THE LONG RUN'S
7TH ANNUAL MEMBERS' MEETING
GROOTBOS PRIVATE NATURE RESERVE, SOUTH AFRICA

SECURING THE LEGACY:
RELEVANCE, LEADERSHIP & FINANCIAL SUSTAINABILITY

THURSDAY 21ST - TUESDAY 26TH SEPTEMBER 2017
WHAT AN INSPIRING MEETING!

The Long Run community comes together annually to celebrate its membership, exchange ideas and get inspired by like-minded people from around the world.

Every year, the meeting is hosted by a member of The Long Run, offering participants the opportunity to experience their innovative practices in the 4Cs (Conservation, Community, Culture and Commerce) first-hand. The meeting is a forum for members to explore and discuss the opportunities and challenges that arise from being 4Cs destinations.

This year we gathered at Grootbos Private Nature Reserve in South Africa, to reflect how Long Run members can "secure their legacy by increasing their relevance at national and international levels; building leadership and strengthening their financial sustainability".

Our gathering was rich, diverse and multi-faceted as usual. Stimulating discussions were accompanied by unforgettable experiences such as a mindful tour of Table Mountain, an immersion in Fynbos, drinks with
breaching whales and an exclusive tour of the newly opened Zeitz Museum of Contemporary African Arts (MOCCA). We were particularly privileged to have been led through the museum by Jochen Zeitz himself, and would like to congratulate him for the grand opening of this milestone for contemporary African art and its diaspora.

The outcome of our discussions are summarised in this report. We are proud to see what was accomplished in 2017 and look forward to continuing our journey together in the future.

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

Our annual meeting also provided the occasion to hold The Long Run’s second Annual General Meeting. The team would like to welcome Andy Parker as the new Chairman, and congratulate Jochen Zeitz on his appointment as The Long Run’s Honorary Chairman & Founder.

The Long Run team would like to wholeheartedly thank all participants for their active contributions and the generosity with which they shared their knowledge and experience. We are sincerely grateful to our host Michael Lutzeyer and his amazing team at Grootbos for their passion and commitment. The incredible work they do along with the atmosphere they created, made for a truly inspiring meeting.

We look forward to welcoming you to next year’s gathering at Wanås, Sweden, in late September/early October 2018.

Until we meet again!

Delphine, Alicia and Anne
THE LONG RUN MEMBERS GATHER IN CAPE TOWN & GROOTBOS TO EXPLORE THE THEME OF LEGACY

All destination members of The Long Run own, directly manage or significantly influence the management of natural areas of conservation value. As they each aim to have a long lasting impact on the health of our planet and the prosperity of communities around the world, ensuring the legacy and succession of their sustainable business practices is a core concern for all.

What happens when the time comes to pass the baton to the next generation? What happens when it’s time to move on? How can we make sure that biodiversity is conserved in perpetuity, that people continue to thrive through sustainable use of resources, and that the richness of cultural diversity persists?

Through presentations, group discussions, and excursions, participants explored different ways members can secure the legacy of their outstanding work for the future. Strengthening land tenure arrangements for conservation, building leadership among staff and communities, engaging others in conservation efforts, and implementing sustainable business models, were among the core themes members discussed.
Cape Town is an international hub of creativity in Africa. Members had the opportunity to spend two days immersed in the city’s buzz and discover some extraordinary local initiatives across the 4Cs. We partnered with local tour company, Escape + Explore, to facilitate a guided sustainable tour of Cape Town.

Members had the opportunity to meet the Rock Girls, a grassroots movement that inspires, encourages, and invests in girl empowerment and provides support to women and girls facing violence in their everyday lives.

Participants also learned about the rich and diverse history of Cape Town and visited MonkeyBiz, a women empowerment programme that revives the art of beadwork, supporting women’s financial independence and creating a platform for them to become artists in their own right.

The group ended the day with a mindful Yoga session at the top of Table Mountain with a 360-degree view of Cape Town followed by sundowner drinks overlooking the bay.

INSPIRATIONAL IMMERSION IN CAPE TOWN: A CREATIVE HUB IN AFRICA
THE GRAND OPENING OF ZEITZ MOCAA — SPEARHEADING A NEW ERA FOR AFRICAN ART

Touted as Cape Town’s very own Tate Modern or MoMa, Zeitz MOCAA officially opened at the V&A Waterfront on Friday the 22nd of September. Located in former grain silos, this massive nine-storey space had a state-of-the-art overhaul to now house 6,000 square metres of exhibition space for contemporary African art. Many of the museum’s pieces are from Jochen Zeitz’s private art collection. Members of The Long Run gathered at the ribbon-cutting ceremony to support Jochen in the public opening. On a windy spring morning in Cape Town, what was once a disused industrial area was singing with life, gathering local South African art and culture personalities, as well as the legendary Archbishop Desmond Tutu! In line with the museum’s mission of breaking barriers, silos were broken inside the building and then carved to create a breath-taking cathedral like setting, which is sure to open minds and break barriers. Videos, art installations, photography and sculptures make for an insightful journey into contemporary African art and its diaspora.
Long Run members believe that sound business practices and financial models are key elements to conserve nature and drive sustainable development for the long term. We invited three local experts to share their insights on different facets of sustainable finance; trends in sustainability and finance; donors, and the world of impact investing.

Firstly, Kevin James, from GCX, highlighted the importance for enterprises, such as our members, to remain leaders in the tourism industry and continue to innovate in the field of sustainability; giving members an increasing business advantage over their competitors. Kevin pulled examples from Thomas Edison, Total and Google to demonstrate that adapting to trends and keeping a step ahead in sustainability provides members with a business edge.

Nicola Jenkin, from pinpoint sustainability, revealed some of the opportunities that the donor world could bring to help our members diversify their income streams. She shared her invaluable experience on core elements of accessing donor funding, and provided tips on how to make it easier to look for and access funding.

Finally, Francois Bernard, from our Affiliate Member Conservation Capital, took our members through the ins and outs of impact investment, sharing insights on on how to best identify relevant options, providing members with a reality check on the suitability of impact investment for conservation enterprises. He also showcased how Conservation Capital conceived, developed and managed, alongside their partner NGOs, the first investment funds exclusively focused on conservation enterprise in Africa and in Europe, namely African Wildlife Capital and Rewilding Europe Capital.
AMAZING PLACES DOING EXTRAORDINARY THINGS: HOW NATURE, PEOPLE, CULTURE AND BUSINESS CAN PROSPER TOGETHER IN HARMONY

A cocktail reception and networking evening was held at The Stack on Friday evening, 22nd of September. Long Run members as well as selected local organisations, doing amazing work in the 4Cs, came together to share and learn about their respective work and explore potentials for collaboration. This was a great end to our exceptional two-day exploration of Cape Town and set the tone for discussions at Grootbos.
GET INSPIRED BY GROOTBOS

FROM A SMALL FARM TO A GLOBAL CONSERVATION INITIATIVE AND A UNIQUE TOURISM DESTINATION: GROOTBOS’S INSPIRING 4C JOURNEY

True to The Long Run’s mission to support, connect and inspire members, this year’s annual meeting was dedicated to members learning from and sharing knowledge with each other whilst exploring Grootbos Private Nature Reserve.

Grootbos wholeheartedly embodies the spirit of The Long Run. Its 4C journey is a true testament to Michael’s desire to drive long lasting change in the area. The impact of Grootbos has reached far and wide beyond the boundaries of their own original farm. Grootbos Private Nature Reserve is not just a tourist destination, but also a farm, a movement and a foundation led by Michael’s passion and dedication.

Since Michael Lutzeyer and his family purchased Grootbos in 1991, the neglected farmland has been transformed into an extensive 6,100 acre nature reserve with two five-star lodges and an exclusive villa.

In 2003 the Grootbos Foundation was set up to improve the lives of local communities in a concrete, sustainable manner alongside protecting the unique natural environment of the region. At the heart of Grootbos’s experience today, is their Progressive Tourism Tour, which highlights to guests that every action they take at Grootbos can benefit someone else or have a positive impact on the environment. From the freshly grown tomatoes guests eat at lunch, to the recycled candles in their room, to the earrings they buy at the gift shop – Grootbos wants all their guests to know that they are constantly seeking new ways to create sustainable livelihoods for their local community whilst preserving the biodiversity of their unique surroundings.
THE LONG RUN COMMUNITY EXPLORES GROOTBOS

Led by Sean Privett, Chief Botanist, Grootbos Private Nature Reserve, South Africa

Participants were taken on an informative tour of the reserve by their chief botanist, Sean Privett. To start the tour, participants visited Grootbos’s **Green Futures Horticulture and Life Skills College**, which has provided educational training to 118 unemployed young adults since 2003. Just twelve of these ‘gardeners in the making’ are accepted each term. The training provided builds the students’ practical gardening skills and confidence so that they can market themselves and become employable, while contributing to the conservation and promotion of the region’s unique biodiversity. Linked to the college is an indigenous wholesale plant nursery. As part of their practical work, students are involved in growing and caring for the plants that will ultimately be sold and the generated funds reinvested into the project.

Sean then took the participants on Grootbos’s **unique Flower Safari** and revealed the incredible diversity of the Cape Floral Kingdom. To date Grootbos has recorded over 797 plant species of which 62 are of conservation concern and six are new to science. **Grootbos uses its extensive scientific knowledge to bring the fascinating stories of the fynbos and forest to life**, enabling guests to learn how a sunbird’s beak fits perfectly into a flower, why their honey is completely unique and how important ravaging fires are for bringing forth new life.
Grootbos represents just one of the many amazing 4Cs success stories within our community. By connecting members to share and learn from each other and supporting them to continuously improve, The Long Run has the power to bring individual stories to light and demonstrate to the world what can be achieved collectively.

“The Long Run’s ultimate goal is to conserve ecosystems globally for prosperity and posterity through a holistic balance of conservation, community, culture and commerce (4Cs)”

To achieve its goal, The Long Run has embarked on its own 4Cs journey. Delphine shared the steps and progress made by the organisation, framed by a four-year roadmap, to deliver greater impact and resilience.

“Growth is an important factor in achieving our ambitions; to increase our influence and encourage others to do the right thing; as well as to become financially self-sufficient.”

**CONSERVATION**

Delphine highlighted that collectively members of The Long Run currently protects five million acres of land directly (11 million indirectly) and touches the lives of 500,000 people. By 2020, The Long Run aims to protect 20 Million acres of nature and touch the lives of two million people. To achieve this, the organisation is increasing its reach. With this in mind, The Long Run team is developing partnerships with conservation organisations and land alliances. The team also supports the development of tools to assist start up businesses working in important biodiversity areas to consider key aspects within the 4Cs from the start.

**COMMUNITY**

The Long Run brings together a growing and committed community that implements and promotes the 4Cs in tourism and beyond, coordinated by a dedicated, well-resourced team. At present, the community is comprised of 40 tourism destinations, 17 Affiliate Members and two friends. Delphine emphasised that The Long Run aims to grow to 100 destination members, 50 Affiliate Members, eight corporate sponsors, and over 100 friends in order to be financially stable and for have a bigger voice globally. An active recruitment strategy based on member recommendations, research and outreach is thus being implemented. To strengthen these efforts, active promotion by members is needed. Currently 1/3 of The Long Run members promote their membership actively. However, the aim is for 100% of our community to proudly talk about their membership and support us in our efforts to grow the organisation. With this in mind, The Long Run team has developed a toolkit to help members communicate their membership better.

“The more noise we make, the more we will be heard!”

Delphine also highlighted that the team is growing too. Last year, The Long Run was comprised of 2.2 people and today the organisation has 3FTE’s. Our target is to be 6 by 2020 to support the larger network that The Long Run is aiming to become. The team is grateful for the continuous and untailing support of The Long Run Board of Directors/Trustees.
CULTURE
It is key for the organisation to maintain its culture of excellence and connectedness, ensuring that The Long Run’s credibility as a seal of quality in sustainable tourism continuously strengthens. Delphine shared that the team is currently carrying out 3 to 4 on-site visits per year and aims to do over 10 annually starting from 2018. To support this development, The Long Run is building a network of affiliate assessors. In addition, self-help tools for members to access online are being developed and member’s exchanges are continuously encouraged. Delphine highlighted that The Long Run’s rigorous systems are core to our credibility and long-term sustainability.

COMMERCIAL
Delphine reminded participants that the organisation is not yet financially robust. Membership contributions and bed night donations currently represent approximately 35% of the organisation’s total income, and that generous donations from the Board, and especially from Andy Parker, make up nearly half. The 15% that is expected from corporate membership is still insecure. By 2020, The Long Run aims to cover 80% of its costs through membership contribution. This requires the core membership to more than double. However, in the short term the organisation is looking for other sources of income and has put in place the necessary infrastructure to facilitate donor funding as well as philanthropic and corporate giving. At the same time, avenues for generating income through auctions and the sale of donated bed nights have been established.

IN CONCLUSION
As for other membership organisations, the ability of The Long Run to deliver its promise strongly relies on the energy and commitment of its members. For The Long Run to grow at a faster pace, Delphine invited members to continue introducing The Long Run team to other inspiring potential destination members (to help build our collective impact) as well as to potential corporate sponsors or individual members. This all helps to raise awareness of the movement and to support its journey.
SUNDOWNERS WITH WHALES: AN UNBEATABLE GROOTBOS EXPERIENCE

In the evening, participants explored the local Klipgat Cave, an important historical site of World Heritage significance in the Western Cape, and watched Southern White Whales breach in Walker Bay.
LOOKING OUT BEYOND BOUNDARIES — THE KEY TO SECURE NATURE FOR THE FUTURE. THE LONG RUN MEMBERS SHARE THEIR APPROACH.

The Long Run’s vision is that global ecosystems are conserved and sustainably used for economic development underpinned by a holistic balance of conservation, community, culture and commerce (4Cs). To secure natural areas of biodiversity for conservation in The Long Run, it is important to reach outside our boundaries and make our efforts relevant at the landscape, national and national levels.

STRENGTHENING THE VOICE OF PRIVATE SECTOR CONSERVATION: THE LONG RUN BRINGS MEMBERS VOICE TO THE GLOBAL SCENE

Presented by Delphine King, The Long Run

To conserve wilderness and nature for the future, Delphine highlighted the importance of leveraging the power of business in the tourism sector and proactively sharing lessons learned in the global conservation arena.

Therefore, the focus of The Long Run is not only to ensure excellence at member destinations on the ground, but also to leverage the lessons learned at the global level to showcase what private sector conservation can achieve, to help inform the development of policies that facilitate the expansion of the private conservation movement.

This is why The Long Run builds partnerships with organisations such as IUCN, WWF, and participates at events such as the WTTC World Summit. Delphine is now part of the Private Protected Area (PPA)
strategist groups of the World Commission on Protected Areas, contributing to the development of best practices in PPAs and leveraging The Long Run network for examples.

SAFEGUARDING THE UNIQUE BIODIVERSITY OF THE REGION: A CONSERVATION CORRIDOR FROM WALKER BAY TO CAPE AGULHAS

Presented by Sean Privett,
Grootbos Private Nature Reserve

Sean highlighted that since 1995 Grootbos’s conservation activities, informed by a conservation management plan, focused particularly on the removal of all alien invasive plant species throughout the reserve and the documentation of all floral species of conservation concern.

Recognising the need to further expand Grootbos’s conservation impact, Sean and Michael were instrumental in the establishment of the 30,800-acre Walker Bay Fynbos Conservancy in 1999. Through their commitment, the conservancy has grown steadily to cover over 42,000 acres today, engaging over 17 landowners. By working with others in the area, effective management plans have been created for other properties supporting the conservation of the unique biodiversity of the region.

Grootbos is now working to create a conservation corridor from Walker Bay to Cape Agulhas, an area that has long been recognised as a biodiversity hotspot and a region of international conservation significance. The focus of this initiative is to link the Walker Bay Fynbos Conservancy with the Agulhas National Park to establish a green conservation corridor encompassing 52,000 kilometres.

Grootbos shared key lessons learned over the last 20 years:

- **Start at home** and do it well;
- Understand what you have and **share your stories** well;
- Have a **long term strategic**, yet adaptive conservation vision;
- Determine your hotspots - but focus on opportunities;
- Identify and **work with other conservation champions**;
- **Collaborate** - we should never be competing when it comes to conservation!

![Image of map and people]

LEADING BY EXAMPLE! THE POWER OF REMOTE SENSING TO SHOW POSITIVE CHANGE AND TRENDS OF YOUR CONSERVATION EFFORTS

Presented by Sergio Chirandini, Friend of The Long Run

Demonstrating the impact of our work tangibly is an essential way to bring lessons to the world, and raise the profile of our members and the private conservation movement in general. Sergio showed members how using **free satellite imagery could provide a very powerful tool to demonstrate conservation impacts over years**, both collectively and individually. Remote sensing data from orbiting satellites have been used to measure, understand, and predict environmental changes since the 1970s.
However, not many people know that this data can be accessed online for free. Evaluating ecological patterns and processes is crucial for ecosystem conservation. In his view, even the most basic (and free) satellite imagery can be useful for monitoring changes in the ecosystem status. By visually displaying the impact, greater awareness and support of member’s work can be generated.

THE LONG RUN MEMBERS STIMULATE LOCAL MOVEMENTS, GOVERNMENT AND CONSERVATION ORGANISATIONS INTEREST TO SECURE BIODIVERSITY

Roundtable Discussion

Securing and expanding a member’s impact on biodiversity beyond their own boundary is essential to protect the wider ecosystem. Four members shared their experience to highlight the strength, weaknesses and opportunities of their approaches:

TURNING 4,100 COMMUNITY MEMBERS INTO CONSERVATIONISTS
Keijo Salenius, Basecamp Oulanka, Finland
Keijo has worked relentlessly to engage the Kuusamo community in supporting non-extractive use of land in an attempt to link Oulanka National Park to Russia and protecting Oulanka’s fragile ecosystem. Basecamp Oulanka has used the opportunities tourism creates to establish itineraries that will provide competitive land use in the corridor and secure a partnership with the entire community under the umbrella of a cooperative of the Kuusamo Forest Commons.

SUPPORTING THE COMMUNITY TO DEVELOP EFFECTIVE CONSERVATION STRATEGIES
Michael Dyer, Borana Ranch, Kenya
Engaging communities in the protection of the landscape has been a strategy used by Borana for years. Conservation has proven to have social and economic benefits in remote areas where very few employment opportunities exist. Supporting the development of community conservancies has increased peace, secured areas for wildlife, generated income through tourism, aided the growth of remote and poor areas, and most importantly created pride in a heritage, which was considered worthless.

PLAYING THE DEVIL’S ADVOCATE AND PROMOTING CONSERVATION AT THE NATIONAL LEVEL
Roberto Klabin, Caiman Ecological Refuge, Brazil
Roberto shared how, unable to bring his neighbours on board and concerned for the survival and integrity of the Pantanal, he decided to generate interest at the national level by monitoring threats to the ecosystem and raising alarm. By providing information, bringing national stakeholders to the Pantanal, interest in this unique wetland is increasing and its conservation is finally seen as a priority.

MAKING THE CASE FOR PRIVATELY PROTECTED AREAS
Sibylle Riedmiller, Chumbe Island Coral Park, Tanzania
Sibylle has been engaged at the international level for decades, advocating and raising the voice of private conservation in the global conservation arena. The impacts of private conservation in the global
conservation arena. The impacts of private sector conservation is becoming increasingly recognised and Sibylle highlighted that our lessons need to be shared in order to support the development of policies that encourage further private conservation. In addition, she reinforced that by raising our voice, and demonstrating the value of private conservation will increase social, financial and political support.

The discussions outlined different ways to strengthen our conservation work. All speakers highlighted the importance of engaging neighbours or stakeholders (conservation organisations, and government) outside their boundaries - whether creating corridors, establishing partnerships or increasing the visibility of their activities at the national and international level. Ultimately, The Long Run’s collective impact will increase further by expanding a members’ conservation impact beyond their own boundaries and by strengthening our voice as a collection of private protected areas.

Key to our success however is the quality of what happens on the ground and ensuring that the work of The Long Run members creates models to aspire to, setting the standard for private conservation around the world.

THE LONG RUN AGM

The Long Run held its second AGM on Monday the 25th of September. GER®s (eligible voting members) with The Long Run Board of Trustees set out to re-appoint Trustees on rotation, as well as appoint a new Chairman. As a result, The Long Run is delighted to welcome Andy Parker, as the new Chairman of the organisation.

Andy is a valued Individual Member and Trustee of The Long Run. He has been instrumental in the evolution of the organisation over the last three years, providing invaluable financial support, as well as sharing his experience and passion. The team would also like to extend its congratulations to Jochen Zeitz, who will keep a leading role in the organisation as The Long Run Honorary Chairman and Founder. However, we are sad to see Karen Lewis resign from the Board due to personal reasons. We thank her for her unfailing commitment to The Long Run, not only as a board member but also as one of incredibly committed founding members.

Our board for 2018 is composed of mainly GER®s, as required by our constitution, including Segera (Jochen Zeitz), Tahi (Suzan Craig), Cottar’s 1920s Camp (Louise Cottar), Caiman Ecological Refuge (Roberto Klabin) as well as one Fellow Member (Dedon Island, represented by Herve Lampert) and one Individual Member (Andy Parker, our new Chairman).
Participants visited Siyakhula Organic Farm, situated at the heart of the Nature Reserve, and learnt all about Grootbos’s various social enterprise projects, which focus on sustainability and enterprise development. The farm provides skills development in organic agriculture, sustainable animal husbandry and beekeeping to members from the local community, particularly women. It is run as a commercial enterprise to provide an income for Foundation projects. All vegetables, herbs, lettuces, fruit, eggs, honey and preserves produced at this farm are sold to the Grootbos lodges at market rates.

Participants also visited the Masakhane Community Farm, which demonstrated how Grootbos aims to improve food security and dietary variety in the greater Gansbaai community. The farm serves as a training space for community members teaching them the basics of food production with the aim of self sustainability and as a support mechanism on their path to sustainable livelihoods. In the second phase, graduates are allocated allotments, putting into practice the principles they have learnt.
THE LONG RUN AND COMMUNITIES: ENSURING CONTINUOUS POSITIVE CHANGE

A growing leadership and support community is needed for a healthy planet and prosperous people. However, members need to secure buy in from their local community in order to achieve their long-term vision.

STRIVING FOR A GROWING COMMUNITY OF COMMITTED MEMBERS DEMONSTRATING EXCELLENCE IN SUSTAINABLE TOURISM

Presented by Timothy O’Donoghue, The Long Run’s hub coordinator for the US and Canada

Timothy highlighted that, in order to grow the Long Run Community, the team dedicated significant time in bringing new members on board. The Long Run community now has 10 GER*s, 30 Fellow Members, 17 Affiliate Members, 2 Friends and 60 Supporters (to become Affiliate Members and Friends or depart).

The Long Run welcomed four new Fellow Members so far in 2017 – Montagne Alternative (Switzerland), Kenai Glacier Lodge (Alaska, USA), Six Senses Laamu (Maldives) and Enonkishu (Kenya). More applications are being processed (from South Africa, Argentina) and several are at the initial stages (from Australia, Brazil, USA, Botswana, Guyana, Nicaragua, Cambodia and Mexico).

Centres of excellence, recognised as GER*s, are also growing. The Long Run extended congratulations to Thais Corral and her team for leading Sinal do Vale (Brazil) to GER* status in April. Achieving the GER* standard represents a significant step in a member’s journey towards excellence in sustainability and requires enormous commitment.

Looking at ways to continuously support its members in their journey, The Long Run restructured its “Supporter” membership category to encourage organisations or people who want to “actively engage in its activities and provide expertise and support
to a growing Long Run community globally” to do so and become Affiliate Members whilst those who would simply want to support can do so by expressing their alignment to “The Long Run’s vision and mission” and become a Friend of the organisation.

The Long Run has 17 incredibly active Affiliate Members who provide expertise and professional services with special conditions for Long Run members. Affiliates also connect us to their networks and promote The Long Run. Affiliates include: (1) HM Design, USA; (2) Stevie Mann Photography, Kenya; (3) Eike Otto, Germany; (4) Conservation Capital, UK; (5) Riverwind Foundation, USA; (6) Travelmole, USA; (7) WTTC, UK; (8) Wilderness Holdings, SA; (9) Bergplaas, SA; (10) Senderos, UK; (11) Bouteco, UK; (12) Wild Philanthropy, UK; (13) Green Traveller, UK; (14) Creatura Wildlife Projects, USA; (15) Jacada Travel, UK; (16) Earth Changers, UK; (17) Adventure Junky, Australia; and two friends Sergio Chiarandini and Niyazi Oztoporak. Notably, Affiliate Members have been the most active to date in promoting The Long Run and referring our team to potential new members.

CLICK HERE TO LEARN MORE ABOUT AFFILIATE MEMBERS & FRIENDS

For The Long Run to grow and help conserve 20 million acres of nature and touch the lives of two million by 2020, current members need to actively connect The Long Run with potential new members. This has proven to be our most successful growth strategy to date. Members’ personal recommendations are invaluable in helping the team identify and screen businesses and organisations that should be part of our community and yet whether these businesses are truly committed to a more sustainable future.

EMPOWERING COMMUNITIES TO CONTINUE THE LEGACY

This session began with two presentations on the theme ‘securing buy in from the community’ in order to set the scene for the breakout sessions that followed:

SECURING INCOME FOR YOUR PROJECTS AND ACTIVITIES ACROSS THE 4CS: AN EXAMPLE FROM WOLWEDAN’S FOUNDATION
Stephan Bruckner, Wolwedans, Namibia
It was Wolwedan’s ethos of “balanced business”, which led Stephan and his team to find creative ways in which to manage their business and raise the necessary funds to realise their strategic 4C projects. He highlighted his feeling that to support their projects within the 4Cs, he would always be looking for external funding. To avoid this, he decided to incorporate non-commissionable levies into Wolwedans pricing model. As a result, the business is now able to generate a significant portion of funds required for the Wolwedans Foundation itself making is less reliable on external donors. This crucial injection supports the Foundation’s vocational training efforts as well as other key projects they have earmarked on under Community, Culture and Conservation. Instead of waiting for a wealthy individual to hand them a cheque, they have taken a proactive approach, that is both transparent and effective. It works, because Wolwedans tells people exactly what they are paying for and take the time to show them their projects, as often as is possible. Therefore, in Stephan’s opinion the 5th C that is needed for this to work is Communication.

BUILDING LEADERSHIP SKILLS IN THE COMMUNITY
Walter Link, Global Academic Fund, USA
Walter highlighted that, in order to expand, and make meaningful impacts, the
network needs to be turned into a movement. More businesses need to adopt best practice in sustainability, more businesses need to integrate an environmental, social and cultural dimension along with financial consideration. Walter believes that building leadership or encouraging leadership within communities is key to strengthening the movement. A key aspect to making this happen is engaging the leaders of the future. This led Walter to pose the question to members: “how can we engage young leaders of the future?” It was clear to all that changing the perception of the youth today will be key. Private conservation, rather than seen as part of the puzzle to protect nature and improve the lives of people, is sometimes seen as a fenced off exclusive club. This perception has to change. Walter pointed out to participants that inviting young sustainability leaders to discuss and explore the work of members, could be a good way of addressing this challenge, and help us all to create a community that will continue driving change.

Two breakout sessions followed, where participants discussed: securing funding; and creating a movement.

1. SECURING LONGEVITY OF YOUR COMMUNITY PROJECTS
In the first breakout session, members highlighted how understanding the community, their cultural values, their needs and aspirations for the future, as well as encouraging their active engagement from the very beginning is essential to secure buy-in and longevity of their community projects. Only by being part of the community, can trust and mutual understanding be built. Thus, creating a strong foundation for the community to invest in and a culture where they truly own these projects. Based on members’ experiences, community projects that empower the community (especially women) through education, skills improvement and enterprise development, as well as community-based and driven projects that create sustainable and long lasting impact in the community (e.g. job creation) are most likely to continue even if external funding reduces or diminishes. In particular, by engaging women, young people, decision makers and passionate individuals within the community as well as member’s own staff, others in the community will be inspired too. They are more likely to then embrace the opportunities available to them and become actively involved. However, a clear objective and targets need to be established from the beginning and effective monitoring mechanisms need to be in place to ensure that such projects have the anticipated impact and address the community’s needs. While donor funding may be key to kick-start community projects, building a funding mechanism into them (e.g. livestock to market, sale of plants) is key to create self-sustainable projects over time.

2. CREATING A MOVEMENT
In the second breakout session, members reflected on how to expand the movement beyond the existing circles of The Long Run community. The key to stimulate the creation of a movement is to
have a deep understanding of **WHY WE DO WHAT WE DO**. The session shed the light on the essence for driving positive change, and provided the basis on which to develop a strategy to expand the movement and compel others to want to drive positive change through their business.

Members highlighted that engaging in the 4C journey and implementing sustainable business practice was not a compromise but a vocation. They all agreed that as private landowners, they felt they had a duty to conserve and protect the local biodiversity. However, the awareness of how their tourism business impacts, not just the environment but also the socio-cultural and economic development around them, was also a huge driving force in their passion to create a positive impact through their business.

Creating an impact globally and having a support system is perceived as a key motivator for members to be of a network such as The Long Run. Each member felt that they were stronger collectively than as individuals in their 4C journey. Realising the strength of collaboration in order to achieve true sustainable excellence, there was a feeling that to grow the community and best practices, they need to support each other and collaborate more, and eventually turn The Long Run into a movement.

**IMPRESSIONS BY KIM LARSON**

*Presented by Kim Larson, National Geographic Society, USA*

In this session, Kim reflected on her travel adventures to date and how they helped evoke her passion for conservation. Starting as an adventure and solo traveller in South America, she became a bike/hike trip leader in various parts of the US, Latin America and Europe. Her multifaceted career has spanned across disciplines within the academic and public sectors, including the City and State of New York, focusing on the environment and economic development and how to bridge divides and create avenues for elevating nature and sustainable practices as a common ethic.

Kim’s husband, Gary Knell, is the President and CEO of the National Geographic Society, in which Kim has also been actively involved. She shared insights into National Geographic as a global community and the new direction the organisation is taking led by her husband while highlighting her pride and awe at what our members are doing individually.
STRONG COMMERCE IS AN ESSENTIAL PART OF ACHIEVING OUR CONSERVATION & SOCIAL GOALS

Commerce is one of the core ingredients needed to create long-term impacts. As much as our members believe this, the question too often raised is how to leverage the 3Cs more tangibly to support the commerce C, rather than leveraging commerce to support the other 3Cs. This took centre stage on our third day at Grootbos.

GETTING THE WORD OUT — MARKETING SUSTAINABILITY

Presented by Alicia Brett, The Long Run

Alicia Brett, who is leading The Long Run’s Communication, Marketing and Branding function, discussed the PR and marketing strategy of the organisation and showcased how members can better communicate their membership using the newly developed marketing toolkit. Changes have been made to strengthen The Long Run corporate identity, the website and the brand pillars that guide the marketing of the organisation.

Alicia emphasised that the new PR and marketing strategy has created traction and that The Long Run has been featured in prominent travel magazines. Increased awareness along with the new branding and website has played a significant part in the organisations growth. Alicia reminded members that the strength in marketing The Long Run lies in its network. To achieve our targeted growth and get the word out, The Long Run needs members to talk proudly about their membership in The Long Run.

Since becoming a charity, The Long Run has changed its social media handles from @4CTheLongRun to @thelongrunorg on Facebook, Twitter and Instagram. This makes it easier for The Long Run to be found. Alicia encouraged members that do not yet follow The Long Run, to do so and tag @thelongrunorg or #init4thelongrun in all relevant social media content. This will help the organisation promote members’ destinations and their sustainability journey.
She pointed out that The Long Run’s target to reach 1,000 followers on Facebook, Twitter and Instagram in the second quarter of the year has been exceeded. Awareness of the organisation is growing steadily and if members continue to tag the organisation in their social media posts, these numbers should continue to rise significantly next year.

An audit of members’ websites carried out earlier this month highlighted that just over 1/3 of members featured The Long Run on their website or communicated regularly about their association with The Long Run. Alicia emphasised that this needs to grow to 100% in order to get the word out about The Long Run to a wider audience. She concluded by asking participants if The Long Run was featured on their website and reminding them to do so, if not!

THE IMPACT OF SUSTAINABILITY REPORTING ON PROFITABILITY AND BRAND VALUE: MEASURING THE QUADRUPLE BOTTOM LINE

Presented by Sue Snyman, Wilderness Safaris, Affiliate Member

Sue provided a short overview of Wilderness Safaris’ background and history; spend on conservation and community projects for FY2017 and discussed the importance of doing commerce well in order to be able to do good in the other 3Cs (Community, Conservation, and Culture). Sue shared how Wilderness Safaris developed metrics in line with the Global Reporting Initiative (GRI), but adapted it for their needs, highlighting that sustainability reporting should be about providing useful information rather than ticking boxes. For Sue, the costs associated with sustainability reporting are outweighed by the benefits, most of all because it makes good business sense, allows you to understand your business better and helps you to continuously adapt and improve systems and processes.

The information and data collected through sustainability/integrated reporting can also be used to grow your brand value, in marketing and award applications, etc. Wilderness has recently used the data to create an innovative campaign for their staff called the “14 Reasons to Believe” to ensure that staff are engaged in and live the brand ethos and share this with their guests. Sue shared Wilderness’s new marketing campaign – “Purpose is the New Luxury” – demonstrating how the company encompasses all 4Cs and how they link this to their brand value and profitability in the long run. In conclusion, Sue pointed out that integrated sustainability reporting adds value in terms of the growth and development of the business as a whole through improving sustainability systems, measures, and monitoring as well as promoting brand value and profitability.

MARKETING SUSTAINABILITY IN THE TOURISM MARKET

Presented by Andrea Ferry, Sustainability Consultant

For Andrea marketing sustainability is different from pure destination marketing. It is a form of advocacy and thus comes with
specific responsibilities. In order to use sustainability to attract guests and effectively create behavioural change, it has to be persuasive. Firstly, sustainability needs to be clearly articulated as part of the business’ unique selling point (USP).

Andrea pointed out that the marketing of a sustainable destination should combine both credible data and stories. Good data management systems are important and Andrea recommended that members: 1. access multiple sources of information; 2. organise data in a way that will allow easy extraction of information for marketing purposes; 3. evolve data systems as new projects start; 4. develop key indicators that can be tracked over time to show progress; 5. and generate graphs or visual aids that can support the data. However, interpreting the data is critical, otherwise this data remains meaningless for guests.

Andrea shared insights on how to make stories compelling for guests, and highlighted the importance for the language used to be guest-centric. Members must ask themselves what is in it for their guests? Reiterating the basics of sustainability is inevitable but jargon has to be avoided. Transparency, authenticity and reliability are critical for effective sustainability messaging on social media platforms – which Andrea believes that members should definitely be taking advantage of! There is a tsunami of information out there; members can make their stories noticeable by being creative. However, for Andrea, being truthful in communications on sustainability is paramount. Anything less is damaging to the sustainability movement. To add credibility, she urged members to use other people to tell their sustainability stories for them such as vloggers, bloggers, influencers, staff, and the local community and to not be afraid to admit their sustainability challenges – as we are all on this journey together.


BECOMING AN ADVENTURE JUNKY! — INTRODUCING THE GAMIFICATION OF SUSTAINABLE ADVENTURE TRAVEL

Presented by Delphine King and Alicia Brett, The Long Run

At The Long Run, we have learnt that the most effective way to promote Long Run members as sustainable destinations is to partner with other like-minded consumer facing organisations that can promote The Long Run and our members work to their audiences.

Alicia highlighted that one such partnership that has recently come to fruition, is with Adventure Junky, Australian start-up
Adventure Junky is looking to change the way guests travel. Through an app that creates a points-based game out of adventure travel, the company hopes to promote travel that is high on experience, and low on impact — to both the people and places we visit.

As part of the game, users collect points and patches for each completed adventure. A leader board displays the top adventures at each point in time and users can also check how their adventurous compare to their friends. All Long Run members have been added to the app and anytime a new member joins in the future, they will also be added to Adventure Junky.

To try to counter mass tourism, Adventure Junky is trying to ensure that the adventures promoted within the app are of the sustainable kind. With the help of The Long Run team, they hope to create a set of guidelines to help select exactly which adventures make the cut.

The Adventure Junky app is free and available for both iOS and Android so please do encourage your guests to download it and become an Adventure Junky!

STRENGTHENING COMMERCE AND HARNESING NEW OPPORTUNITIES FOR THE LONG RUN: MARKETING SUSTAINABILITY IN THE GERMAN TOURISM MARKET

Presented by Eike Otto, sustainabletourism.com, Affiliate Member

Eike provided insights into the growing opportunities and markets, taking the example of the German market. In the German-speaking source market, sustainable tourism is more often defined by facts than by emotions. The demand for sustainable and luxury tourism is increasing, as the market’s perception and understanding of luxury travel is changing. As a result of this, Germans are more and more seeking quietness and seclusion, places with interesting local architecture while wishing to connect with locals and their traditions. They are also strongly interested in experiencing untouched and intact nature, which has taken center stage over indulgence and extravagance. Eike pointed out that there is a growing demand within the German-speaking source market to experience the back of house at hotels and to engage in nature conservation or social projects through donations or active participation.

As a result of a panel discussion on luxury tourism and sustainability at the ITB Berlin (Congress of the International Tourism Exchange) in March 2017, the idea of creating a new platform for high-quality, sustainable tourism destinations offering possibilities of active engagement emerged. The planned website, called ‘Traumdestinationen’ (dream destinations), will be launched at the ITB 2018 as part of a planned event on sustainable tourism.
Eike warmly invited all members of The Long Run to share their existing or planned sustainability projects and activities (e.g. joining a ranger on his monitoring activities of a coral reef; supporting a school or other community project at the destination) on the new website. Eike also highlighted that any thoughts and suggestions members might have for further cooperation regarding the German-speaking source market would be most welcome.

**TRAVEL OPERATORS - TIME TO GET ENGAGED IN SUSTAINABILITY, THE EXAMPLE OF JACADA**

*Presented by Heather Richardson, Jacada Travel, Affiliate Member*

The missing link for the tourism sector to deliver its promise as a driver for sustainable development is often tour operators. Today, many tour operators demand to know what the product is doing sustainably, but they themselves do little with regards to operating sustainably or supporting sustainability projects. Tour operators have a crucial role in supporting positive change and Jacada Travel, a Long Run Affiliate Member, is leading the way.

Heather highlighted to the participants that they have been working hard to **turn their passion for conservation into practical responsible travel initiatives** including the carbon offsetting of emissions for all their clients’ flights (booked directly or indirectly); giving back a community and environmental charity for every booking made; hiring of a sustainability advisor to spearhead their in-house sustainability board; and launched various campaigns (e.g. Masking Up for Gorillas) while engaging clients in conservation through events, newsletters, our blog, magazine (The Explorer) and social media (@JacadaTravel).

Heather pointed out that Jacada Travel does also **strongly encourage other agents and tour operators** to follow their lead and take the responsibility that **Tour Operators have as client-facing companies to communicate the importance of sustainable travel** and streamline the flow of information from supplier to consumer seriously. Until asking about the eco credentials of a place becomes a commonplace query from consumers, agents must provide an answer to a question that has not been asked. Heather and her team believe that by planting this seed, eventually, travellers will be compelled to ask these questions concerning conservation without prompting. In turn, suppliers need to ensure agents have the stories to bring conservation to life for their clients by showing, not merely telling them the facts.
INTEGRATING SUSTAINABILITY FOR THE FUTURE THROUGH CULTURE

On the final day of the Annual Meeting, we concluded the meeting by highlighting ways on how to embrace and celebrate culture.

THE LONG RUN CULTURE OF EXCELLENCE

Presented by Anne-Kathrin Zschiegner, The Long Run

Guided by the 4Cs framework of Conservation, Community, Culture and Commerce, The Long Run supports and helps members to integrate sustainability into all their business decisions. The Long Run continuously develops tools (e.g. on-site diagnostic visits, remote technical support etc.) for members to achieve the highest standards in sustainability using the rigorous GER® standard as a benchmark.

The Long Run’s culture of excellence through learning and sharing best with each other is at the heart of the organisation.

To strengthen cross-pollination between members, The Long Run hosts a wide range of 4C calls (e.g. Learning Journeys; Permaculture Design and Management; Leveraging Sustainability to Enhance your Brand) and has been working hard to develop additional tools as follows:

1. The online knowledge centre, which will provide members with access to knowledge, case studies and best practice, toolkits and guidelines on a self-help basis.
2. The exchange programme between members, encouraging members and their teams to visit others and experience different ways of interpreting the 4Cs.

The knowledge centre, which will be hosted online in a members’ private login area is taking shape, and the first set of case studies have been compiled. Members will soon have access to the following case studies:

1. Lapa Rios (Costa Rica) - Becoming a Plastic Free Lodge
2. Wanås (Sweden) - Planning for the future: Wanås' experience with generational change and succession planning
3. Nomad Lodges Amazonas (Colombia) - ‘Thinking outside the box for community and business sustainability’
4. Caiman Ecological Refuge (Brazil) - Reviving and celebrating local culture to sustain the environment
5. Nikoi Island (Indonesia) - How to control mosquitos without pesticides
6. Borana Ranch (Kenya) - How to set up a financially viable conservancy
7. And many more case studies in the future!

The team will continue to reach out to more members in the coming months to expand the Long Run’s bank of case studies, enabling members to learn from each other and for us to promote each member’s amazing efforts on The Long Run website.

An exchange programme between members has successfully kicked off, encouraging teams to visit others and experience different ways of interpreting the 4Cs. Some of the visits included:

- Gordon Jackson, the Waste to Wealth Manager at Soneva Fushi (Maldives), visited Nikoi Island (Indonesia) in March 2017 sharing his wealth of knowledge about the mosquito traps, waste composting, and their mushroom farms.
- Johan Hassard, the General Manager from Lapa Rios (Costa Rica), stayed with Caiman Ecological Refuge (Brazil) for 10 days exploring the wetlands of the Pantanal, participating in the key activities, projects and initiatives in regards to Caiman’s 4Cs. • Consuelo Martinez, the Communications Coordinator from Huilo Huilo Biological Reserve (Chile), will visit Grootbos Private Nature Reserve (SA) in November 2017.

Our Annual Meeting highlights that there is nothing better than visiting each other to learn and get inspired! Therefore, the team encourages members to use visits as a way to learn and reach out if they require any support in identifying the right member to visit.

CELEBRATING CULTURE - CONTINUITY OF THE VERNACULAR

Presented by Hitesh Metha, HM Design, Affiliate Member

Hitesh shared with members his approach to integrate the 4th C ‘Culture’ into building architecture and landscape design. Hitesh showed how lodges and gardens can be planned and designed to blend with local cultural context through careful attention to architectural form, landscape and, colour, as well as with the use of local traditional construction techniques. In-depth research and analysis of local vernacular architectural typologies of forms, artefacts, motifs, space relationships, gardens is essential, as well as creating a contextual architecture that does not mimic the vernacular but borrows from age-old principles of planning and design to create lodges that become timeless. He highlighted how HM Design practices their own philosophy of “Egoless but Ecomore planning and design”. The presentation showcased examples of HM Design Projects in the world that exhibited continuity of the vernacular, including Naboisho Conservancy, Kenya; Crosswaters Ecolodge and Spa, China; Nyungwe Ecolodge, Rwanda and Kwanari Ecolodge, Dominica.
CREATING A PATAGONIAN LAND ART SANCTUARY

Presented by Nicolas Winegardner, El Santuario, Fellow Member

Nicolas presented his plans to create the ‘Patagonia Land Art Sanctuary (PLAS)’ at El Santuario - a place where artists and nature will co-create land art for the purpose of land conservation and sustainable tourism. He pointed out that PLAS plans to inspire and support artists in order to influence, educate and raise awareness through their artworks about the importance of sustainability, the environment and the protection and preservation of the Sanctuary’s ecosystem. Land art will be used as a tool to support not only the local culture but also sustainable commerce, conservation and community efforts. Nicolas pointed out to participants that whether their destination is located in a remote region or next to an urban environment, one can set aside an area whether large or small to create a land art exhibition centre open to the general public thus impacting a wider audience.

GRAND FINALE — A PRIVATE TOUR OF ZEITZ MOCAA

Upon returning to Cape Town, Jochen kindly led a private tour of Zeitz MOCAA (Museum of Contemporary Art Africa) for the participants of The Long Run annual meeting.

In addition to its grand appearance, Zeitz MOCAA houses the largest collection of contemporary African art on the continent and is the only museum of its kind in Africa. A large portion of the art exhibited across the 6,500 square metres of exhibition space belongs to Jochen’s private collection.

The spectacular building used to be an old grain silo and was built in the 1920’s. Once the tallest building in Sub-Saharan Africa, it has been re-imagined and redesigned into this awe-inspiring museum.

We were very privileged to have been given exclusive access to the space for two hours whilst Jochen guided us through over 100 galleries spread over nine floors. We soon realised that you could spend days marvelling at the myriad exhibitions.

During the tour, members had the unique opportunity to see the work of some of the most respected artists today, including Nicholas Hiobo, Cryus Kabiru, Kendell Geers and Nandipha Mntambo, to name just a few. Participants revelled in this unique opportunity to learn first hand about world-renown artists from Africa and its diaspora, revealing the importance of contemporary culture.

This was truly the perfect end to another fantastic Annual Meeting!
WHAT OUR MEMBERS SAID

I have taken home some great souvenirs of the special moments we had with the great People of The Long Run. I appreciated and enjoyed the learnings, the exchanges, the tours and meeting with other members.

Hervé Lampert, DEDON Island

We were honoured to host the Annual Members Meeting at Grootbos this year. It was great for our entire team to meet the like-minded individuals from around the globe and to be inspired by the work that each of them are involved in. It was an opportunity to strengthen bonds, be creative and look forward to an exciting future together!

Sean Ingles, General Manager, Grootbos Private Nature Reserve

Thank you, all of you, for the assembly of great minds in the Cradle of Humankind. The multiple experiences we shared were each one outstanding. Truly a most memorable week made possible by the Long Run Team, as well as the entire team at Grootbos. Thank you, thank you!

Karen Lewis, Lapa Rios

Hosting the Long Run Members Meeting at Grootbos was a highlight on our calendar! We feel inspired and grateful to be part of this ‘tribe’ of incredible teams, sharing our experiences and collectively leading the way in running businesses that protect our planet and our communities. Can’t wait for the next one!

Julie Cheetham, Managing Director, Grootbos Foundation

It was truly inspirational and so exciting to have so many people on the same page all trying to make a positive difference.

Sue Snyman, Wilderness Safaris
UNTIL WE MEET AGAIN

The power of The Long Run lies in its membership! Together, we can make a difference.