

TOGETHER FOR THE LONG RUN CONNECTING PEOPLE AND NATURE







Welcome

Peter Feilberg, Executive Director of Preferred by Nature, and Chairman of The Long Run, will update us on a year of partnership and Long Run Founder **Jochen Zeitz** explores the need to accelerate change.

11:30:AM UK / 12:30 PM CET / 7:30 PM SGT / 6:30 AM EST

How Can We Justify Travel in the Times of a Climate and Biodiversity crisis?

A panel of industry-leading experts, including **Willy Legrand**, Professor of Hospitality Management at the IU International University of Applied Sciences in Germany, and **Will Jones**, Founder and CEO of Journeys by Design and Wild Philanthropy, will share insights on the point at which we can talk about positive impacts on the climate and biodiversity.

1:30 PM UK / 2:30 PM CET / 9:30 PM SGT/ 8:30 AM EST

Working Towards Net Positivity

In this session we will discuss measuring and reducing our carbon footprint, and learning from Members' innovative measures.

3 PM UK / 4 PM CET / 11 PM SGT / 10 AM EST

Spotlight on Nature Based Solutions to Climate Change - Tourism?

Chloe King, Project Manager at Solimar International and PostGraduate at Cambridge University, will provide us insights about the conditions needed for regenerative travel, drawing on several Long Run case studies.

4:30 PM UK / 5:30 PM CET / 12:30 AM SGT / 11:30 AM EST

To join us for Day 1, register with the Zoom link here



Meet our Members

New members introduce themselves to The Long Run community via a pre-recorded video.

11 AM UK / 12 PM CET / 7 PM SGT / 6 AM EST 8 PM UK / 9 PM CET / 4 AM SGT / 3 PM EST

Do We Still Need to Sell Biodiversity to the Corporate and Financial Sector?

Join **Keith Tuffley**, Global Co-Head of Sustainability and Corporate Transitions for Citibank, in a discussion about the readiness of the corporate sector to invest in biodiversity, at what conditions and the implications for Long Run members.

12:00 PM UK / 1 PM CET / 8 PM SGT / 7 AM EST

Diversifying Finance Strategy for Resilience - What are the Options?

A key component of The Long Run's 4Cs is to ensure long term financial resilience. The Covid-19 pandemic has shown that diversification is key. Experts including **Dr. Frauke Fisher**, Tropical Biologist at Werzburg University, **Suzan Craig**, Owner of GER member Tahi, and **Maarten Weehuizen**, Founder of ThirdWayAfrica (in partnership with The Nature Conservancy), will give us insights on options for diversifying conservation finance.

1 PM UK / 2 PM CET / 9 PM SGT / 8 AM EST

Greener Act & Funding 4C Projects

Philippe Moreau, Founder of GreenerAct, will provide an update on Greener Act platform and its potential to engage travelers in 4Cs projects. We will present how The Long Run intends to use the platform to help Travel Partners and guests to fund member 4C projects.

3:30 PM UK / 4:30 PM CET /11:30 PM SGT / 10:30 AM EST

To join us for Day 2, register with the Zoom link here



Shaking up Travel's Value Chain for the Better

Join The Long Run's PR consultant Naomi McKee and a group of The Long Run Travel Partners to discuss how tour operators and travel designers are walking the talk when it comes to travelling better and greener post pandemic. We will also explore what the future of travel looks like from their perspective.

10 AM UK / 11 AM CET / 6 PM SGT / 5 AM EST

Year Round Up and 4C Stories

Join Delphine, Holly and Anne for a round-up of the past year, the trends in tourism and our response. Drawing on discussion with members, we will discuss our strategy going forward.

11 AM UK / 12 PM CET / 7 PM SGT / 6 AM EST

The Wider Travel Sector: Expanding 4C Reach

Sustainability has finally become a hot topic within the travel and tourism sector. A new solution to measurable sustainable impact is being introduced. Join Executive Sustainability Nianova Advisor, (Tswalu Kalahari, JAN, Fireblade Aviation, Niarra) **Julie Cheetham** for a preview.

2 PM UK / 3 PM CET / 10 PM SGT / 9 AM EST

Expanding our Net Positive Impact

This session of learning and sharing, will focus on innovative ways our members expand impact and reach through communities, art, and quests.

3:30 PM UK / 4:30 PM CET / 11:30 PM SGT / 10:30 AM EST

Year Round Up and 4C Stories (repeated)

Join Delphine, Holly and Anne for a round-up of the past year, the trends in tourism and our response. Drawing on discussion with members, we will discuss our strategy going forward.

6 PM UK / 7 PM CET / 2 AM SGT / 1 PM EST

To join us for Day 3, register with the Zoom link here