil, successfully lobbied for the establishment of two new marine protected areas — increasing the volume of Brazil’s marine environment under protection from 1.5% to 25%. In South Africa, Grootbos Private Nature Reserve has continued to support and grow the Walker Bay Fynbos Conservancy, which now included 38 landowners protecting 47,772-acres of land.
SPOTLIGHT ON CONSERVATION

Conservation is the lynch-pin of The Long Run. Each of our members demonstrates the utmost commitment to protecting vital ecosystems all over the world. This year, Long Runners continue to innovate and strengthen their conservation impact; creating protected wildlife corridors, working more closely with stakeholders, taking over stewardship of more critical acres and combating illegal wildlife trade.

In 2018, The Long Run members directly helped protect 21 million acres of nature stretching across 22 countries and 5 continents. Here are some of the stories highlighting this work.

**Throwing Seedballs to Restore the Land**

The Cottars Wildlife Conservation Trust supported the establishment of the 6,000-acre Olderkesi Conservancy and now has an innovative way to restore the degraded land. Forest cover is essential for wildlife, and to protect the surrounding area against environmental disasters, like flooding. Planting trees however, is incredibly labour intensive. By partnering with Seedballs Kenya, Cottar’s guests can contribute to the restoration of the land by merely buying and throwing Seedballs from their safari vehicle. The Seedballs are a mix of Acacia and Cedar species, and in 2018 approximately 18,000 were dispersed.

**COTTAR’S 1920s CAMP, KENYA**

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Eradicating Pests
For over seven years, Arkaba has been welcoming back native species by reversing the detrimental impact of livestock and eradicating feral pests. In the Flinders Ranges alone, since European settlement, 150-years-ago, nearly 24 of the 58 native mammals have become locally extinct. As part of Arkaba’s journey to eradicating feral cats, they worked with the South Australian Department of Environment, Water & Natural Resources (DEWNR) to test an aerial baiting programme. The programme has so far been a success, contributing to the reestablishment of brushtail possums; a mammal not seen in the area for 75-years.

ARKABA, AUSTRALIA

Securing Local Protection for Manta Rays
The Misool Foundation’s Savu Sea Alliance Program started work with the manta hunting village of Lamakera in 2014. Thanks to a combination of on-water patrols and the development of alternative industries, the team recorded a 91.7% decrease in mantas caught between December 2015 and December 2018. Individuals from five villages were trained during the initial phase, and the initiative yielded impressive success. As a result, in 2018 the network was expanded to include 39 participating villages and 324 members.

MISool, INDONESIA

Identifying New Fish Species
Nikoi Island and sister island Cempedak are working with Conservation International to establish a no-take zone and management plan for the existing 444,789 acres Marine Protected Area surrounding the two islands. As part of this project, Conservation International has conducted a fish survey discovering a staggering 276 species, two of which are new, and two waiting confirmation. The two new fish have not been named but are a dwarf goby and a damselfish. The survey also identified several species that had never been photographed before.

NIKOI ISLAND, INDONESIA

Training an All Women Anti-Poaching Unit
Within its Vocational Training Programme, the Zeitz Foundation has developed a Ranger Academy to train women to become professional anti-poaching conservation rangers. Through this academy, women from rural communities in the Laikipia Region not only achieve vocational training but an official certificate guaranteeing a sustainable income for themselves. The unit is also a fundamental part of protecting various wildlife species in the region. The first 12 graduated rangers will be East Africa’s first ‘All-female Anti-Poaching and Conservation Unit’ and will be employed by the Zeitz Foundation.

SEGERA, KENYA
SPOTLIGHT ON COMMUNITY

Long Run members understand better than most that the protection of land and wildlife cannot be achieved in isolation; community buy-in is vital. Each member works with local communities to ensure that the lives of local people improve in tandem with the success of tourism operations and conservation projects.

In 2018, The Long Run members touched the lives of over 750,000 people and guests staying at Long Run properties directly supported the employment of 6,300 people. Here are some of the stories highlighting that work.

Supporting Kids’ Health
The Grootbos Foundation has been developing several initiatives to support young people in the local community further. In 2018, the foundation opened the Good Hope Early Learning Center to provide a safe, educational space for 75 local children under six-years-old. Funding was also established to provide 30,000 nutritional meals at the Early Learning Center and Grootbos’ Football Foundation sports programmes. Recognising that sport is a crucial part of every child’s development, Grootbos has successfully fundraised for a sports bus, so local kids can now take part in regional competitions.

GROOTBOS PRIVATE NATURE RESERVE, SOUTH AFRICA

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Creating Plastic-free Communities
As the only resort in Laamu, it is paramount for Six Senses to work side by side with local communities. The resort’s Eku-Eky Program, which means ‘together’ in the local language Dhivehi, gets representatives from the atoll and the resort around a table to discuss sustainable development. Shared goals include making Laamu the first plastic-free atoll. To help meet The Maldives Ministry of Education’s Farukoe initiative’s goal to make every school plastic-free, Six Senses Laamu has installed water refill stations in 21 schools – avoiding over 1 million single-use plastic water bottles each year.

Providing Free Dental Treatment
The Huilo Huilo Foundation works in partnership with the University of Development to provide a free mobile dental clinic to its local community. The University’s Friendship and Oral Health programme has been going for six years. In 2018 300 people were treated via a mobile clinic that can access remote communities, such as Panguipulli. Preventative care is critical in this part of the Andes; emergencies often go untreated because it takes so long to get to the nearest permanent clinic.

Collaborating with Local Landowners
In just 80 years, the combined populations of kiwi species have declined by 99% (there are now just over 60,000 in New Zealand). A group of local landowners, including Tahi, wanted to reverse this trend but couldn’t do it alone and so worked together to form the Pataua North Landcare Group. The group’s collective land makes up part of a kiwi corridor, managed by Kiwi Coast, and since 2017, 25 kiwis have been released in the predator-controlled region. Six of those were released on Tahi’s 780-acre sanctuary and are thriving in their new home.

Championing Tomorrow’s Environmentalists
During 2018, Chumbe Island Coral Park’s (CHICOP) Environmental Education programme welcomed 387 students, 53 teachers and 170 community members to Chumbe Island, raising awareness around coral reef conservation and sustainable fishing practices. In 2018, Chumbe Island also took this commitment into local communities. The Let’s Do It! global clean-up initiative provided the opportunity to get over 100 people to collect 86 bags of plastic from their village beach. CHICOP also organized a waste competition and awarded local school girl Zulfa Edison Masania “Waste Champion 2018” for collecting 15 bags of waste in three hours.
SPOTLIGHT ON CULTURE

Travel is as much about celebrating diversity in humankind as it is about appreciating nature’s beauty. Part of Long Run member responsibility towards local communities is upholding traditions, respecting the cultural identity and celebrating native culture. Initiatives include art installations, protecting architectural points of interest, cultural programming, celebrating local heritage and instilling a strong sense of place.

In 2018, the members of The Long Run celebrated over 120 cultures. The following stories highlight some of the initiatives to support and celebrate culture throughout 2018.

COMRIE CROFT, SCOTLAND

Making Mountain Biking Accessible To All
The third Cream o’ the Croft, a mountain biking festival held at Comrie Croft, was the biggest ever with over 2,000 people attending, contributing over £250,000 into the local economy. People of all ages from the mountain biking community and Comrie were out in force to try out the tracks and enjoy local food and music (the sound system was 100% pedal powered). The event brought together residents and mountain biking enthusiasts and showcased Comrie’s careful balance of conservation, eco accommodation, and activities in the great outdoors.
Knitting for Peace

Wanås uses its clout as a world-renowned sculpture park to give local culture and community a voice. In 2018, this included facilitating an exchange between two women’s knitting groups. A local group Knit for Peace meets regularly to knit scarves for public statues with labels offering them to passers-by. The group approached Wanås about an opportunity to collaborate with a similar collective called Yarn Against Domestic Violence in Spain. Delighted to help, Wanås brought some of the Spanish group to Sweden and hosted a mini-conference. Twenty Spanish women continued knitting a 2km long scarf alongside the Swedish group and exchanged ideas and seminars about gender-based violence.

Documenting 1,000-year-old History

The site of the Kenai Fjords Glacier Lodge was covered in glacial ice as recently as 100-years ago, preventing early use of the land. The Sugpiaq, the ancestral people of the Port Graham Corporation, were maritime people who traditionally hunted and subsisted on the outer Kenai Peninsula coast. Archaeological evidence indicates that they used the Kenai Fjords area for more than 1,000-years. In 2018, Kenai Fjords Glacier Lodge commissioned an artist from the Village of Port Graham to make a traditional Sugpiaq bentwood visor to be displayed at the lodge. The Kenai team has also started writing a book with the people of Port Graham to document their culture.

Preserving the Sounds of the Samburu

Anyone that has visited Kenya, and been fortunate enough to hear the sounds and songs of the Samburu will remember their power to conjure vivid images. With no written language, for centuries these songs have told Samburu history. To help protect this culture, Sasaab has partnered with Midi Minds, a Nairobi-based DJ collective, to record some of the song at the heart of the Samburu culture. This audio is not only a unique recording indicative of a time and place, but Midi Minds hopes to encourage international artists to use the sounds and channel revenue back into the community.

Hosting a Festival of Sport

The annual Wolwedans Winter Games are held in Wolwedans village every year to celebrate cultural expression, promote overall health and provide an opportunity for everyone to get together. A football tournament invites teams from the neighbouring areas to compete and in 2018 Wolwedans claimed the Winter Cup. Other games at the event are designed so that everyone, regardless of age or ability, can participate. Plans are afoot for 2019’s event to be more of a cultural festival that guests will also be invited along to.
SPOTLIGHT ON COMMERCE

An emphasis on financial competency sets The Long Run aside from other sustainable or conservation-led travel movements. Without a sustainable business model, risks often far outweigh positive contributions to people and the planet. The commerce pillar of the 4Cs demonstrates that members’ commitment to conservation, community and culture is embedded throughout operations. Whether planning for posterity, introducing guest levies or creating new product-lines, these initiatives prove that our members are in it for the long run.

In 2018, members of The Long Run invested over $12 million in conservation, community and culture. The following stories highlight some of the work carried out to ensure long-term financial sustainability.

LAPA RIOS LODGE, COSTA RICA

Training Guests to be Guides
Lapa Rios has found another reason to entice enthusiastic nature travellers to its pristine pocket of rainforest on Costa Rica’s Osa Peninsula. In May 2018, it launched a five-night Lapa Rios Guide School trip designed to give guests a hands-on introduction to nature guiding. Guides take participants on lessons in the rainforest, community, and back-of-house, pooling their cumulative 50-years’ worth of experience. The programme has grown out of the success of the community and staff guide school, that inspires a new generation of advocates for the preservation of the surrounding rainforest.
Permaculture Farm Reduces Dependence on Imports
In 2018, Nikoi and Cempedak Islands established a permaculture farm on nearby Bintan to supply the islands with organic, free-range and locally sourced produce. The seven-hectare farm produces eggs, chickens, fruit, vegetables and herbs. The combination of local suppliers and the farm now produces 90% of the islands’ food, reducing the need for expensive and carbon-guzzling imports. Thanks to the farm, the islands are now self-sufficient in eggs and chickens producing 65,000 eggs and 4,000 chickens a year.

Long-Term Investment in Solar Energy
Borana Lodge, which had almost 2,000 guests during 2018, is now home to a 74 KW solar farm, powered by over 28 solar modules. As part of Borana’s commitment to The Long Run, the Conservancy is actively reducing its carbon footprint and looking at alternative sources of energy. The solar farm allows for 240V power and is available 24 hours a day. Any excess energy generated during the day is stored in 72 deep cycle batteries for use at night.

Increased Visitor Numbers Thanks to Conservation Efforts
Caiman experienced a 16% increase in visitors in 2018 compared to the previous year, hosting a total of 812 guests. One of the reasons for this increase is the rise in jaguar sightings due to the Oncafari Projects successful habituation work. In 2018, 85% of guests experienced jaguar sightings. Other reasons for the surge include marketing ecotourism as a conservation tool to protect the Pantanal and improvements to the guest experience on tours and in the lodge.

Supporting Social Enterprises with an Environmental Purpose
Sinal do Vale has helped to establish two environmental social enterprises, supporting its mission to develop sustainable solutions within the local community, and generating another revenue stream. Frutos da Floresta is a social enterprise offering sustainably produced food products based on the green jackfruit, which helps to conserve the Atlantic Rainforest. The second social enterprise has been developed in partnership with a sustainable design company from Rio and local entrepreneur, Orlando Candido, to create biodegradable marketing materials using bamboo. Sinal now hopes to grow both businesses so they can provide more local employment.
FEBRUARY 2018: 130TH ANNIVERSARY OF NATIONAL GEOGRAPHIC SOCIETY (LONDON, UNITED KINGDOM)
Thanks to Kim Larson, a Friend of The Long Run, the Executive Director and two Affiliate Members were privileged to represent the organisation at the inspiring gathering for the 130th Anniversary of National Geographic Society hosted at the magnificent British Natural History Museum in London.

MARCH 2018: ITB BERLIN (BERLIN, GERMANY)
We were proud to participate in this important travel trade show, and especially honoured that The Long Run’s Director, Delphine Malleret King served as a judge at the Best of GreenDestinations Top 100 event, which celebrated two members – Grootbos Private Nature Reserve (SA) as the runner up in the Best in Africa category, and Jackson Hole (USA), as the runner up in Best in Americas category. Many members of The Long Run were actively involved at ITB and we’re thrilled to see them honoured for their work. We extend our thanks to Elke Otto (sustainable-tourism.com) and Michael Lutzeger (Grootbos) for promoting The Long Run at the event by organising and participating at a well-attended high level debate.

APRIL 2018: WTTC SUMMIT SUMMIT AND TOURISM FOR TOMORROW AWARDS (BUENOS AIRES, ARGENTINA)
We were delighted to attend this event and celebrate three members — Chumbe Island Coral Park, Tanzania (Environmental Management Category), Cayuga Hospitality who manage Lapa Rios, Costa Rica (People Award Category) and Riverwind Foundation, USA (Destination Award Category) — present as finalists at the awards.

JUNE 2018: UK NATIONAL ENVIRONMENTAL RESEARCH COUNCIL WORKSHOP (OXFORD, UNITED KINGDOM)
The Long Run’s Executive Director, represented The Long Run at this IUCN workshop aimed at initiating the development of a framework to account better for the work of the private sector for conservation.

SEPTEMBER 2018: THE LONG RUN’S FINNISH EXCURSION (BASECAMP OULANKA, FINLAND)
Before the Annual Meeting in Sweden, nine Long Run members visited Basecamp Oulanka in Finland for an action-packed few days travelling between the Arctic Circle and the Russian border to experience Oulanka’s unique environment and conservation efforts.

OCTOBER 2018: THE LONG RUN’S 8TH ANNUAL MEMBERS’ MEETING (WANÅS, SWEDEN)
To encourage cross-pollination and exchange ideas in an open forum, The Long Run community comes together once a year for The Annual Meeting. During the three-day meeting, members shared insights and debates around promoting culture, securing conservation in perpetuity, and the role of art in responsible travel. Before the event, members had the opportunity to meet green leaders in a tailor-made tour of Copenhagen.

NOVEMBER 2018: THE LONG RUN REGIONAL RETREAT (CAIMAN ECOLOGICAL REFUGE, BRAZIL)
The Long Run’s three-day regional meeting in Brazil carved a way for members, other lodges, corporations, and not-for-profits to work collaboratively in Latin America, and specifically protect Brazil’s fragile and increasingly under threat Mata Atlantica.

NOVEMBER 2018: INTERNATIONAL UNION FOR CONSERVATION OF NATURE PUBLISHES GUIDELINES FOR PRIVATELY PROTECTED AREAS (GLAND, SWITZERLAND)
These new guidelines illustrate the growing significance of Privately Protected Areas (PPAs) and the role they play in worldwide conservation efforts. The Long Run’s Executive Director, Delphine Malleret King, contributed to the guidelines, which feature best practice case studies from ten members.

MARCH 2018: ITB BERLIN (BERLIN, GERMANY)
We were proud to participate in this important travel trade show, and especially honoured that The Long Run’s Director, Delphine Malleret King served as a judge at the Best of GreenDestinations Top 100 event, which celebrated two members – Grootbos Private Nature Reserve (SA) as the runner up in the Best in Africa category, and Jackson Hole (USA), as the runner up in Best in Americas category. Many members of The Long Run were actively involved at ITB and we’re thrilled to see them honoured for their work. We extend our thanks to Elke Otto (sustainable-tourism.com) and Michael Lutzeger (Grootbos) for promoting The Long Run at the event by organising and participating at a well-attended high level debate.

Photo: Members of The Long Run gather at Caiman Ecological Refuge (Brazil) for their 2018 Regional Meeting.

Are you planning to ATTEND ANY EVENTS or do you have an opportunity to represent THE LONG RUN at an event? If yes, please do LET US KNOW how we can help you promote your sustainable work and THE LONG RUN.

NOVEMBER 2018: GLOBAL OCEAN REFUGE SYSTEM AWARDS (BALI, INDOENSIA)
Long Run members Misool Private Marine Reserve (Indonesia) and Chumbe Island Coral Park (Tanzania) were awarded the prestigious Global Ocean Refuge award, making them part of the world’s top ten highest performing Marine Protected Areas.

NOVEMBER 2018: PANTANAL EVENT AT THE EMBASSY OF BRAZIL (LONDON, UNITED KINGDOM)
This event brought together media and conservation stakeholders in London to hear Roberto Klabin from Caiman Ecological Refuge, Mario Haberfeld from Onçafari Project, and Delphine from The Long Run discuss the importance of the Pantanal ecosystem and how tourism can protect it.
2019 celebrates The Long Run’s 10th anniversary, providing a good reason to increase visibility and reach. Marketing efforts will strive to consolidate The Long Run as a group of highly respected experts and pioneers, becoming a go-to source for commentary on nature-based and conservation-led travel. In September 2019, we look forward to curating Beyond Luxury Media’s sustainability stage at PURE’s Matter event in Marrakech. We have also secured a partnership with Four Magazine, a publication for high-net-worth individuals, to feature 12 Long Run members and six columns throughout the year.

The next important step for the technical assistance will be the GER® standard review, not only to comply with new GSTC requirements but also to ensure that the standard builds on experience to date, and factors in rising global issues better.

Having proven so successful, we will continue to promote regional hubs and facilitate Long Run Regional Retreats, alongside our Annual Meeting. Where possible, we will explore other avenues to help members collaborate within our community and beyond. Fundraising will focus on long-term sustainability to ensure that the organisation will be less dependent on donations.

Finally, we are looking forward to continuing the journey with our members, learn from each other, and build on the existing momentum to ensure that tourism businesses have a positive impact on the world in the long run.

Despite being pulled in all directions by a sector coming to terms with the need for long-term sustainability, our call to action for 2019 and beyond is crystal clear. The Long Run will continue to increase impact by encouraging more tourism businesses to join its ranks, supporting them to adopt the 4C framework, facilitating collaboration, and working with the broader industry to demonstrate how tourism and private conservation, when done well, can protect people and the planet.
GET INVOLVED

The Long Run is a collection of the world’s most sustainable nature-based travel destinations. Collectively, The Long Run aspires to conserve 20 million acres of biodiversity and improve the lives of two million people. By joining or supporting this movement, you will become part of a community of leaders whose businesses drive positive change for the health of the planet and the well-being of people.

BECOME A MEMBER

This growing community of nature-based lodges, reserves and accommodations represent the highest standards in sustainability. Accommodations from all over the world join The Long Run as Fellow Members and embark on a supported journey towards becoming a Global Ecosphere Retreat. Although at very different stages in this journey, all Long Run destination members are committed to the 4Cs – Conservation, Culture, Community and Commerce.

PARTNER WITH US

Long Run Partners are media, travel businesses and non-profit organisations that actively promote and align themselves with The Long Run community. While the three separate partner groups have very different aims, each partner can demonstrate commitment to the 4Cs – Conservation, Culture, Community and Commerce. The Long Run is delighted to help guide the travel industry and others in the right direction. Our partners are selected for their commitment to doing the same.

STAY AT A LONG RUN DESTINATION

We believe that travel experiences should have a positive impact on the places and people that inspire us to explore the world. Our members are pioneers in sustainability. They pour all of their time and resources into protecting nature, securing a future for wildlife, celebrating cultures and improving community wellbeing. By staying at a Long Run destination, your adventure will directly improve livelihoods, support the celebration of cultural diversity and the environmental conservation of our planet.

SUPPORT US

There are numerous opportunities to support our organisation through donations, so if this is of interest, please get in touch. Long Run members are some of the world’s most inspiring and aspirational conservation pioneers and travel destinations. If more businesses invested in nature and people, the world would be a better place. Please help to shine a light on the heroes and spread the word about travel that has a positive impact.

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

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