THE LONG RUN'S 9TH ANNUAL MEMBERS' MEETING

HUILO HUILO BIOLOGICAL RESERVE, CHILE

DRIVING CHANGE AT SCALE: FROM WORKING WITH NEIGHBOURS & COMMUNITIES TO PROMOTING CONSERVATION AT LANDSCAPE LEVEL

MONDAY 7TH OCTOBER - THURSDAY 10TH OCTOBER 2019
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 Huilo Huilo Biological Reserve in Chile to experience its impressive contribution to conservation, community and culture projects, while sharing best practise and brainstorming new ideas.

Members also had the chance to join in pre-meeting activities organised at Fellow Member El Santuario just across the border in Argentina for some unforgettable experiences, stimulating discussions and good old-fashioned face-to-face networking.

Our gathering was rich, diverse and multi-faceted as always. It demonstrated that sharing experiences, expertise and knowledge helps members to push boundaries individually. It also enables The Long Run to drive change for the well-being of planet people globally. The outcomes of our discussions are summarised in this report.

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 at El Santuario, Nicolas and his lovely team; and at Huilo Huilo the Petermann family and their brilliant team 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 Sundy Praia, São Tomé and Príncipe, on 21st to the 25th September 2020.

Until next year,

Delphine, Anne, Joy, Holly and Tim
The pre-meeting provided a unique opportunity for members to learn about El Santuario, a 550-acre Private Nature Reserve located next to the exclusive mountain resort town of Villa La Angostura, Argentina. For over 30 years, the Winegardner family has protected the property and land through their love for nature.

However, being located five blocks from downtown Villa La Angostura, pressure for urban development has significantly increased. Nicolas and his mother Alicia, have embraced this challenge. They want to create a new model for sustainable development in an urban environment that will preserve the nature reserve while also generating a financial return for all parties involved. They hope that this will create an example for others to follow.

During our two-day stay, members learnt about the planned Patagonia Bird Sanctuary, the Land Art Museum and the Sustainable Urban Development Project, experienced the Luma forest and volcanic beach and visited the unique Arrayan forest.
Inspired by Nicolas’ commitment, members shared their personal stories and reflected on their journey – where it started, the challenges they faced, and the opportunities they experienced along the way. For most, early childhood experiences in nature and an intense love for the outdoors inspired people to follow their parents or set up their own business protecting the areas they had emotional connections with. While passion has been a critical driving force; foresight, long-term planning, and sharing with dedicated employees has been essential for many to transform their commitment into viable businesses.

Reflecting on where we have come from and where we want to go as individuals and a collective framed the pre-meeting and set the tone for the Annual Meeting at Huilo Huilo where we celebrated The Long Run’s 10th anniversary together.

The time at El Santuario highlighted the bond that The Long Run creates within a community of like-minded people that share a passion and wish to support each other. New members felt warmly welcome, and long-standing members appreciated the in-depth discussions and exchanges within the group. As a result, the basis for a South American (Argentina/Chile) chapter of The Long Run started to emerge.
EXPLORING THE MAGIC OF HUILO HUILO

The meeting kicked off with an afternoon touring Huilo Huilo’s unique architectural features and stomping along the poet’s trail to the River Fuy. We ended our tour at sunset, gazing at the Mocho-Choshuenco glacier from the roof of Nothothagus Hotel.

Our host, Alexandra Petermann, Managing Director of Huilo Huilo, explained that Huilo Huilo’s innovative design is a way to draw people away from the lake and into the forest. “People needed a reason to come and see what the forest has to offer – we have to make people see its beauty so that they feel compelled to protect it.”, she explained.

The first hotel to be built was Montaña Magica, which remains a global architectural icon — there’s nowhere else like it. Since then, Huilo Huilo’s infrastructure has expanded to include Nothothagus Hotel, the spa, volcano interpretation centre, hostel, brewery and forest lodges. The strategy has worked; in 2018, the reserve received 100,000 visitors.
On the Huilo Huilo poet’s trail, our guides recited Elicura Chihuailaf’s beautiful works as we weaved between 250-year-old sequoias, head-high ferns and lichen-laden trunks. Chihuailaf is the most read Mapuche poet and is widely recognised to be a bridge between Chile and the indigenous population’s spirituality and beliefs.

By sharing his works, Huilo Huilo hopes to not only broaden people’s understanding of the Mapuche culture but also adopt their profound connection with nature.

When the Waters of the East Sing in My Dreams

I am withered grass
waving at the rain
but soon I feel the first drops
falling on the fields.
Let this water soak me!
I hear myself say, dancing
amongst the flowers
When I wake up I will rise
touched
and held up by the scent
of lavender.
REFLECTING ON 2019

Before dinner, with Huilo Huilo pisco sours in hand, Delphine took us through The Long Run’s progress in 2019. This included celebrating our 10th anniversary, reviewing core statistics and goals, and welcoming new members. Here are some key stats:

- The Long Run now collectively protects over 21-million acres (smashing the target of 20,000-acres by 2020). The organisation started in 2009, protecting 793,000-acres.

- From nine Founding Members in 2009, The Long Run now has 10 GERs, 31 Fellow Members and 32 Affiliate Members.

- The Long Run has received much demand and is now restructuring the Affiliate Membership to include Travel Partners.

- Today, The Long Run positively impacts the lives of over 195,000 people.

- In 2019, The Long Run hosted the Sustainability Stage at PURE, continued to support the work of the WCPA PPA specialist group, and celebrated four pipeline GER®s.

- The Long Run has been mentioned in numerous press articles this year, including National Geographic Traveller, The Guardian, The Telegraph, Conde Nast Traveller and Four Magazine.

GINO CASSASA, GLACIOLOGIST

Chilean glaciologist Gino Cassasa demonstrated the impact of climate change on Huilo Huilo’s Mocho-Choshuenco glacier. He reminded us that mitigation and adaptation are now more crucial than ever. “We have to put our hands in our pockets and invest in adaptation now, it’s much cheaper to invest now than to be reactive in twenty years.”, he explained. The presentation was an excellent way to set the tone for active climate change discussions over the next few days.
At 6 am we headed to the south of Huilo Huilo, the Pampa de Pilmaiquén for a foggy walk through the reserve’s lowlands. As the fog started to lift, we went further into the reserve to explore Huilo Huilo’s Huemul and Guanaco breeding programmes. The Huemul, which appears on the Chilean national coat of arms along with the Andean condor, has a total population of less than 1,500, concentrated in the southern reaches of Chile and Argentina. Due to hunting and a change in land use, the animal is now endangered.
Over coffee at the ranger station, we learnt about the natural boundaries the reserve offers these fragile projects. A river running down from the volcano means that the Huemuls are protected from pumas and people. We also heard from the project’s trackers and guides — one has been coming to the reserve since he was 14 and has been studying conservation intensely ever since. It’s committed work; each animal is collared and tracked daily. Contrary to some perceptions, tourism has helped conservation efforts; the presence of walkers and cyclists tends to put hunters off.

We split into two small groups and were very privileged to be allowed to quietly observe the enclosures where Huemul are kept before some are released. One group was fortunate enough to see a female Huemul while walking back to the station. We were all lucky when it came to the Guanaco, where several herds were spotted grazing inside and outside an enclosure surrounded the forest.

**LUNCH AT THE PETERMANN BREWERY**

The Huilo Huilo brewery sells award-winning beers to the whole region, brewed using water straight off the mountain.
After lunch, Delphine explained the growing relevance and urgency for The Long Run and the 4Cs in light of our global climate and biodiversity crisis. She says, “We’re running out of time as we continue to exceed our planetary boundaries.”

An essential part of The Long Run’s work is advocacy for Privately Protected Areas (PPAs). The growing recognition of the importance of PPAs makes it an opportunistic time to increase learning and collaboration.

PPAs are vital tools for:

- Carbon sinks
- Habitat protection
- Ecosystem protection
- Wildlife conservation
- Economic development
- Celebration of culture
- Aesthetics and well-being

There are now 14,000 recognised PPAs around the world. In 2018, The Long Run was delighted to co-author the Guidelines for Privately Protected Areas, published by IUCN and contributed several case studies of its members.

By sharing practical tips, case studies, and insights in these guidelines, The Long Run hopes that others will be inspired to take the plunge to invest in protecting biodiversity and fragile ecosystems.

Download the guidelines for free here.
MARCELA QUIROZ, TOMPKINS CONSERVATION FOUNDATION (CHILE)

There’s no better example of large-scale conservation than the work of the Tompkins Conservation Foundation in Chile. Development Associate Marcela Quiroz took us through the organisation’s journey from buying land to gifting it to the Chilean government for protection in perpetuity.

From the beginning, founder Doug Tompkins’ mission was to stop the extinction crisis. The foundation was developed on the basis that there is value in nature’s beauty and that humans are part of a bigger system. We must all play our small role responsibly. Despite local conflict, vicious rumours and numerous setbacks, this motivation has kept the foundation going for over 26 years.

Today, it has helped to protect over 14.2-million acres of land in Chile. With this land, the Tompkins Foundation has created or expanded 15 National Parks and created two Marine Protected Areas. Covering 1700 miles over three regions, a new tourist trail spanning the Tompkins Foundations’ legacy, Ruta de Los Parques de la Patagonia, covers 91% of Chile’s national parklands.

Marcela explained that the foundation has always wanted to work with National Parks because: they are democratic institutions; generate a feeling of ownership for all; create economic value for the surrounding communities; and are the best model for long-term protection.

She said, “We see national parks like a Picasso — if you keep it in your house then only your family will know it but put it in an art gallery or public square, and everyone will share in that beauty.”

Now the organisation is looking to create tourism concessions to help the government fund the parks, as well as concentrating on rewilding efforts and new projects across the border in Argentina. The foundation is also looking to establish five Marine Protected Areas in Chilean waters.

Read presentation here.
HOW MEMBERS SCALE-UP CONSERVATION

In this session, we heard from Segera, Grootbos Private Nature Reserve, Chumbe Island Coral Park and Nikoi Island about how they have scaled up conservation efforts in and around their properties.

“Everything I work towards is to scale positive impact.”, Jochen Zeitz, the founder of The Long Run and Segera, told us. Whether through founding The Long Run, or bringing together 30 global leaders via the B Team, Jochen believes that scale is crucial to addressing our planetary boundaries crisis. “The Long Run stems from leadership, and we have an opportunity to scale out and include others in our philosophy. We need to create templates for change and incubate ideas.” Using Segera’s work as an example, this could mean developing a reforestation concept or model for vocational training. A perfect demonstration of this is the Zeitz Foundation’s first all-female ranger unit in East Africa.

The 12 women recently graduated from an extensive six-month training programme on Segera, and Jochen showed us a heart-wrenching trailer for a new film about the women and their emotional journey. The Zeitz Foundation hopes to roll the programme out yearly and is working with the Kenya Wildlife Service to see if they can do the same. This is not only about providing these 12 women jobs, but this is also about female empowerment and shifting attitudes across the whole of East Africa.

Find out more here.

JULIE CHEETHAM, GROOTBOS PRIVATE NATURE RESERVE (SOUTH AFRICA)

“The owners knew that it is pointless preserving a slice of paradise if no one else around you is doing the same.”, Julie Cheetham, Managing Director of the Grootbos Foundation, told us. Owner Michael Lutzeyer first opened a lodge in 1996, and soon realised that to save the unique fynbos landscape, his neighbours would have to get on board. In 1997, eight other landowners joined Grootbos to form the Walker Bay Conservancy. Rather than focusing on the flora (there are 819 floral species on Grootbos alone), a crucial part of gaining buy-in has been playing motion-sensitive cameras to see leopard and caracal roam the surrounding lands. It’s these mammals that get most landowners excited to join in.

At a national level, Grootbos is now working with SAN Parks to create a model to become the first honorary national park in South Africa. This would ensure that the land would be conserved in perpetuity, but mean that Grootbos can continue to manage the conservation process.

Read the presentation here.
ANDREW DIXON, NIKOI ISLAND (INDONESIA)

Andrew Dixon told us about Nikoi’s long road to establishing a 3-million-acre Marine Protected Area earlier this year. A marine area surrounding Nikoi has been gazetted since 2007, but with no management in place, this means very little. As Andrew describes it, it’s just a ‘paper park’. A turning point in the project has been working with Conservation International. Andrew says, “In 2018 we signed an MOU with Conservation International, and they helped us conduct a survey – once we found new and endangered species in these waters, the prospect of setting up an MPA becomes more likely.”

The area is home to six vulnerable and endangered species, and the Conservation International survey found eight new species. Reassuringly, the survey also found that the highest biodiversity was closest to Nikoi and Cempedak Islands, proving that just by being there, Nikoi is having a positive impact on the wildlife. This is mostly due to Nikoi’s extensive and collaborative work with the local fisherman, which means they are less aggressive with fishing strategies near the islands. Andrew told us that getting lots of different local players involved has been vital. He says, “It’s so important to get everyone thinking on the same page and confronting the challenges as a unified group. Only then can you really scale up.”

SIBYLLE RIEDMILLER, CHUMBE ISLAND CORAL PARK (ZANZIBAR, TANZANIA)

Chumbe Island Coral Park was the world’s first private marine park. From the outset, conservation education has been at the heart of the project. It was never a tourism investment, but instead, a social enterprise that uses tourism to fund conservation and help local children and people get closer to their natural treasures. Over the past 20 years, nearly 7,000 secondary school students and 1,000 teachers from Zanzibar have participated in the island’s comprehensive educational program.

After explaining Chumbe’s story, Sibylle told the group how challenging political conditions are for Chumbe now. In Tanzania, tourism is the only sector of the economy working, and the government is looking to milk it in every way possible. The tax has dramatically increased, and it is affecting even Chumbe’s social enterprise and charitable work. The change in government is ultimately challenging Chumbe’s whole model, and Sibylle fears that Chumbe is under threat. The group rallied behind, and individuals have reached out to help where possible.

Read the presentation here.
BRAINSTORMING TOGETHER: CHALLENGES WHEN SCALING UP CONSERVATION EFFORTS

A vital part of The Long Run Annual Meeting is members sharing their challenges and brainstorming solutions. For the next session, the group broke into two separate groups to offer advice to two entirely different projects:

**CABALLADAS (ARGENTINA)**

How can this family-owned and run 60,000-acre ranch become economically sustainable through different or alternative land uses (e.g. livestock, tourism) that complement conservation?

- Securing buy-in from the family and key stakeholders into its long-term vision
- Strategic planning to guide projects and activities
- Bed night contribution to support conservation work
- Holistic management to strengthen livestock management
- Working effectively with internal and external communities to increase impact
- Celebrating gaucho lifestyle and local traditions more consciously

**NOMAD LODGES (COLOMBIA)**

How can Nomad Lodges secure investment for its innovative approach to funding a high-end Colombian rain-forest experience rooted in the local community and conservation?

During the breakout session, the following points were discussed:

- Models to finance sustainable tourism
- Crowdfunding with travel operators in the region
- Partnering with other Amazonian properties
- Partnering with academic institutions
- Getting buy-in for conservation
THE LONG RUN’S NEW PARTNERSHIP WITH NEPCON

In the last four years, The Long Run has made huge strides towards its strategic objectives. Last year, several options were explored to take the organisation to the next stage of its exciting development to fulfill its potential. **The aim is to be the leading global private nature conservation association, helping define approaches and policy frameworks that drive conservation and community well-being in the long run.** The goal has been to protect 20 million acres of nature and touch the lives of 2 million people.

One of the most promising options was to join forces with an aligned, robust, trustworthy organisation. The Long Run has worked with NEPCon ([https://www.nepcon.org](https://www.nepcon.org)) for over five years, the alignment in vision, mission and core values has always been apparent. Jochen and our Chairman Andy were delighted to announce a partnership was being shaped.

After a brief introduction from NEPCon, the team presented ways in which the partnership will enhance The Long Run capacity to grow, influence and deliver improved services were presented and discussed, including the following:

**Development & Growth**
- Increased opportunities for The Long Run’s regional growth, especially in areas strategically targeted such as Asia, Europe (Eastern Europe) and North America, through NEPCon’s global network.
- Access to well-developed systems and infrastructure, providing the team with a more effective platform to operate from.

**Technical Assistance & Other Service**
- Delivery Enhanced technical assistance through access to a broader knowledge base, globally and regionally, strengthening cost-effectiveness and efficiency of services.
- Enhance opportunities for innovation by leveraging access to sustainability leaders and pioneers from other sectors (particularly in forestry and agriculture).

- Access to dedicated and successful project development, fundraising and project administration teams to support The Long Run’s activities, and explore potential direct projects with members on a case by case basis.

**Credibility/Promotion**
- Ensure that the GER® recognition process remains at the cutting edge of global best practices, and maintain the integrity and credibility which underpin the success of our organization.
- Access to dedicated communication and market development teams to help accelerate The Long Run growth.

For Anne, “at the heart of the next step, remains the wish of The Long Run team to support members’ individual and collective journeys to drive positive impact”.

Read the partnership announcement [here](https://www.nepcon.org).

**MAPUCHE FEAST AND WATERFALL WALK**

We all celebrated the news over a Mapuche dinner, after which the group headed into the forest to the Saltos del Huilo-Huilo waterfall to admire the power of nature by night.
The area around Valdivia is surrounded by dense forest. As the city grew throughout the 19th century, so did the demand for wood. The first forestry company opened in 1898, and a timber factory started production in 1942. The forestry industry was nationalised in the early 1970s and eventually employed 3,600 workers. Looking for a profitable forestry investment, Chilean businessman Victor Petermann bought 100,000 hectares in the Los Rios region.

Soon, Victor noticed that the small towns were dependent on forestry, and so adjusted his plans for the land. This was the birth of the Reserve and the Huilo-Huilo Foundation, which was spearheaded by his wife, Ivonne. Part of the project was transforming the towns of Neltume and Puerto Fuy from forestry reliant to tourism-driven. Community is integral to Huilo Huilo’s existence.

During the morning, we toured two Huilo Huilo projects — first, a small-holding and doll making workshop outside of the village. Here 16-year-old Ronaldo talks us through his family history and how the workshop helps to provide the income needed for this Mapuche family to support their traditional way of life. An essential part of the project is also to bring school children, to teach the wider Chilean society about its native roots and culture. It’s a beautiful setting, especially in the early morning mist, and the group sample wool spinning, tour the farmyard piglets, sheep and chickens, and enjoy mate in the family kitchen.

Next, we went into Neltume to the Huilo Huilo Foundation Workshop where the head of the Foundation, Rodolfo, introduces us to six of the 70 women that make felt creatures and fairies to sell to tourists. Three workshops have been operating for 12 years. The project provides income empowers women, and helps to teach kids (and adults, no doubt) about the region’s natural heritage. Ceciliana talks us through some of the women’s backgrounds (one came to the foundation six months pregnant and rejected from home), and explains that “the husbands were dismissive until they saw the money come in”. She also reads some poetry; we certainly found some “magic beings”.

EMPOWERING COMMUNITIES AT HUILO HUILO

ANNUAL MEETING DAY 3
**ENGAGING THE WIDER COMMUNITY THROUGH EDUCATION**

We reflected on the morning’s activities, which highlighted that the protection of land and wildlife cannot be achieved in isolation, as we all know, and that community buy-in is vital. It also highlighted how successful community tourism celebrates rather than patronises local communities. Next, we hear from a few members about how they have used education to engage different communities to empower them and support their transformation to drive sustainable economies.

**STEPHAN BRUCKNER, WOLWEDANS (NAMIBIA)**

A primary focus of community upliftment at Wolwedans is empowering young Namibians through vocational education, equipping them with the skills to forge a successful career in the hospitality and tourism industries.

Since its establishment, the Wolwedans Foundation has educated more than 250 young Namibians in hospitality and culinary arts. This vocational training takes place at the Wolwedans Desert Academy, situated in the Greater Sossusvlei Namib area, and at the Namibian Institute of Culinary Education (NICE) academy in Windhoek. Both are accredited and supported by the Namibian Training Authority.

Wolwedans works closely with the Social Security Commission Development Fund (SSC-DF) to ensure the programs reach the people who need them most. The curriculum combines theory lessons with hands-on practical training with mentoring from experienced industry facilitators.

On the reserve itself, Wolwedans has created a Sustainable Livelihoods school for kids between 11 - 14-years-old. Stephan says, “Education is now something that defines Wolwedans, which is not something I would have thought 20 years ago.”

Find out more [here](#).

**GUILLAUME TAYLOR, BERGPLAAS (SOUTH AFRICA)**

Guillaume takes us through the Bergplaas Spirit of the Wild programme in South Africa. Bergplaas Nature Reserve is owned by HRH Princess van Lippe-Biesterfeld of the Netherlands. Bergplaas’ vision is to help people connect with nature on a deeper level, and become more in touch with our instincts and feeling. Guillaume explains, “By reconnecting with nature and our inner nature, we will realise that solving the environmental crisis the world is facing, starts with a commitment to deep reconciliation through the heart.”

For Bergplaas, education is a fundamental part of sustainability. Often, learning is overly structured and revolves around knowledge. Guillaume explains that there is a ‘weak link’ in education, which also needs a ‘4Cs approach to move towards emotions and intuition’.

Bergplaas’ Spirit of the World programme is for guides and expands knowledge by tapping into animal instinct and thoughtfulness. The programme also sets people up for life, helping students understand the subtle shift from head to heart and from knowledge to values.

Find out more [here](#).
As a new Affiliate Member, Daniella introduced us to the Seychelles Tourism Foundation’s (SSTF) work building a more sustainable destination in Seychelles. Part of this is community engagement as the group, “Strive to make Seychelles an international best practice example for sustainable tourism through an integrated collaborative approach between public, private sector, academia and NGOs.”

Similar to the 4Cs, the STF is working to contribute to people, planet and profit positively. A traditional fly and flop location, this means shifting the mindsets of locals, businesses and visitors. While encouraging local people that there are obvious solutions to tourism’s environmental toll, the STF also inspires tourists to get more involved and spend more money on local and cultural projects.

Through its GSTC-criteria based action plan, the SSTF will support several environmental and social sustainable tourism projects in Seychelles, connecting different stakeholders, up scaling initiatives and pushing for sustainable change. Projects include food waste monitoring, food donations, celebrating local artists, and supporting local entrepreneurs.

Read the presentation here.
EMPOWERING COMMUNITIES TO ENGAGE IN SUSTAINABLE ECONOMIES: SUSTAINABLE LOCAL SOURCING AND ENTERPRISE DEVELOPMENT

The Long Run believes that sustainable and local sourcing represents another way to drive change at scale and engage local communities.

HAN.DO HAIN, NEPCON (ESTONIA)

To kick off discussions, Hando took us through NEPCon’s guide to responsible sourcing. He explained that while it’s possible to come up with broad guidelines, making supply chains more environmentally and socially sustainable depends on the context — it varies by destination, business and product. This means that a modular framework is often the best approach, resulting in “a menu of commitments”.

NEPCon’s Responsible Source Framework helps businesses to commit, trace, change, verify and communicate their responsible sourcing journey. Hando also took us through some examples of specific risks, e.g. produce linked to Modern Slavery and timber to avoid due to threatened tree species. We discussed the potential to adapt NEPCon’s standard guidelines for The Long Run members.

Read the presentation here.

Saul Blanco Sosa, NEPCON (GUATEMALA)

Saul talked us through how competitors can work together for the sake of greening their supply chains. His example was a community of seven tourism businesses in Puerto Iguazu in Argentina.

To turn responsible purchasing commitments into results, the group created and promoted a joint initiative – Sustainable Suppliers of Iguazu. The action worked towards:

- Improving baseline supplier evaluation criteria
- Designing common tools and systems for evaluation
- Creating an inventory of target suppliers
- Deciding responsibilities and expected outcomes

Saul also provided advice for managing responsible supply chains:

Read the presentation here.
JULIE CHEETHAM, GROOTBOS PRIVATE NATURE RESERVE (SOUTH AFRICA)

Julie took us through Grootbos’ practical application of supply chain work. “It’s all about laying out your supply chain and identifying the areas you can make the most effective change”. She emphasised that this doesn’t have to be an incredibly complicated process; it’s just seeking opportunities and committing to reductions wherever possible. Small changes stack up in the long run. Some of Julie’s favourite examples are “micro-level solutions that provide Grootbos with unique products”. All of this contributes to the guest experience providing local, loved and unique products.

Some of the examples discussed include:

- Seed funding new businesses in the local township, e.g. coffee shop and café
- Rewarding clever micro-entrepreneurs, particularly with an environmental purpose, e.g. bin cleaning project (because no one uses bags)
- Using recycled wax to make candles
- Water bottling planet (establishing it as a standalone business)
- Training silversmiths and beekeepers
- Alien species clearing teams

Find out more at https://xplorio.com/en/about/

LUNCH AT PIREHEUICO LAKE

During lunch overlooking blue skies and clear waters of Pireheuico Lake, and following a quick bracing dip (for the bravest of our members), The Long Run team thanked Julie Cheetham, Andrew Dixon and Timothy O’Donoghue for their kind and extensive support to the organisation in the last 12 months.

SANJA LUTZEYER, XPLORIO (SOUTH AFRICA)

Sanja is on the board of Grootbos but has been working on a separate project for several years. The aim of online platform Xplorio is to connect micro or small businesses to a local market. The idea is based on the fact that companies are less in control of how they are represented online. Xplorio gives every business, however small, a chance to create an online presence and therefore side-steps the associated costs of working with global search engines and listing sites, e.g. Booking.com and Google. Out of 46,000 businesses listed, 1800 have achieved their first-ever online presence via Xplorio.

Find out more at https://xplorio.com/en/about/
ENGAGING THE WIDER COMMUNITY THROUGH TRANSFORMATIONAL GUEST EXPERIENCES

Guests are another key community group. Creating innovative guest experiences around sustainable thinking can not only enlighten but transform guests.

We heard from several member examples:

**JOHN MORGAN KUALOA RANCH (HAWAII)**

Kualoa Ranch is a 4000-acre private nature reserve on the windward coast of O’ahu in Hawai’i. The valley has many sacred and historical sites. It has been welcoming tourists since the 1980s, and can attract up to 1,200 – 2,000 daily guests — many come to enjoy nature and see where Jurassic Park was filmed. Since the 1990s, a Hawaiian Cultural Resources Director has helped to embed native Hawaiian cultural sensitivity, language and knowledge to the Kualoa Ranch staff through new hire orientation and regular training. This information is then passed down to the guest, making the land’s scared heritage a more significant part of the experience. The Hawaiian Cultural Resources Director also serves as a cultural resource to the community. Kualoa Ranch is now considering the establishment of a Hawaiian Cultural Centre to expand this work further.

Read the presentation here.

**JAVIER LOPEZ, ECOCAMP PATAGONIA (CHILE)**

Ecocamp is a multi-award-winning, low-impact destination in the heart of Patagonia’s dramatic landscape. Javier told us about his own story, and the story of Ecocamp, which was “born from a love of kayaking and an intense understanding and feeling towards nature.” Javier’s connection to the river, and desire to save it, turned him into an environmentalist. He now hopes that he can create the same motivation in others.

Since the beginning, Ecocamp’s mission has been to make nature enjoyable and safe, in a way that doesn’t have any negative impact on the environment. Educating guests on the importance of environmental management is a vital part of this. Ecocamp does this through training committed guides that understand the technology and architecture and how to care for nature in a broader sense.

Ecocamp is now pleased to be in a position to influence others and spread the word globally about its low-impact form of accommodation.

Read the presentation here.

**LUCIANO LIMA, POUSADA TRIJUNÇAO (BRAZIL)**

Luciano has been a conservationist for as long as he can remember. He told us about birding from age 12 and always believing that “making a difference in the world is not just talking”. Aside from birding, photography and film production, Luciano now manages Pousada Trijunçao. Occupying part of a crucial wildlife corridor, Trijunçao has a part to play in the vital restoration of the Cerrado. Luciano explained how the Cerrado is the lynchpin of Brazil’s ecosystems, and one of the most significant mosaics of conservation areas in the world.

Luciano recognises that a big part of conservation in lesser-known regions like the Cerrado is creating compelling guest experiences - to create conservation ambassadors for life. Trijunçao’s focus is the Maned Wolf, and he took us through its dedicated research project and consequent safari experience.

Read the presentation here.
COMMUNICATING SUSTAINABILITY

Freelance writer and communications support for The Long Run, Holly, took us through how to communicate sustainability to guests and employees effectively. She also ran through a few thoughts from the annual meeting so far:

- Role of activism and advocacy – don’t underestimate the power of the consumer and the press
- Use the 4Cs as a model for communication
- Don’t shy away from self-promotion and your personal story (people respond best to human stories)
- Don’t be afraid to talk about weaknesses – this is a journey and if you have integrity and passion people will be on your side
- Doing less harm is no longer enough – the world is hungry for innovation, solutions, activism, challenging the status quo
- Scrutinise every platform you use – what works for someone else might not work for you
- Turn sustainability into experiences – the next trend is likely to be transformative and spiritual travel; learning from indigenous cultures and listening to instincts

Holly emphasised that The Long Run enjoys sharing member’s 4C stories, however big or small and welcomed anyone to get in touch with ideas.

Read the presentation here.

To demonstrate why we need to get a little more in touch with our creative sides and find innovative ways to share our connection with nature, Sanja treated us to a surprise impromptu performance to wrap up the day.

Watch the video here.

THEATRE, DINNER AND AN EVENING AT THE FOREST CABINS

After a drinks reception in the Nothofagus Hotel bar, we headed into the conference room for a staggering, surprise and moving theatrical production from the Panguipulli Youth Orchestra.
In the final session, we celebrated that our organisation is ten this year. Jochen reminded everybody how it all started — acquiring Segera in 2005, creating the Zeitz Foundation in 2008, and The Long Run Initiative as ZF’s international programme in 2009. Since then, the organisation has perused the 4Cs Conservation, Community, Culture and Commerce for sustainable development.

Delphine summarised The Long Run’s journey since and outlined how The Long Run developed a life of its own. In 2013, members agreed to evolve the programme into the independent organisation that in March 2015 received a board of directors, vision and mission. By 2015, The Long Run’s Global Ecosphere Retreats® Standard was granted the GSTC Recognition. In 2017, the organisation gained UK charity status, achieving a key milestone in its development.

Delphine brought the group into a discussion about what’s next, and there was a consensus that we should aim big (100-million-acres) and also think regionally.

Anne took us through some of the 4C stats compared to previous years:

**Conservation:**
- 2009: 793,000-acres
- 2019: 21-million-acres (beating our target of 20,000 by 2020)

**Community:**
- 2009: 9 Founding Members
- 2015: 10 GERS, 30 Fellow Members
  -- Lives improved by The Long Run: 495,000
  -- People directly impacted by The Long Run: 165,000
- 2019: 10 GERS, 31 Fellow Members
  -- Lives improved by The Long Run: 750,000
  -- People directly impacted by The Long Run: 195,000

**Culture:**
- 2009: LRD Compliance checklist introduced
- 2015: Global Ecosphere Retreats Standard developed and recognised
- 2019: Profile raised, contribution to major reports including ICUN Guidelines, contribution to events including PURE, four additional GERs in the pipeline

**Commerce:**
- 2009: 100% funded by Zeitz Foundation
- 2015: 40% funded by members, 60% by board
- 2018: 45% funded by members and donated bednights, 55% funded by the board
We then had a glimpse into the results of The Long Run’s Collective Impact survey, which was carried out this year. Based on the results received, we will publish our first Impact Report in the first quarter of 2020.

We aspire to be the world’s leading private land conservation network. So we need to define pioneering approaches and innovative policies that drive conservation and community well-being in the long term. Collectively we need to set our goals for 2030 and beyond.

Our Goals for 2030 and Beyond

- Significantly increasing our target to 100-million-acres of nature protected;
- Define the size of membership we aspire to in 2030;
- Engage non-tourism related businesses / conservancies that drive conservation (e.g. Bergplaas) by creating a separate (pre-) membership category;
- Assist national parks to assess how tourism can support them to become more sustainable;
- Strengthening advocacy for private conservation globally, thinking of what members can do individually and reflecting on how The Long Run can help;
- Strengthen our conservation strategy based on the review biodiversity hotspots and inform The Long Run’s recruitment in different regions and ecosystems;
- Increase focus on marine destinations;
- Define collective environmental management targets to capture members’ environmental practices better (as a basic requirement to least negative environmental footprint);
- Carbon sink measurements were considered an interesting way to convey members’ net positive environmental impact;
- Further increase focus on positive impacts, especially related to member work to address climate change emergency;
- The need to reflect further on how mindfulness and spirituality can be better integrated into the 4Cs, and within this, strengthen connectivity with nature (a potential 5th C for connection);
- Highlight further culture – especially lost or indigenous cultures; Themes such as empowerment and peace were also mentioned as essential to bring to the fore;
- Encourage physical membership exchanges to increase cross-pollination.
In these discussions, Long Run members demonstrated a commitment to push boundaries and go above and beyond in the realms of environmental and social stewardship. The group agreed that The Long Run should have some standout group messages, whether commitments or statements of intent on key issues. This could include being carbon negative, challenging mass extinction or sending zero waste to landfill. With regards to The Long Run Commerce C, discussions led us to re-visit developing and helping market Long Run itineraries, with the idea of leveraging our and NEPCon’s potential network, and the increasing interest of the trade in sustainable travel. The question of partnership with Affiliate Members and opportunities to develop mixed, sustainable itineraries were brainstormed. As a result of these discussions, two task forces were initiated by passionate volunteers:

1. On **Spirituality** – to reflect how to integrate further spirituality into the work of The Long Run and potentially our members
2. On **Long Run itineraries** – to propose a model to raise income for The Long Run, supporting our members in their journey, and growing the movement of best practices in sustainable travel.

And a third task force is taking shape on **advocacy**.

At the same time, the strengthened bond between the Argentinian/Chilean members, around rangeland management, guest experience and itineraries has shaped the first step to creating another Long Run regional hub.

Thus we come out of the meeting with lots of food for thought that we look forward to turning into new chapters and actions for The Long Run to facilitate.

**WRAP UP**

Andy Parker, The Long Run’s Chairman, concluded the meeting by thanking all participants and hosts. He summarised the last four days, highlighting so many uplifting moments: the youth orchestra, Anne’s emotional round-up of our next milestones, Sanja’s rapping, the crazy lake swimmers, the plentiful food, Mapuche hospitality, remarkable architecture, inspiring stories and Alexandra’s infectious and outstanding energy.

He finished by calling on all members to act to help the organisation:

- Spread the word
- Tell and sell The Long Run story
- Connect The Long Run team to potential members and opportunities

Andy concluded by saying how much he was looking forward to another year of The Long Run pushing boundaries, uncovering stories and consolidating the 4Cs around the world.

The group said farewell to Huilo Huilo in the best possible way – with a final lunch at the Petermann brewery, a mind-expanding tour of the Volcano Interpretation Centre, and views from the top of the Andino cable car.
WHAT OUR MEMBERS SAID

It was amazing to have the possibility to host The Long Run Annual meeting in the Huilo Huilo Biological Reserve! It was so good to know more about projects in our region in Chile, Argentina, Brazil, which allows us to have more opportunities to exchange ideas and look for local solutions. It is so nice to share this journey of sustainability with partners that have a complementary and common vision, thank you for visiting us!

Alexandra Petermann, Huilo Huilo Biological Reserve (Chile)

Carri and I had a great time. As new members, we really appreciated meeting the other members and getting to know more about The Long Run in general.

John Morgan, Kualoa Ranch (Hawaii)

2019 was my second Annual Meeting as a Fellow Member and I must say that it exceeded my expectations. For me this experience is exactly what I am looking for making Nomad Lodges Amazonas the best possible model. No doubt that the Long Run Annual Member’s Meeting is the best exchanging platform for me to get inspiration, tips and hope for the achievement of my project.

Pierre A. Kruger, Nomad Lodges Amazonas (Colombia)

The Long Run’s Annual Meeting was inspiring! It was great to share a few days with great people from different places, backgrounds that share a common goal and aim to make a difference.

Santiago Uriburu, Caballadas (Argentina)

The Long Run Annual meeting was a like family reunion working for the continuity of our common goals in Sustainable tourism. Decisions were taken together for the best way forward, involving everybody to shape The Long Run’s collective goals.

Daniella Payet, Seychelles Sustainable Tourism Foundation (Seychelles)
# LIST OF PARTICIPANTS

## Honorary Chair/Founder & Chairman of The Long Run

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jochen Zeitz</td>
<td>Honorary Chair &amp; Founder</td>
<td>Kenya</td>
</tr>
<tr>
<td>Andy Parker</td>
<td>Chairman of The Long Run Board</td>
<td>UK</td>
</tr>
</tbody>
</table>

## The Long Run Team

<table>
<thead>
<tr>
<th>Name</th>
<th>Role</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delphine Malleret-King</td>
<td>Executive Director</td>
<td>UK</td>
</tr>
<tr>
<td>Anne-Kathrin Zschiegner</td>
<td>Head of Technical Assistance</td>
<td>Kenya</td>
</tr>
<tr>
<td>Holly Tuppen</td>
<td>Freelance Writer &amp; Consultant</td>
<td>UK</td>
</tr>
</tbody>
</table>

## GER® Members

<table>
<thead>
<tr>
<th>Name</th>
<th>Destination</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jochen Zeitz</td>
<td>Segera Retreat</td>
<td>Kenya</td>
</tr>
<tr>
<td>Stephan Bruckner</td>
<td>Wolwedans</td>
<td>Namibia</td>
</tr>
<tr>
<td>Sibylle Riedmiller</td>
<td>Chumbe Island</td>
<td>Tanzania</td>
</tr>
<tr>
<td>Julie Cheetham</td>
<td>Grootbos Private Nature Reserve</td>
<td>South Africa</td>
</tr>
<tr>
<td>Sanja Lutzeyer</td>
<td>Grootbos Private Nature Reserve</td>
<td>South Africa</td>
</tr>
</tbody>
</table>

## Fellow Members

<table>
<thead>
<tr>
<th>Name</th>
<th>Destination</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alexandra Petermann</td>
<td>Huilo Huilo Biological Reserve</td>
<td>Chile</td>
</tr>
<tr>
<td>Victor Petermann Fernandez</td>
<td>Huilo Huilo Biological Reserve</td>
<td>Chile</td>
</tr>
<tr>
<td>Ivonne Reifschneider López</td>
<td>Huilo Huilo Biological Reserve</td>
<td>Chile</td>
</tr>
<tr>
<td>Ana Gonzalez Rojas</td>
<td>Huilo Huilo Biological Reserve</td>
<td>Chile</td>
</tr>
<tr>
<td>Rodolfo Cortés</td>
<td>Hilo Huilo Biological Reserve</td>
<td>Chile</td>
</tr>
<tr>
<td>Nicholas Winegardner</td>
<td>El Santuario</td>
<td>Argentina</td>
</tr>
<tr>
<td>Andrew Dixon</td>
<td>Nikoi &amp; Cempedak Island</td>
<td>Indonesia</td>
</tr>
<tr>
<td>Pierre-André Kruger</td>
<td>Nomad Lodges</td>
<td>Colombia</td>
</tr>
<tr>
<td>Philippe Moreau</td>
<td>HBD - Sundy Praia</td>
<td>São Tomé &amp; Príncipe</td>
</tr>
<tr>
<td>Javier Lopez</td>
<td>EcoCamp Patagonia</td>
<td>Chile</td>
</tr>
<tr>
<td>Bernardo Dominguez</td>
<td>EcoCamp Patagonia</td>
<td>Chile</td>
</tr>
<tr>
<td>Luciano Lima</td>
<td>Pousada Trijunção</td>
<td>Brazil</td>
</tr>
<tr>
<td>John Morgan</td>
<td>Kuala Ranch</td>
<td>USA</td>
</tr>
<tr>
<td>Rodolphe de Spoelberch</td>
<td>Estancia Pampa Grande</td>
<td>Argentina</td>
</tr>
<tr>
<td>Santiago Uriburu</td>
<td>Caballadas</td>
<td>Argentina</td>
</tr>
<tr>
<td>Isabel Lagos Marmol</td>
<td>Caballadas</td>
<td>Argentina</td>
</tr>
</tbody>
</table>

## Affiliate Members

<table>
<thead>
<tr>
<th>Name</th>
<th>Destination</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Timothy O'Donoghue</td>
<td>Riverwind Foundation</td>
<td>USA</td>
</tr>
<tr>
<td>Guillaume Taylor</td>
<td>Bergplaas Nature Reserve</td>
<td>South Africa</td>
</tr>
<tr>
<td>Byron Thomas</td>
<td>Bergplaas</td>
<td>UK</td>
</tr>
<tr>
<td>Sergio Chiarandini</td>
<td>Linking Tourism &amp; Conservation (LT&amp;C)</td>
<td>Thailand</td>
</tr>
<tr>
<td>Daniella Payet</td>
<td>Seychelles Sustainable Tourism Foundation</td>
<td>Seychelles</td>
</tr>
</tbody>
</table>

## Friends & External Speakers

<table>
<thead>
<tr>
<th>Name</th>
<th>Destination</th>
<th>Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hando Hain</td>
<td>NEPCon</td>
<td>Estonia</td>
</tr>
<tr>
<td>Saúl Blanco Sosa</td>
<td>NEPCon</td>
<td>Guatemala</td>
</tr>
<tr>
<td>Marcela Quiroz</td>
<td>Tompkins Conservation Centre</td>
<td>Chile</td>
</tr>
<tr>
<td>Rodrigo Verdugo</td>
<td>Architect</td>
<td>Chile</td>
</tr>
</tbody>
</table>

## Spouses of Participants who attended the Annual Meeting

<table>
<thead>
<tr>
<th>Name</th>
<th>Attended with</th>
<th>Connection</th>
</tr>
</thead>
<tbody>
<tr>
<td>Janet Woodland</td>
<td>Timothy O'Donoghue</td>
<td>Tim's Wife</td>
</tr>
<tr>
<td>Carri Morgan</td>
<td>John Morgan</td>
<td>John's Wife</td>
</tr>
<tr>
<td>Caroline de Spoelberch</td>
<td>Rodolphe de Spoelberch</td>
<td>Rod's Wife</td>
</tr>
</tbody>
</table>
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.

www.thelongrun.org