THE LONG RUN’S
8TH ANNUAL MEMBERS’ MEETING

WANÅS, SWEDEN

ART & CULTURE AS A VEHICLE FOR WELLBEING,
NATURE CONSERVATION, AND POSITIVE CHANGE

SATURDAY 29TH SEPTEMBER - THURSDAY 4TH OCTOBER 2018
WHAT AN INSPIRING MEETING!

Each year, The Long Run community comes together to celebrate its membership, exchange ideas and get inspired by like-minded people from around the world. This year members gathered at the Wanås Estate in Sweden, to reflect on how The Long Run members can use “art and culture as a vehicle for well-being, nature conservation, and positive change”.

Members also had the chance to join in pre-meeting activities organised at Fellow Member, Basecamp Oulanka in Finland and in Copenhagen, Denmark for some unforgettable experiences, stimulating discussions and good old-fashioned face-to-face networking.

Our gathering was as rich, diverse and multi-faceted as always. The outcomes of our discussions are summarised in this report. The meeting demonstrated that the power of The Long Run lies in its community and that, together, we can drive change and positively impact the health of the planet and well-being of people globally.

The Long Run team would like to thank all the participants for their active contributions and the generosity with which they shared their knowledge and experience. We are sincerely grateful to our hosts the Wachtmeister family, Wanås Konst and the brilliant team at Wanås 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 Huilo Huilo Biological Reserve, Chile, early October 2019.

Until we meet again.

Delphine, Anne, Alicia, Celestine, Tim and Joy
PRE-TRIP TO BASECAMP OULANKA
by Megan O’Bernie

“We aren’t selling anything; we are selling a feeling. We want to bring people closer to nature and help them to feel the magic of this place.” Keijo Salenius, owner of Basecamp Oulanka, sums it up well when he describes the experiential tourism that draws people from the cities up to the high reaches of Finnish Lapland.

Nine Long Run members, flying in from as far afield as Washington D.C. and Borneo, experienced just that. They learned that Suomi means “Finland”, kiitos means “thank you”, and nonii means “let’s go” or “I’m ready” or “ok” – pretty much a universal word in Finnish.

The group ventured from the Arctic Circle to the Russian border, and experienced Wild Oulanka everywhere in between. When asked to point out where they were on a map, Keijo simply responded, “Don’t worry about the mathematics of things. This is a movie.”

The crew’s endurance was tested white water rafting down the River Kitka through Oulanka National Park to the Russian border, where yellowing trees lined the path and the brisk air alluded to the onset of winter.

To relax the muscles after a long day outside we soaked in the smoke sauna, which the braver among us followed up with a dip in the ice-cold lake — allegedly the secret to eternal youth.

We ate smoked reindeer, elk stew, braided salmon, cloudberry tart, and freshly picked bilberries and lingonberries from the shrubs outside the cabin. The vegans were showered with equivalent delicacies, and everyone wanted to bring the chef along to cook for the rest of the trip.

The last day was spent with the wildlife. Running with retired husky sledge dogs was both energising and encouraging — we could cover double the distance with how much the dogs pushed on the harness. We spotted reindeer on the roadside, and the group learned that it’s the females that sport antlers, whereas males drop theirs after the bucking of mating season is over. We spent an evening in a small cottage, whispering and peering through binoculars as four grizzly bears emerged from the forest to feed on fish and while white-tailed eagles soared overhead.

Although we didn’t manage to see the aurora borealis, the weather was beautiful, and the autumn scenery was mesmerising. With bright minds, lungs of fresh air, and an appetite for adventure satisfied, we all agreed to return one winter, when the trees have snow stuck to them like candlesticks.
PRESIDENTIAL MEETING IN COPENHAGEN

Our pre-meeting in Copenhagen was the perfect opportunity to reconnect and introduce new members to one another while exploring one of the world’s top five most sustainable cities.

Copenhagen plans to be carbon neutral by 2025, and it was fascinating to learn about the 4Cs the Danish way — involving communities, constructing buildings-for-life, conserving waterways and leading residents into the future using cutting-edge technology and systems.

We started our journey in Superkilen Park, a community project where leading architects and artists worked alongside the city of Copenhagen council to celebrate diversity. Residents were encouraged to actively engage with the project via globally-found objects symbolising the 60 different home countries of local inhabitants.

Onto Copenhagen’s edgy Jaegersborggade we delved into the world of local artisans tasting Ro Chokolade’s chocolates made in their tiny store, witnessing the traditional craft of confectionary at Karamellery’s, and visiting a ceramic potter, Inge Vincents, who produces handmade white porcelain pieces.

Lunch at Michelin starred chef’s Christian Puglisi’s small eatery Manfred’s was an organic delight with a farm-to-table approach using only the best seasonal produce sourced locally from Danish organic and biodynamic farms; an Epicurean take on Kale and root vegetables has never tasted so good.

In the evening, we were hosted by Affiliate Danish Members, We Travel, in Nordhavn — a visionary project to create Copenhagen’s first utterly sustainable district. Led by We Travel’s Mikkel, we meandered along the harbour and took in some of Copenhagen’s more classic sights as well as the first completely sustainable building in Nordhavn.

We Travel introduced us to the Poshtel popup and the complementary Fifth Element concepts — an off-grid utility popup providing electricity, water and sewage handling set up by Morton Lund, entrepreneur and superstar investor behind Skype, who catapulted us into their vision of the 21st century with a revelatory presentation. Poshtel popup is a modular concept based on shipping containers.
INSPIRATIONAL COPENHAGEN

On Day 2 we had another walking workout and crossed the harbour to visit Freetown Christiania, Denmark’s autonomous district. Local veteran, Morton (a different one) introduced us to its turbulent history, the rules of autonomy and their lifestyle. We witnessed how this unique community co-exists alongside Copenhagen while emulating Denmark’s sustainable approach to life.

Next, we were treated to a lecture by the inspirational Bo Asmus Kjeldgaard, former mayor of Copenhagen and CEO of Greenovation. Bo inspired us with his story about how he helped Copenhagen on its path to being carbon neutral by 2025 by introducing energy saving measures via wind turbines, cleaning the harbour, introducing cycling lanes and other projects. He emphasised that all these initiatives require a masterplan, execution capability, and the buy-in of all stakeholders (including the business community, trade unions, political parties, and population). To find out more about how such change can be made at this scale, please go to greenovation.dk

Our tour of Copenhagen wrapped up with a visit to one of the world’s more glamorous waste plants. Amager Bakker is a waste to energy plant that will soon feature a ski slope on its roof — an ambitious project designed to convert 100% of the waste from more than half a million inhabitants and 46,000 companies into energy.

To end our last day in Copenhagen we had supper at Babette’s, part of the Guldsmeden Group — Denmark’s leading sustainable hotel group. After an introduction to its approach to running a sustainable chain in Denmark, we could relax, consolidate and connect in preparation for the train journey to Wanås for the Annual Meeting.
We kick-started the annual meeting with a round-up of The Long Run’s achievements in 2018. Enquiries regarding membership are flooding in; the organisation now has 38 Fellows, and GERs and a community of 31 Affiliate members are committed to supporting our members’ journey. Collectively our members help protect 13-million-acres of nature, and they are increasingly recognised as world leaders on the sustainable tourism and conservation stage. This has resulted in increased press exposure, representation at industry events, and input into crucial industry reports. Our strategic efforts in marketing are finally paying off and wouldn’t be possible without the continuous support of our members or the dedication of our team. The next step will be raising visibility, influence and impact on a regional level.

Despite these successes, our Achilles heel remains our financing. Members’ cover only 40% of our core cost while the generous support of our Trustees contributes the remaining 60%. This makes the organisation vulnerable. To address this, Delphine encouraged all members to share their membership proudly, talk about The Long Run, and connect us with donors. To help spread the word, we introduced THE LONG RUN VIDEO.

Our Affiliate Member Greentraveller Films produced the video. Greentraveller Films’ support and generosity in creating this beautiful video with diverse footage sent by our members is much appreciated.

After a burst of fresh air and a rejuvenating Qi Gong session with Renske van Grinsven (Global Academy, Netherlands), we settled in to hear Wanås’ story from two generations of the Wachtmeister family. We all felt privileged to hear first-hand about their shared passion for hosting contemporary art, conserving the estate, and running one of Europe’s biggest organic dairy farms.
EXPLORING WANÅS

Participants marched off a hearty lunch with a tour of the castle, grounds, and organic dairy farm led by Baltzar. Wanås Castle holds enormous historical significance. Situated on what was once the border between Sweden and Denmark, it was the site of violent battles during the Danish-Swedish Wars of the 16th and 17th Centuries. During this time, the original castle was burnt to the ground but was rebuilt in 1566 incorporating some of the Medieval remains. Baroness Lena Sofia von Putbus was responsible for most of the post-war repairs.

From the castle, participants ambled around the lake to experience Wanås’ sculpture works for the first time — Pal Svensson’s reflective Sprung From, Melissa Martin’s Dining Room dappled in Autumn sunshine, and the estate’s first commissioned piece, Bernard Kirschbaum’s Cable Arc, swinging across the glassy lake. After standing small under the estate’s 800-year-old oak tree, and gradually becoming less sure where nature ends, and art begins, Baltzar leads the group onto his true passion — the organic dairy farm. As with everything at Wanås, there’s a carefully curated segue between the two topics. Before entering the cattle farm, participants admired Tue Greenfort’s Milk Heat, a radiator installation highlighting the farm’s sustainable practice of using the heat extracted from the cooling of the cow’s milk, which dips from 38 degrees to 4 degrees before being transported. The silver radiator sits in front of a Modernist concrete barn that Baltzar’s father, Carl-Gustaf, had built to “make a farm building beautiful”.

Farming has been a dominant part of the estate since the region of Skåne welcomed peace. Betty Jennings purchased the estate in the 18th Century and built the impressive barns and outbuildings that today host a restaurant, hotel, art gallery, and exhibition space. Baltzar proudly gave participants an introduction to what is now Northern Europe’s largest organic milk producer.
DISCOVERING WANÅS

There’s no better place to understand the symbiotic relationship between art, nature, and history than at Wanås. To kick off the official Annual Meeting, participants listened to the whole Wanås clan — two generations of owners, Carl-Gustaf and Marika Wachtmeister and their son and daughter-in-law, Baltzar and Kristina Wachtmeister, and Wanås Konst Co-Directors, Elisabeth Millqvist and Mattias Givell — explain why.

Soon after moving to Wanås in the 1980s, having been a barrister and used to the culture and bustle of city life, Marika saw the potential of art to give the estate a new purpose. She had always wanted to work with artists (her mother was an art critic in New York) and persuaded her mother and father in law to use the estate as an exhibition space. Marika talked participants through the heady early days — her children worked as assistants, artists slept on the floors of their bedrooms, and everyone muddled through in a heap for the sake of the art. For the artists, Wanås held instant appeal — in the 1980s art forms were becoming more 3D, but it was difficult to find space to work. While Sweden was brimming with nature, it’s art scene was lagging.

Over time, a more strategic approach formed, partly due to funding. Marika decided to bring one or two artists to Wanås at one time, to maximise on the estate’s core assets of time and space. She also committed to showcasing works by a mix of young and more established artists, particularly women. Increased contact with the local area helped to crystallise the relationship between art, history, and nature. Local people have a vested interest in Wanås — its history is an integral part of theirs, not only due to the bloody battles centuries ago, but because people’s ancestors would have lived, worked, or visited Wanås. Artists soon acted like archaeologists, digging up the estate’s history to interpret through their work. Today, Wanås welcomes over 75,000 visitors every year — an intriguing mix of school kids, Syrian refugees, locals, foreign visitors, artists, and conservationists.

For Marika, it is a passion that has led to this progression. After retiring, Marika hired Elisabeth and her husband Mattias to be Co-Directors of the Wanås Foundation. Elisabeth explained how the artist residencies work, and how her focus has been community outreach. Flexibility is a vital component of working with artists. There are no constraints, and there’s no unnecessary pressure. Artist pre-visits prelude any commitment — so the artist can decide if they have a piece to work on or not. The work might then happen instantly or over several years.

Elisabeth has turned much of her energy to making Wanås more relevant to the local community, and she explained to participants why this is so important — not only to prevent vandalism but foster a more meaningful relationship with the (relatively deprived) local population. Education has been an essential part of reaching out to the local community. Ten thousand school children visit Wanås every year, many of which are from local schools. They each get a 1.5-hour tour of the estate and a 1.5-hour workshop getting stuck into practical skills. There are not many other places that schools can teach art, conservation, organic farming, and history in one sitting.
Dining in Style

The day finished with an extravagant dinner at the castle, hosted by Marika and Charles. Lively discussions and toasting carried on late in the evening!
THE BIGGER PICTURE: PRIVATE PROTECTED AREAS AND SUCCESSION PLANNING

The contribution of Privately Protected Areas (PPAs) to biodiversity conservation is increasingly recognised. Organisations such as the International Union for Conservation of Nature (IUCN) are urging governments to develop policies that encourage the PPA movement to grow. It is now believed that PPAs have an essential role to play in expanding nature under protection if we are to achieve the Convention of Biodiversity (CBD) Aichi targets by 2020 such as target 5 (near zero rate of habitat loss), 11 (17% of terrestrial and inland water, and 10% of coastal marine areas protected by 2020) and 12 (extinction of known threatened species prevented). It has become clear that we all need to unite to abate the rate of biodiversity loss, which is currently 1000 times higher than its natural rate. Despite this, PPAs are often considered to be a weak link. This is due to the perceived difficulty for PPAs to secure biodiversity in perpetuity, mainly where legal tools do not exist. The Long Run has the opportunity to discuss and share models that could help address this issue.

Three speakers shared different models for conservation spanning the spectrum of government, private and hybrid solutions. Each is available for members to explore and are particularly relevant to those concerned with succession.

Howard Hendricks joined us from SANParks in South Africa. We are particularly grateful to Leadership in Conservation Africa (LCA) and the Grootbos Foundation to make this possible. Howard presented the SANParks model of Honorary Parks to harness the potential of more than 14000 PPAs across 25 countries. In a nutshell, the Honorary Parks concept is a collaborative approach between government and PPA owners in which a contract allows property rights to be maintained, reduces bureaucracy, but enables PPAs to be recognised as National Parks (if specific performance criteria are met), the highest nature protection status. This would allow mutually beneficial partnership stronger economies of scale and business models to develop. Confidentially, Howard and Julie Cheetham (Grootbos Private Nature Reserve, South Africa) shared that the first Honorary Park would be GER® member Grootbos Private Reserve.

Johan Johnamark from the local government in Sweden demonstrated how the Swedish government works with private landowners to
protect endangered species in old forests that are threatened by farming. The Swedish Government seeks to encourage owners to gazette their land as a PPA. He emphasised the consultative nature of the process, and shared the different steps undertaken and tools to engage with landowners including regulations (purpose and management plan), independent valuation, negotiation, remittance, decision and appeal and illustrated the strategy using Wanås as a case study.

A private solution was also proposed by Sibylle Reidmiller, owner of Chumbe Coral Park in Tanzania, in the context of her succession challenges. Developed in partnership with Leadership Conservation Africa a Joint Trust will hold Chumbe in Trust. The aim is to create a wider-reaching entity called Private Parks International — a legally-binding haven for orphaned PPAs that offers inter-generational sustainability and long-term management, buffers business fluctuations, and focused advocacy for PPAs.

**EXPLORING WETLANDS**

Despite a darkening sky, we bundled up and out to explore Wanås’ extensive wetland restoration before hunkering down in one of the vast 18th Century barns for a picnic of warming zero-waste soup (made from waste vegetables in the kitchens) and quinoa sandwiches.

The restoration of habitats plays a key role in the active conservation work done at Wanås. This includes the restoration of natural lakes in the area, which have disappeared over time as a result of drainage projects begun in the area in the early 1930s. Over the past 20 years, Wanås has successfully created 15 ponds for wildlife and conservation purposes, which has helped important species of ducks, partridges, and pheasants thrive. To ensure a healthy diversity among plant species, Wanås prohibits monocultures of spruce and pine and aims for

20% coverage of trees in the forests.

**THE POWER OF DATA**

Data is critical for management, informing decision-making and tracking progress, but it can also be used in many other ways. At The Long Run data allows us to communicate the collective impact of our members, provides credibility to our claims, and helps our members implement more efficient practices. In this session, we discussed the data needs of The Long Run and members and ways to support each other in generating information to increase our credibility, transparency and effectiveness.

Tim O’Donoghue (from Affiliate member the Riverwind Foundation) who oversees the US outpost of The Long Run, outlined the different ways in which tracking and reporting information is useful: supporting more effective management; strengthening team performance; tracking impacts to focus priorities; communicating more effectively to relevant stakeholders. By using the Riverwind Foundation as an example, he also demonstrated how data could help in fundraising — data and careful reporting enabled the Riverwind Foundation to triple its donor funds in two years, lead to a 75% success rate grant application, and leveraged recognition.
Good data is essential for The Long Run to track its impacts and raise awareness about the work of its members. However, as revealed by the plenary discussion, members and the organisation face several difficulties:

**a)** The Long Run struggles to gather sufficient, complete and consistent data to aggregate meaningfully, making it difficult and time-consuming to disseminate adequate information.

**b)** Members aren’t always clear on the purpose of data collection and the benefit it will bring. They sometimes lack the motivation to gather it.

**c)** Members sometimes struggle to collect more than the basic information, due to differing data interpretations and the complexity of some of the data being asked to track.

**d)** Every member collates data in different systems for different outcomes.

To understand everyone’s needs better, participants broke out in groups of Fellow and Affiliate members to discuss next steps:

**Understanding GER® and Fellow Members’ Data Needs**

There was a consensus that while numbers are great to have, there needs to be more of a focus on how to turn those numbers into engaging stories — this requires a more qualitative and a ‘bigger picture’ approach to data collection. Several members commented that there’s no point collecting “numbers for numbers’ sake”.

Members expressed concerns around a lack of resources and ability to collect some of the data being asked for by The Long Run. There was a discussion around the different tools members use to collect data and what ones are most effective. There was a consensus that members needed better hand-holding when it comes to data collection — partly to ensure that what’s being collected is consistent, e.g. the question ‘How much did you invest in the 3Cs last year?’ Could be interpreted very differently.

**Understanding Affiliate Members’ Data Needs**

Affiliate Members agreed that while the destinations (Fellow and GER® members) had a variety of uses for data, from improving operational efficiency to marketing, for Affiliate Members, it was less critical. If anything, the central role of data from the Long Run would be to strengthen trust in the organisation. One member suggested that partnering with well-regarded universities would be a good way of doing this. Another suggested finding more data that directly backs up the excellent work of The Long Run (e.g., employees of Long Run members earn x% more than average). For others, data is useful when it comes to storytelling, but in this case, quality is more important than quantity.

Most customers can’t understand the numbers, so data must be put in context, or even better still, it should be portrayed by quite specific examples or stories (with an emotionally compelling edge). And Beyond’s Rhino’s Without Borders program was cited as an excellent example of this. This group were also keen that The Long Run find data to prove that the 4Cs has a clear financial benefit, to persuade others to get on board.

For Morton Lund, from Poshtel, The Long Run represents an excellent opportunity to become a global repository for knowledge and information on conservation and biodiversity. Morton started to describe how The Long Run could establish a centralised data-collection method, perhaps using a citizen science approach.

**Conclusion**

- The discussion highlighted that although quantitative information is essential for
transparency, management, and governance, for communication and understanding it is necessary to illustrate facts with stories that bring them to life

- The Long Run has the unique opportunity to be a hub for data
- Data needed varies hugely depending on the audience, e.g. policy-making vs changing travellers’ attitudes
- The Long Run and members need to work more closely to build a data set that serves different functions
- Some members need more support from The Long Run to collect data

**THE POWER OF REMOTE SENSING TO SHOW POSITIVE CHANGE AND TRENDS OF YOUR CONSERVATION EFFORTS**

Demonstrating the tangible impact of our work is an essential way to share knowledge, as well as raise the profile of our members and the private conservation movement in general. Sergio Chiarandini (Linking Tourism & Conservation, Norway) presented how free satellite imagery provides a way to show conservation impacts over several years, both collectively and individually. Remote sensing data from orbiting satellites have been used to measure, understand, and predict environmental changes since the 1970s.

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 can be generated.

**THE POWER OF ART**

Before dinner, we all gathered to hear from James Webb, a South African artist and former artist-in-residence at Wanås Konst. James eloquently guided us through his experience of being an artist, his creative roots in Cape Town, the highs and lows of residencies, and what components make them successful. Keen to explore values of friendship, connection, community, and place within his artworks, he opened the group’s eyes up to the power of art — not only concerning creativity but with regards to each of the 4Cs. As Brian Eno said, “Art is a safe space for dangerous ideas” and this can be a useful weapon in exploring environmental, human rights, and community issues.

Through a simple portrayal of his soundscape “Prayer”, James demonstrated how a work of art could bring otherwise segregated groups of people together, and the importance of making art inclusive. At Yorkshire Sculpture Park, James embarked on a project to ‘re-mythologise’ the landscape, and in Japan, he created a ‘sensory bird safari’ in an otherwise insular neighbourhood.
PICKLING WORKSHOP

Before dinner, participants huddled around tables in the cosy Wanås Restaurant surrounded by mounds of fresh radishes, herbs, mushrooms, squash, courgettes, and carrots, to sort, chop and assemble into jars ready for the pickling station.
ENGAGING COMMUNITY

Raising awareness and increasing engagement in conservation and sustainability issues is paramount for our planet’s future. Long Run members realise the importance of collaboration, skills development, empowerment, and inclusiveness to ensure buy-in and leadership when it comes to protecting nature.

ENGAGING COMMUNITY THROUGH ART AT WANÅS

Malin Gustavsson, Head of Special Projects at Wanås Konst, inspired the group by taking us on a journey through Wanås’ community projects. From school plays to knitting, community engagement is full of the unexpected, which is what makes it so rewarding for everyone involved.

Wanås’ community ethos is neatly summed up when Elizabeth pointed out, “We often talk about outreach when talking about the community but it’s an exchange.” Malin continues, “We want the local people to be ambassadors for us. There are only 50,000 inhabitants in our local town, and we get 75,000 visitors a year, so we’re a big player and need to be championing the local area.”

Malin talked through several different ways in which Wanås works with the local community. The first is using local suppliers — the museum shop and newly opened deli have been simple ways to welcome local suppliers of everything from apple juice to ceramics and organic crisps. This ethos also extends to recommending visitors go to other local art enterprises and museums, like the nearby Loom Museum.

Another way to work with the local community is through collaborative projects — giving other creative groups a voice and helping to facilitate their projects. A recent example of this is the local knitting group Knit for Peace. Twenty-five women meet on a regular basis to knit scarves and place them on public statues (with labels offering them to anyone that needs one passing by). Knit for Peace approached Wanås with an opportunity to work with a similar group in Spain called Yarn Against Domestic Violence. In four months, this Spanish group knitted four kilometres of a scarf and draped it around buildings to raise awareness of domestic violence. After a lengthy planning process, 20 Spanish knitters came to Wanås with two kilometres of scarf in a container to work alongside 20 of the Swedish knitters. Throughout the week Wanås hosted seminars about gender-based violence that saw local leaders, politicians, and school teachers coming together.
Last year, Wanås took its work into the local community by inviting a school class to take learning outside the classroom. The local town has a high immigrant population, and in this particular school, children often do not speak the same language. Wanås’ simple project brought the community together through creativity — first asking children to write down or draw ‘what kids can and can’t do’ and then head out to interview local business owners. The finale was a performance introducing business owners to friends and family followed by a picnic lunch. The kids not only know the community better, but parents mixed for the first time — a simple yet moving demonstration of the power of art.

ENGAGING COMMUNITY THROUGH ART, CULTURE & SPIRITUALITY

In this session, we discovered how other Long Run members engage with communities via art, culture, and spirituality.

Alexandra Petermann (Huilo Huilo Biological Reserve, Chile) shared with participants how culture, spirituality and magic became central to Huilo Huilo’s promotion of sustainable livelihoods in harmony with nature, in an area where the main economic activity was logging. Using traditions, and creating imaginative magical beings, Huilo Huilo has brought nature to life for children and adults alike. The subsequent demand for arts and crafts and tourism has helped to secure a new economic foundation for the local community.

For Andrew Dixon (Nikoi Island, Indonesia), reviving the lost art of jong racing provided a reason to revitalise the ocean-faring culture of Bintan communities. Jong racing requires skills, technique, understanding, and, most importantly, coming together. The synergies of art, sport, spirituality (the racers say a prayer on releasing their jongs), and community are a mighty force. Nikoi has used the jong racing events as a platform to engage local communities in discussions about their marine environment, as well as reviving a traditional culture and spirituality.

Hitesh Mehta (HM Design, USA), a holistic planner and architect, shared with us how planning can integrate art and designs from a local population. Hitesh shared several projects, proving that design and planning can be inclusive of everyone — including indigenous and under-represented communities. His three examples from Sri Lanka, China, and Australia demonstrated how to touch and bring back concern and care for nature through traditions, culture and spirituality.

BUSINESS AS A DRIVER FOR CONSERVATION

In the second part of the session, our focus shifted towards the economic argument for conserving nature. We all depend on nature for our well-being, but also our livelihoods. In a merry-go-round session, Long Run members shared their way of creating a locally-inclusive economy around conservation. These projects have helped to reduce land fragmentation, engage communities in the tourism economy, develop dynamic ways to regenerate communities, and provide an avenue for youth to build their skills and confidence.
CONSERVANCIES

We learned about the Mara conservancies from Greg Monson (Kicheche Mara Camp, Kenya) and Calvin Cottar (Cottars’ 1920s Camp, Kenya). They explained that most wildlife is found outside the national reserves and wildlife loss stems from land use change (due to land subdivision), generational change/transition, lack of enabling policies, and a lack of understanding from the tourism industry. Landowners are vulnerable and have little alternative other than putting their land up for farming. Without providing a competitive alternative, land use, wildlife and the livelihoods of 1000s of people are threatened.

Lease/easement payments (effectively payment for environmental services) represent an effective avenue for people to financially benefit from conserving biodiversity. Forty lodges and camps that are part of the Maasai Mara Wildlife Conservancies Association have developed a model for long-term easement payments to secure their tourism operations. Lessons show that for success, payments should be direct to the landowners. The challenge now is to get more of the tourism industry engaged, and get support from government and conservation NGOs.

COMMUNITY-BASED TOURISM EXPERIENCES

We heard how two very different destinations, Finland and Borneo, have developed community-based tourism experiences. Keijo Salenius (Basecamp Oulanka, Finland) shared the Basecamp way, highlighting the importance of earning respect by restoring the unique Kärpäskelhå meadow. Basecamp Oulanka has engaged more than 4000 owners to create a corridor between Paanajärvi NP and Oulanka NP, working with a cooperative Kuusamo Forest Common — for Oulanka the corridor not only offers a fantastic conservation opportunity but also community-based experiences for tourists (who are now offered the chance to sponsor a chunk of the land).

Albert Tao (Borneo Eco Tours, Borneo) shared the different models which he used to engage communities via the tourism economy, from creating community-based experiences to farming. All of which require dedication and mentoring.

REGENERATION

Andrew Donaldson from Comrie Croft (Scotland) shared examples of tourism being used to regenerate land and buildings in Scotland. Capitalising on the growth in walking holidays, Andrew has been helping support the redevelopment of historical pilgrimage routes close to Comrie. These walking routes not only provide a new leisure activity to local people, but they also help connect visitors with rural communities that are otherwise cut off. These routes also contribute to spreading tourism away from areas suffering from overtourism. The conversion of a World War 2 prisoner of war camp just outside into a hostel, just outside Comrie also illustrates innovative regeneration.
NATURE AS A BASIS FOR SKILLS DEVELOPMENT IN YOUNG ADULTS

Guillaume Taylor and Wayne Maspero (Bergplaas, South Africa) presented the Spirit of the Wild program developed by Bergplaas and Nelson Mandela University. The program targets young adults from disadvantaged backgrounds, those looking to establish government and NGO skills and university students. The programme trains them in becoming insightful guides by triggering a connection with young adults’ inner selves, teaching them to trust themselves, which, in turn, nurtures the ability to lead and share knowledge, develop relationships and communication skills. Bergplaas produces young guides who see nature holistically, and who can share an experience which triggers an emotional response within the guests, and thus will have a longer lasting impact. The purpose is to develop a deeper understanding of South Africa’s heritage, wildlife and wilderness areas. The individuals come away with an acute insight of their role in protecting nature.

Joanna Yarrows set the tone, presenting her role within Ikea to help 1 billion consumers live more sustainably by 2020. Long Run Members then discussed how they could do more.

1 BILLION PEOPLE TO LIVE A MORE SUSTAINABLE LIFE: HOW GOES IKEA PLAN TO DO IT

Guest speaker Joanna Yarrows inspired the group with a round-up of her sustainable journey and role as Ikea’s Sustainability Manager. Having shrugged off the thought of working for such a big retailer, she slowly realised that changing how people live is the best way to have an impact when it comes to climate change. Ikea seems genuinely committed to its aim to help 1 billion people live more sustainably but within a company so large, implementing drastic change remains a challenge. Schemes to help people up-cycle furniture, consume renewable energy, enable the company to be carbon positive by 2020, shift the mindset of consumers through the longevity of products and ad campaign, and getting employees to meet sustainability KPIs, all sound promising.

Watch the IKEA video Joanna presented.

STEPPING UP THE MOVEMENT

If we are to achieve our goal of protecting the planet and improving the lives of people using tourism as a vehicle, change must be scaled up, and actors at all levels of the chain need to make greater commitments. We need to create a movement, from consumers to tour operators to suppliers. In this session, we reflected on how to scale-up the progress.
TOUR OF SCULPTURE PARK

After intense group learning, Long Run members filed out into the autumn sunshine to let off some creative steam in the Sculpture Park. Elizabeth led us to some of her favourite pieces through the beech forest, past 800-year-old oak trees, and around the lake, with its postcard-perfect reflections of Wanås Castle. It didn’t take long for the group to relax into the creative freedom of bouncing between Hannelie Coetzee’s entertaining Old Sow Between the Trees, to Anthony Gormley’s contemplative Together and Apart, and colliding into one another on Molly Haslund’s Coordination Model 2.
CREATING A SUSTAINABLE TRAVEL CULTURE

Trends in Europe show that travellers are increasingly interested in making a difference, and doing no harm. Over 60-year-olds and under 40-year-olds are a crucial market; they are interested in ethos as much as in the place itself.

There’s more of a demand for considered, purpose-driven travelling experiences than ever before. However, how can we make it easier to for people to make the right choice? How can we expand and mainstream good sustainable and responsible product offering? Also, how can we help consumers to have a more positive impact?

These were some of the themes explored in breakout sessions and some of the conclusions drawn were as follows:

- Are awards worth the effort? A group discussion led by Lucy Matthews from WTTC concluded that they were very valuable in motivating staff and improving sustainability communication internally.

- In a story-telling session led by Bruno Correa, the group debated whether human or wildlife stories were more compelling. Mark Boyd from The Safari Collection stated that conservation fundraising always did better when there was a robust human-interest angle. Overall the group agreed that humanity sells — people need stories they can relate to.

- There was some discussion around the need for members to be more authentic and transparent about their 4C stories so that the pool of affiliate members can better communicate them.

- The only way we can generate a sustainable travel culture is to tell impact stories to every stakeholder (not just those that already care).

STEPPING UP THE LONG RUN BY GOING REGIONAL

Delphine shared The Long Run’s strategy to step up the movement as an organisation. We have established the foundation for driving positive change in tourism and conservation: meaningful collaboration and exchange; credibility; a leading standard; continuous global engagement; leading case-studies. However, for us to achieve our objectives as a leading organisation, and for stepping up the mission, going regional will be essential.

Growing regionally will help harness our strengths and effectively use the infrastructure we have developed. It will also allow The Long Run to be more visible, expand quicker, diversify stakeholders, as well as strengthen exchanges and collaboration between members.

In the long term, it is envisaged that The Long Run would be comprised of independent regional hubs contributing to an overall Long Run vision and operating in line with The Long Run principles of excellence, collaboration and leadership. The Long Run “umbrella” would then support regions to operate credibly by maintaining the GER® standard, stimulating cross-pollination between the regions (hubs), and continuing to promote the work of PPAs globally.

This will take time to implement so The Long Run is taking one step at a time, first creating clusters where they need to develop, and transition clusters into fully fledged hubs. A Long Run East Africa and Long Run Asia may be first to pave the way.
**USING ART TO ENGAGE CHILDREN**

Art empowers children to express themselves, test, explore and feel in different ways. Wanås focuses on bringing art to children. To demonstrate how Wanås encourages children to represent the world they see differently, Malin took us into the forest and groups were asked to portray an angle of the surroundings with large, coloured squares. We all jumped at the chance to throw ourselves into something all-consuming! Some became very creative and even profound ...

**CHANGING OUR LEARNING ECOSYSTEM**

Renske van Grinsven (Global Academy Foundation, Netherlands) and Julie Cheetham (Grootbos Foundation, South Africa) presented shared innovative initiatives to engage young people and build the leadership of tomorrow in the conservation and sustainability world. Based on the understanding that learning is mostly done outside of school, outside of the classroom, through experience, feelings, and discussions, Grootbos has pioneered the Routes to Resilience program in partnership with the Impacts Trust. The program brings together privileged and underprivileged young people from local schools using a 'Robin Hood' funding system, and provides a platform for reflection and learning around the current challenges of our world. Participants used art, nature, and singing to express and share their ideas. From the success of the program have emerged several initiatives.
Inspired by this, members reflected on how to build leadership and strengthen their engagements with young people on a regional basis and strength.

Participants were split up in regional groups to discuss collaborative approaches. Highlights of the discussions included:

**ASIA (INCLUDING AUSTRALIA & NEW ZEALAND)**

*summarised by Hervé Lampert*

- Focus on giving access to education for youth
- Sharing experiences and exchange good practices and knowledge
- Visit each other’s properties
- Continue to provide opportunities for learning and developing

**EUROPE**

*summarised by Vicky Smith*

- Staff exchanges
- Offer internships to (young) leadership and students. Offer an internship per region across the world (also an excellent way to brand The Long Run globally)
- Developing guidelines together to create programs and projects
- Sharing successful experiences online and in-person

**AFRICA**

*summarised by Julie Cheetham*

- Create Whats App group to stay connected
- Invite key staff members to understand The Long Run's ethos
- Share training material
- Create and offer regional employment opportunities
- Advance working with national parks
- Be more strategic and collect the stories and photos to share and show successes
- Collect case studies

**AMERICA (NORTH & SOUTH AMERICA)**

*summarised by Alexander Petermann*

- Share solutions and successes
- Work regional as all the Americas
- Help communities with conservation and share best practices
- Educate together staff in hospitality
- Create a common curriculum within The Long Run
- Use art, science, music and nature
- South America works together with North America on skill creation
- Invite a specialist to locations to advance impact
The juxtaposition of what was, what is, what could have been and where we have been, clinging perilously to the monolith as a representation of the temporality of mankind on this fragile planet shattered by a single shaft of sunlight struggling to provide a beacon of hope while the many shades of green provide a multiplicity of contrasts.

TEAM WORK AND CREATIVITY AT IT’S BEST ...

One group was so inspired by our last morning’s group activity that they created this beautiful artist statement to accompany their artwork.
Andy Parker, The Long Run’s Chairman, concluded the meeting by thanking all participants and hosts. He particularly praised the team for its efforts in creating a successful meeting and for continually supporting members on their journey. He extended his heartfelt thanks to the other Trustees for their energy and thanked Keijo for the wonderful experience in Wild Oulanka.

Andy celebrated the evolution of the organisation, particularly increasing reach through social media and communications and The Long Run’s rising status as an authoritative voice in global debates.

He brought attention to the fact that there is still a long way to go to drive positive change within the tourism sector, and that this provides The Long Run with a fantastic opportunity to lead the charge. While The Long Run has done well in playing this part, it can go much further. The next stage requires funding to expand services, achieve growth objectives to become more visible in driving conservation awareness and stimulate a change in attitudes.

Andy highlighted that The Board and the team are working hard in actively seeking sponsors and partnership opportunities to help step up activities in the next three years.

From then it is expected that membership fees will be sufficient to cover core costs. However, he flagged that in the meantime membership contributions may need to be reviewed. He finished by calling all members to act to help the organisation:

- Spread the word
- Tell and sell The Long Run story
- Connect us to potential members
- Connect us to potential philanthropists

For us to grow enough to become sustainable ourselves, without compromising our credibility, we need everyone to get on board.
WHAT OUR MEMBERS SAID

I am beyond inspired by the incredible work everyone is doing all over the world in the 4Cs. I am both proud and humbled to represent Six Senses Laamu as a part of this organisation because we sit amongst the best in the industry and have so much to learn. There is so much more we can be doing and I am excited and motivated to get back to the Maldives to further The Long Run’s vision.

Megan O’Bernie, Six Senses Laamu

It was a real honour to be part of the Annual Meeting this year - I learned so much. I’m in awe of what you along with all the members have and are achieving, truly remarkable!

Fuchsia Sims, Adventure Junky

Thank you for such a superb week. It was a real privilege to meet and learn from so many committed people. I’m sure it was a huge amount of work herding the masses but you did a brilliant job.

Megan Devenish, Jacada Travel

An ethereal sculptural beauty was Wanås - inspiring art and inspiring people. Loved it all.

Andrew Dixon, Nikoi and Cempedak Islands

Wanås was a truly positive surprise. The Long Run’s organisation was flawless and every single member is a great story, because it is a true story!

Sergio Chiarandini, Linking Tourism & Conservation
THANK YOU TO ALL OUR MEMBERS THAT PARTICIPATED THIS YEAR. THE POWER OF THE LONG RUN LIES IN ITS MEMBERSHIP. TOGETHER, WE TRULY CAN MAKE A DIFFERENCE.