



IN IT FOR THE LONG RUN

ANNUAL REPORT 2020

▲ Photo: Misool, Indonesia (Fellow Member)

**THE
LONG
RUN** protects over
23 million acres
of nature and
improves the
lives of 750,000
people.

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AN INTRODUCTION

- **A united mission:** Each Long Run member is vetted to ensure that the protection of ecosystems and community well-being is at the heart of business operations. We believe this is the only way to guarantee that travel has a positive impact.
- **A supported journey:** Our team of experts guide businesses through a tailored 4C framework. A milestone within this continuous journey of improvement is the Global Sustainable Travel Council recognised Global Ecosphere Retreat® (GER®) standard.
- **A collaborative community:** We facilitate exchange, best practise and peer learning between like-minded businesses and organisations for the betterment of all.
- **A transformational experience:** By travelling with a Long Run member, travellers embark on a truly transformative experience and directly invest in the 3Cs — Conservation, Culture, and Community.

▲ Photo: Kualoa, Hawaii, USA, (Fellow Member)

The Long Run brings together a growing and global community of leaders in sustainability, conservation and tourism. Each member is committed to conserving biodiversity in perpetuity and enhancing the well-being of people. Via a holistic balance of the 4Cs — Conservation, Community, Culture and Commerce — business and travel can be a genuine force for good.

The Long Run was founded in 2009 by entrepreneur and property owner Jochen Zeitz as a blueprint for tourism businesses to conserve wilderness in perpetuity. Over 80 members and supporters share a vision of business, nature and people working harmoniously together for a more sustainable future.

Before joining, each property must demonstrate a serious commitment to the 4Cs and have ownership or influence over a marine or landscape of biodiversity importance. The Long Run screens members via written application, background checks, and interviews. A sliding membership fee structure ensures the organisation is inclusive of businesses of all sizes. As a charity, 100% of membership fees go to the mission and supporting members.

The Long Run's team of experts provide tailored technical, onsite and remote support so that members can embark on a continuous journey of improvement via the 4Cs. A milestone in this journey is The Long Run's GER® status — one of the travel industry's most rigorous standards, recognised by the Global Sustainable Tourism Council.

In 2020, The Long Run launched a new Travel Partner category to help tour operators, agents and designers to drive positive change. Travel Partners join the community to share best practice, better understand sustainable travel, develop a network of the world's most responsible travel properties, and sell experiences that have positive impacts.

Members are supported by a group of highly regarded Affiliates who provide in-kind expert support on everything from communications to carbon measurement.

“ By **collaborating, brainstorming** and **sharing best practice** via fortnightly webinars, regional retreats, annual meetings, an exchange programme, and joint messaging, together, **we achieve so much more than we could alone.** ”

Delphine Malleret-King
Managing Director, The Long Run.

The Long Run is a registered UK charity which joined forces with Preferred by Nature in 2020. Read more at thelongrun.org

In 2020, The Long Run was made up of 9 GER®, 31 Fellow Members, 11 Travel Partners, and 34 Affiliates.

This report provides an overview of the focus, progress, and achievements of 2020.



THE YEAR IN REVIEW

Covid-19 has shaken the world like no one could have anticipated. Amongst the trauma and anxiety, we were overwhelmed at the resilience, continued passion and supportive nature of our members. As a collective designed to share best practice and collaborate, we went into overdrive with weekly hang out calls to check in and share solutions around the world.

With all great crises comes opportunity, and we were delighted to see our members not only continue but expand their 4C work during this most difficult year. Sustainability is about long-term thinking and planning, and it's with great admiration that we saw this pay off. The vast majority of our members continued their 4C work during Covid-19 despite a complete halt in tourism revenue. This is a staggering demonstration of what can happen when holistic thinking is built into responsible businesses.

One of the key achievements of 2020 was the realisation of our partnership with Preferred by Nature (formerly NEPCON).

This partnership is already enhancing The Long Run's capacity to grow, influence and deliver improved services to its members by, for example, leveraging synergies and:

- Expanding its network and reach particularly in Latin America, Eastern Europe and Asia.
- Accessing well-developed systems and infrastructure that provide the team with a more effective platform to operate from.
- Accessing a broader skills base, globally and regionally, strengthening cost effectiveness and efficiency of services.
- Ensuring 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 organisation.

Delphine Malleret-King,
Executive Director

WORKING TOWARDS POSITIVE CHANGE

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

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

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

Our mission is to connect, support and promote our members to achieve and showcase leadership in tourism-based conservation.



A GLOBAL COMMUNITY

The Long Run destination members (GER® and Fellow) represent a wide diversity of leading conservation efforts from around the world.



Fellow Members are destinations committed to a continuous journey towards sustainability and aspire to attain GER® Recognition.



Global Ecosphere Retreats are destinations that have achieved the GER® standard requirement.





▲ Photo: Kenai Fjords Glacier Lodge, Alaska, USA (Fellow Member)

THE BACKBONE OF THE LONG RUN



OUR FUNDERS

In 2020, generous donations from Partners and Patrons contributed towards 30% of The Long Run's budget (the rest is mostly from membership contribution).

"On behalf of the Long Run community, we would like to extend our sincere thanks to Alex and Andrew Parker (Chairman), Preferred by Nature, and to all our Trustees for their commitment, which has allowed The Long Run to thrive and continuously strengthen its support to members and partners." — **Delphine Malleret King.**

BOARD & GOVERNANCE

In 2020, long standing chairman Andy Parker and Honorary Chair and Founder Jochen Zeitz welcomed Peter Feilberg as the Chairman of the Board.

The Long Run is steered by a Board of Trustees composed of Peter Feilberg (Chief Executive, Preferred by Nature, Denmark), Adam Grant (Director Market Development, Preferred by Nature, UK) and GER® member Louise Cottar (Cottars Camp 1920s, Kenya). The Board is supported by a Members' Advisory Council.

The Members' Advisory Council is made up of three to six GER® elected members currently chaired by The Long Run Founder Jochen Zeitz (Segera, Kenya), and includes Louise Cottar, Suzan Craig (Tahi, New Zealand), Roberto Klabin (Caiman, Brazil) as well as Hando Hain (Director of Innovation, Preferred by Nature) and Delphine Malleret King, The Long Run's Executive Director.

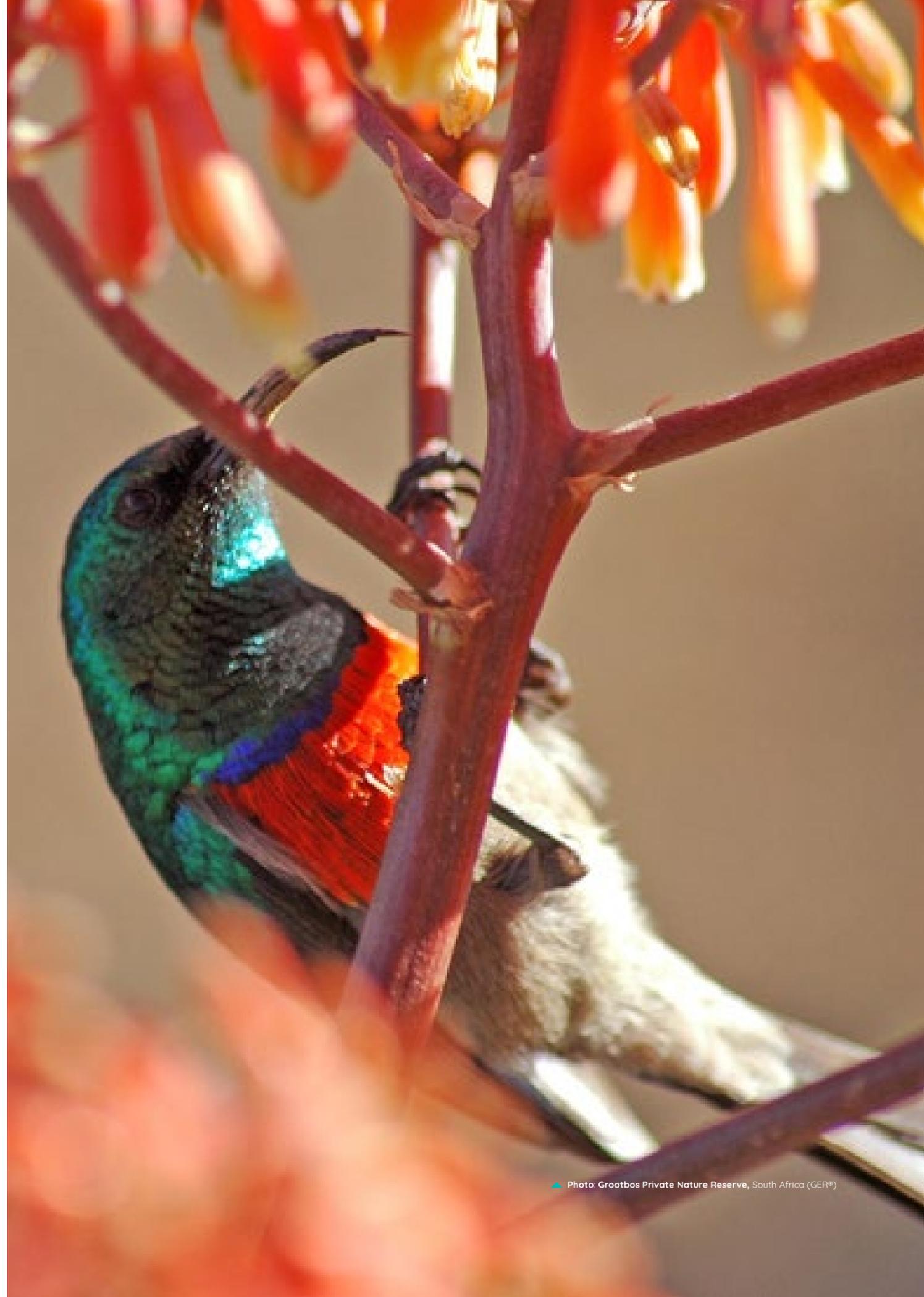
Peter Feilberg, Chairman of the Board of Trustees, comments:

"Through the adoption of The Long Run we have connected with a global network of organisations passionate about nature conservation and making positive change in people's lives through sustainable travel. I have been incredibly inspired by the commitment and excitement that the members have towards The Long Run. This is a genuine collective and community working towards positive change and continual improvement. With The Long Run being part of Preferred by Nature, I hope we will be able to further build upon what The Long Run brings to expand our conservation focused work and inspire our clients, and partners.

Preferred by Nature is working to support better land management and business activities that benefit people, nature and the climate. I believe The Long Run is a perfect match in extending this effort into sustainable tourism and conservation, creating meaningful impact in an industry which will no doubt experience considerable changes in the years to come.

The overwhelming challenges facing nature, people and climate today needs innovative, cross-sectoral and lasting solutions. I have no doubt that working together, Preferred by Nature and the members of The Long Run will be able to accelerate the expansion of nature conservation in the tourism industry.

▲ Photo: Arkaba, Australia, (Fellow Member)



▲ Photo: Grootbos Private Nature Reserve, South Africa (GER®)

OUR IMPACT

Our collective membership continues to achieve important milestones.



Commerce

- Invest more than **18 million USD** in the Conservation of biodiversity, Community well-being, and Cultural stewardship.
- Raise over **30,000 USD** to supplement 3C projects due to Covid-related loss in tourism income.
- Demonstrate financial resilience despite Covid-19 and a complete shut down in global tourism.



Conservation

- Conserve and regenerate **23.5 million acres** of nature.
- Protect over **400** endangered plant and animal species.
- **82%** of members create wildlife corridors or increased habitat connectivity.
- **69%** of members create buffer zones for a National Park System, Biosphere Reserved and/or World Heritage Site through its protected area.
- Over **70%** of members adopt The Long Run's new rigorous carbon calculator.
- All members commit to becoming entirely plastic-free.
- All members prioritise goods and services locally.



Community

- Improve the lives of more than **750,000** people.
- Directly impact **195,000** people.
- **67%** of members support other tourism businesses and neighbouring landowners to adopt sustainable management.
- Employ **3,400** people.
- **90%** of lower skilled employees are paid above minimum wage.
- Over **90%** of employees are from the same country as the property.
- Over **69%** of employees are from the closest local community.



Culture

- Support **158** cultures.
- Over **64%** of members help support, enhance, revive cultural activities and knowledge in communities.
- Over **34%** of members engage in activities to enhance and protect physical cultural heritage sites.
- Over **70%** of members sensitively integrate cultural learning into guest experiences.

All figures based on 2020 data and reporting.



Photo: Arijju, Kenya (Fellow Member)

STRATEGIC PARTNERSHIPS

The Long Run was delighted to formalise its partnership with Preferred by Nature on the 1st of March 2020. This followed due diligence in 2019 to take The Long Run to the next stage of its potential

a) To be the leading and largest global private nature conservation association, helping to define approaches and policy frameworks that drive conservation and community well-being in the long run; and b) Achieve its target of helping protect 20 million acres of nature and improve the lives of 2 million people.

The Long Run and Preferred by Nature have a long history of collaboration, which demonstrated the alignment of vision, mission and core values. This partnership strengthened throughout 2020 and increased The Long Run's capacity to deliver improved services to its members by, for example, leveraging synergies as well as:

- Expanding outreach
- Expanding fund raising capacity
- Enhancing the team's ability to think innovatively
- Accessing well-developed systems and infrastructure that provide the team with a more effective platform to operate from.
- Accessing a broader skills base, globally and regionally, strengthening cost effectiveness and efficiency of services.
- Ensuring 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.

ADVOCACY AND LEADERSHIP

The Long Run team continued to disseminate learnings and knowledge with regards to tourism-based Privately Protected Areas (PPAs). Partnerships were nurtured with organisations such as United Nations World Tourism Organisation (UNWTO) One Planet, the International Union for Conservation of Nature (IUCN) and the World Commission on Protected Areas (WCPA).

As a commitment to leading change in the nature-based tourism sector, and to addressing the climate crisis, The Long Run became a founding member of Tourism Declares a Climate Emergency. Tourism Declares is a collective of over 200 travel companies that have declared an emergency, acknowledged The Intergovernmental Panel on Climate Change (IPCC) recommendation to reduce emissions, and developed climate action plans. The Long Run was delighted to be a founding member and support the group throughout 2020.





SUPPORTING OUR COMMUNITY

The Long Run's activities are divided into four functions: organisational development; membership coordination; technical assistance; marketing & communication.

Membership coordination is core to the organisation and includes screening potential members to ensure alignment, on-boarding, and ensuring continuous and supportive engagement of members.

At the end of 2020, The Long Run community was made up of nine GER@s, 31 Fellow Members, 11 Travel Partners and 35 Affiliates.

The Long Run welcomed new members.

Six Fellow Members were welcomed to the community in 2020, bringing an additional 423,324 acres under protection.

- **Batu Batu** in **Malaysia** 21,000 acres.
- **Tswalu Kalahari** in **South Africa** 281,700 acres.
- **Samara Private Game Reserve** in **South Africa** 67,178 acres.
- **Lengishu** in **Kenya** (Part of 32,000 acres Borana Conservancy).
- **Leopard Hill** in **Kenya** 53,446 acres.
- **Arijuju** in **Kenya** (Part of 32,000 acres Borana Conservancy).

▲ Photo: Borana Conservancy, Kenya (GER@)

The Long Run welcomed seven new Affiliates in 2020: **Connecting Spaces** (Switzerland), **Canopy Power** (Singapore), **Broadloom Group/Highlands Dinner Club** (USA), **Half-Earth Project** (USA), **Transformational Travel Council** (USA), **Earth Company** (Japan/Indonesia), **WaterBear Network** (Netherlands).

And five new Travel Partners: **Blind Experiences** (Italy), **Thika Travel** (Netherlands), **Consciously Connected Travel** (UK), **Blueflower** (Hong Kong), **Dolomite Mountains** (Italy).

Fluctuations are expected in a membership organisation such as ours and we were sad to see Wanas (Sweden), Comrie Croft (Scotland) and El Santuario (Argentina) leave due to financial constraints and a shift in priorities away from tourism. As always, we remain in close contact with former members.

Creation of new Travel Partner category.

In early 2020, The Long Run launched a new Travel Partner category to make travel's entire value chain more sustainable and have a greater positive impact.

Long Run Travel Partners are tour operators, agents, travel designers and any business selling travel that actively aligns itself with The Long Run's community and commitment to the 4Cs. Travel Partners gain access to experts, members, events and network, and can tap into a menu of 'pay as you go' services for those wanting further dedicated technical and strategic support. In return, partners support and promote the work of The Long Run and Fellow and GER@ Members.

Onsite and online tailored support.

Providing tailored technical support (online and onsite) remains a core purpose of The Long Run. A team of experts and a selection of members, help newer members to shape and reach their sustainability goals. As the pandemic unfolded, it was not possible to travel, and members were grappling with emergencies. This meant that the Long Run team was only able to carry out one on site visit early in the year. On site visits help members establish

address sustainability challenges and establish a road map to achieve long term conservation and community development goals.

Instead, during 2020, The Long Run team stepped up its remote platform for exchange via calls and webinars, allowing members to share strategies, innovative solutions, and expert insights to sustain 4C work amongst The Long Run community.

Virtual and onsite 4C Planning continued despite COVID-19.

In 2020, The Long Run carried out one onsite visit to kick start 4C Planning at Sundy Praia, Sao Tome and Principe. This included taking stock, establishing a baseline in the 4Cs, initiating solutions to challenges in the 4Cs, and developing a strategic plan to embed long-term, sustainable operations.

The Long Run created a Performance Calculator for members to measure and compare their environmental impact, in collaboration with Affiliate Member and consultancy Efishur. The dashboard has been designed for members to strengthen resource efficiency and reduce carbon emissions across operations.

Global Ecosphere Retreats® (GER®) recognitions and preparations

Recognition as a GER® celebrates Long Run members' achievement in balancing the 4Cs.

The Long Run's GER® standard is recognised by the Global Sustainable Tourism Council (GSTC) and is a leading sustainability standard. It is considered to be 'one of the world's best standards for privately protected areas' (Dr Jeff A. Langholz). The GER® standard is unparalleled by any other standard in that:

- It rigorously covers all 4C aspects of sustainability in tourism with equal weight;
- It is not merely about compliance assessment; it is a vehicle to support nature-based tourism businesses' in their journey of continuous improvement;
- Likewise, it is not only about businesses merely mitigating their negative environmental impacts but about positively impacting the well-being of the planet and the people;
- The GER® recognition is earned rather than granted following a highly rigorous assessment by accomplished experts and professionals;
- Owning, directly managing or influencing a significant landscape or seascape is an essential criterion that makes GER® exclusive on the one hand and focussed on the planet and people on the other hand;
- GER® members must be commercially profitable or commit to attaining commercial viability; demonstrating that conserving nature is an economic imperative beyond the ethical arguments of posterity;
- Therefore, the GER® standard is ultimately for those nature-based tourism businesses that are exceptionally motivated to be a force for the greater good and are, or aspire to be, the best of the best in sustainable tourism.

GER® recognition is granted for 6 years, pending a 3-year review. In 2020, Borana (Kenya) was granted GER® status and Sasaab (Kenya) and Nikoi Island (Indonesia) continued to work towards achieving GER® status.

Borana achieved Global Ecosphere® Retreat status.

Michael Dyer, a Partner and the Managing Director of Borana, recalls, "When we were introduced to The Long Run in 2015, we quickly recognised that we were dealing with credible experts and that the 4C thinking was very much aligned with our ethos." He continues, "The Long Run team did our initial assessment, and it became apparent that there was a lot we could do better... not only in how we finance conservation and interact with employees and community but in energy efficiency, waste management and how we can make our business more environmentally sound." Since that initial Long Run assessment in 2015, Borana has thrown everything at ramping up environmental management and adopting the 4Cs — Conservation, Community, Culture and Commerce — on a more strategic level.

“ It has been incredible to witness what can be achieved when a **committed and passionate team** like that **at Borana embrace challenges and opportunities across the 4Cs.** ”

Anne-Kathrin Zschiegner
The Long Run's Technical Advisor.



Photo: Nay Palad Hideaway, Philippines (Fellow Member)

INSPIRING EACH OTHER

The Long Run's most effective way to drive impact is supporting members' exchange both remotely and face to face. The Long Run encourages members to innovate, brainstorm, learn from each other, and get inspired by one another.

Long Run hangouts and 4C calls continued throughout 2020 to inspire and inform. These dial-in webinars capitalise on the expertise of Affiliates and Partners by providing The Long Run members with unique viewpoints and insights. In 2020, weekly 'hangouts' provided an additional support network during the challenging Covid-19 crisis. In total The Long Run hosted over 200 hours of calls in 2020.

“ I've felt **supported, challenged** and **inspired** by the Long Run's hangouts these last weeks. It's wonderful to have **a group of like-minded people in love with nature and passionate about people and place**, motivated to **making this world better**, and importantly with **a wealth of practical information and experience** to **share willingly and openly** to help achieve that. Thank you all and well done the Long Run for its facilitation and curation. ”

Simon Heyes
Affiliate Member Senderos

Regional Hubs continued to grow. In February 2020, the inaugural Southern African hub was a great success, hosted by Grootbos (GER® member, South Africa). Due to COVID-19, the organisation held six virtual regional meetings to identify key areas of collaboration regionally.

The first virtual Long Run Annual Meeting was a success with three days of talks and discussions about what's next for the travel industry, 4C solutions, and enhancing positive impact. Whether sharing solutions about alternative work for employees, discussing fundraising and communications in a time of crisis or learning about how members are expanding conservation landscapes, sessions were packed with over 50 participants from all four corners of the globe.



EXPANDING OUR REACH

The Long Run's communication and marketing strategy showcases the sustainability commitment of members and disseminates 4C learnings. Through this, The Long Run seeks to drive positive impact on nature and people by encouraging others to embed sustainability at the heart of their operations. In 2020, The Long Run focused on providing support for members during the Covid-19 crisis.

A Covid-19 communications campaign helped members and travellers to stay connected to conservation work and destinations during travel's pause. The Long Run's #NatureNeverStops campaign encouraged those left behind in the travel industry (guides, rangers, hosts) to share their views, stories, insights and inspiration. Stories included lesser-known species, the intricate workings of an ecosystem, and reflecting on how nature adapts to the stillness, there were endless stories to be told. The campaign received over 5,000 posts and over 20,000 views on social media.

The Long Run launched an umbrella fundraising campaign to help members raise urgent funds for their Community and Conservation projects that loss revenue due to tourism's pause. The campaign showcased specific projects in need of financial support during the Covid-19 crisis detailing how much money was needed and exactly what it would go towards. Interviews with people on the ground helped to demonstrate the urgency of raising funds while tourism was on hold. Overall, The Long Run helped members to raise over 30,000 US dollars.

In 2020, The Long Run was featured more than 25 times in the press including Conde Nast Traveller, The Telegraph and the Sunday Times alongside UNWTO and Half Earth op-eds and the book Social Entrepreneurship in Hospitality: Principles and Strategies for Change.

Photos (Clockwise) : Setting camera traps to monitor species at **Arkaba**, Australia (Fellow Member) **Tahi**, New Zealand (GER®)

SPOTLIGHT ON CONSERVATION

Thriving marine and land ecosystems and biodiversity are integral to the survival of people and our planet but drastically under threat. Conservation is safeguarding and regenerating this biodiversity to support local people and global needs.

Conservation is core to all Long Runners. This C addresses:

- Effective biodiversity and ecosystem services conservation, regeneration or restoration.
- Marine and terrestrial sustainable resource use.
- Environmental management and efficiency (low-impact and circular energy, water and waste management).
- Carbon reduction and mitigation.
- Sustainable supply chains and circular economies.



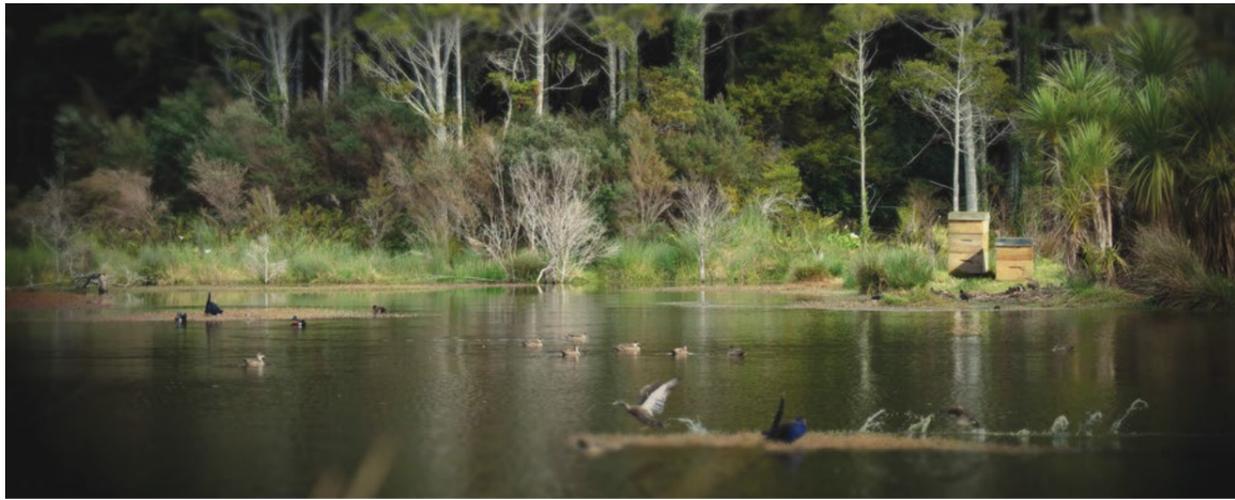
▲ Photo: The Hide, Zimbabwe (Fellow Member)



SIX SENSES LAAMU, THE MALDIVES

Making Seagrass Monitoring A National Priority

Six Senses Laamu together with BLUE and TropWater have developed a standardised monitoring protocol for The Maldives' seagrass meadows. To date, little is known about the ecosystem's distribution, diversity, and status. In March 2020, the Ministry of Fisheries, Marine Resources and Agriculture adopted this as the The Maldives National Seagrass Monitoring Network (MNSMN) protocol, incorporating the system in their CoralDatabase. This inclusion of seagrass in a national monitoring system is a first showing recognition of its importance and value as an ecosystem.



TAHI, NEW ZEALAND

Kiwi Population On The Up

Tahi's conservation efforts have been paying off. Kiwi footprints, including those of chicks, have been spotted throughout Tahiti. To date, 37 kiwis have been introduced in the local pest control area and a small number have transmitters so conservationists can follow their nesting habits. Currently, the location of three nests is known, and a fourth nest is suspected on a neighbouring property. Three of the flightless birds nested for the first time this season, showing that the Kiwi population is on the up.



MISOOL, INDONESIA

Increasing Misool Ranger Patrols

The Misool Ranger Patrol protects the 300,000 acre Misool Marine Reserve from fishing, reef bombing, collecting of turtle eggs, cyanide fishing, netting or shark finning. As a result of developing infrastructure in Daram, the patrols increased by 111% to 2019 with 809 patrols in total. Due to this improvement, 2065 turtle eggs were able to hatch and 52 turtle nests could be protected.



SEGERA, KENYA

Rhino Tree of Life Initiative

250,000 trees have been planted as part of Segera's Tree for Life project to reforest Kenya. Acacia trees are indigenous to Kenya's arid and semi-arid areas and the species is known to enhance soil stabilization and fertility, thus contributing to environmental conservation, landscape regeneration, water catchment and in the long run, the survival of biodiversity. All of the seeds for the first phase of the ZEITZ foundation's Tree of Life reforestation initiative were sourced from the Kenya Forestry Research Institute (KEFRI). These certified high-quality seeds were germinated and grown into seedlings on Segera and Kisima in Laikipia.



TSWALU, KALAHARI

Pangolin Research Project

While pangolins are known to be threatened by the illegal wildlife trade, electrocution by electric fences, habitat loss, and road mortalities, very little attention has been focused on how climate change will affect their welfare. To better protect pangolins, Tswalu has invested in understanding their behaviour and threats via the Tswalu Foundation's Kalahari Endangered Ecosystem Project (KEEP). Pangolins are incredibly fussy eaters, their highly specialised diet focused on specific ants and termites. Hotter and drier conditions reduce the availability of those insects, and pangolins do not seem to be able to shift their diet to other possible food sources. This research may prove crucial to the survival of the species.

SPOTLIGHT ON COMMUNITY

Enhancing community well-being and equality is a fundamental obligation of all, and it is the right of every person to have their basic needs met. Conservation initiatives and businesses must serve and have a positive impact on local communities to succeed in the long-term.

Long Runners enhance the well-being of communities they belong to and interact with.

This C addresses:

- Fair working conditions
- Diversity and inclusion
- Community relations
- Social infrastructure and accountability
- Capacity building and support for small and medium enterprises (SMEs)
- Community empowerment



▲ Photo: Nomad Lodges, Colombia (Fellow Member)



GROOTBOS PRIVATE NATURE RESERVE, SOUTH AFRICA

Covid Relief Kitchen

In response to the suffering of the community from loss of livelihood, food shortages and hunger caused by the strict Covid-19 lockdown, the Grootbos Foundation teamed up with the local Disaster Relief Management stakeholders to establish a food relief programme. A food kitchen was started in the Good Hope Early Childhood Development centre, providing food at 11 key locations to mainly children of the community. Within six months the Foundation team had served 200,000 meals. With lockdown easing support efforts adapted to deliver over 450 home food and hygiene packs for vulnerable families.



BORANA LODGE, KENYA

Days for Girls

Borana Conservancy Mobile Clinic have teamed up with Days for Girls Chumvi Chapter (DfG), raising funds for menstrual health education and the distribution of washable and re-usable sanitary towels. Days for Girls make washable sanitary pads and conduct menstrual health education across the world. Young girls in Kenya miss an average of five days of school per month due to menstrual shame. This is the equivalent of missing 50 days per school year. One DfG Supreme Kit costs \$10 and will last up to 3 years, each DfG Kit has been hand-sewn to high quality standards by local women. The campaign raised \$4487 to date which has provided a DfG Supreme Kit to 475 girls under the Borana Education Support Programme.



KASIIYA, COSTA RICA

Providing Community Infrastructure In A Time Of Crisis

Kasiya believes that the best way to create a healthy interdependence with the local community is to support local entrepreneurs. Rather than ship in products not available locally, Kasiya invests in local businesses. The first success comes from Kasiya's carpenter, Doilin, who has been working for the lodge for three years. In 2020, Kasiya agreed to help him establish a company called Eco Sociedad Anomina by financing the purchase of all the equipment, a small property, and commissioning 85 per cent of the furniture for Kasiya's two new rooms. Doilin now owns 50 per cent of the company, and within the next three years, he will go independent.



HUILO HUILO BIOLOGICAL RESERVE, CHILE

Enhancing Small-Scale Agriculture

A new alliance between the Huilo Huilo Foundation and INDAP Los Ríos (Ministry of Agriculture) aims to help small farmers in the surrounding communities by generating horticultural production during the winter season, and increasing production over the summer season. The support not only helps with the construction of greenhouses, but also conducts workshops to teach attendees how to build their own greenhouse and pass the skill onto others in their family or community.



KUALOA RANCH, HAWAII

Easy Access to Locally-Grown Produce

During the Covid-19 pandemic, Kualoa Ranch opened the KualoaGrown market in the Ranch House. The market features locally grown, sustainably raised produce and protein from the ranch as well as other products from local farms. It was introduced to make the access to a grocery store easier for the community by providing fresh, healthy, and high-quality food. With over 1000+ orders over a nine week period, this market helped to feed around 180 different families during a time when it was difficult to access local food due to increased demand. It continues to be a sustainable income source for Kualoa's 3C projects.

SPOTLIGHT ON CULTURE

Our world is richer for its cultural diversity; celebrating commonality nurtures understanding, and respecting difference is how we grow. To overcome the climate and biodiversity crisis, we need to listen to, include, and champion all cultures for the common good.

Long Runners strive to strengthen intercultural relationships and understanding, safeguard cultural heritage and raise awareness of cultural diversity and fragility globally and within their destination. This C addresses:

- Cultural heritage and site protection
- Promotion and awareness of indigenous lives and rights
- Fostering more profound respect for local and indigenous culture
- Cultural exchange, education, and empowerment
- Creating a positive internal culture



▲ Photo: Condor Valley, Argentina (Fellow Member)



SINAL DO VALE, BRAZIL

Spiritual Development for the Team

When faced with the challenges of the pandemic, Sinal do Vale took the opportunity to reflect inwards. Gabriela Diamant, a council member of Sinal, worked throughout the year with the team, facilitating self-expression and collaboration exercises, focusing on individual talent and passion, as well as diversity and synergy. The final workshop of the year, the Hidden Clown workshop, reflected on these testing times with self-care and sharing setting priorities for the year to come.



CHUMBE ISLAND, TANZANIA

Fostering a Culture of Environmental Care

Chumbe Island Coral Park launched an art competition for local school children on World Oceans Day. The children were invited to create drawings and paintings that answer the question "Why do we need to protect the ocean?". The children came up with very creative and talented entries and some of the art pieces are displayed in the Education Center on the island for guests to enjoy during their visits.



NIKOI ISLAND, INDONESIA

Educating local Children about Indigenous Communities

The Orang Suku Laut community are the indigenous peoples surrounding Nikoi Island. Traditionally they were nomadic, spending most of the year living on their small sampans. These days, they are largely sedentary with small villages scattered across the archipelago. Their knowledge of the sea, the stars and the weather is incredibly unique. To advance cultural and environmental understanding, Nikoi has been incorporating some of this knowledge into the curriculum taught in local learning centres. These centres were set up by Nikoi's non-profit, The Island Foundation.



LEOPARD HILL, KENYA

Launch of the Masai Brand Project

Basecamp Masai Brand is a community-based handicraft business that benefits 118 Maasai women who produce artisan goods made from sustainable resources. Thanks to the project, these women have a source of financial independence, enabling them to feed their families as well as afford their children's school fees, hopefully cutting the cycle of poverty and illiteracy within their families and communities. They have also managed to spend their earnings in purchasing livestock and building more functional homes, proving that empowering women and native culture benefits the entire community.



BATU BATU, MALAYSIA

Cultural Mapping

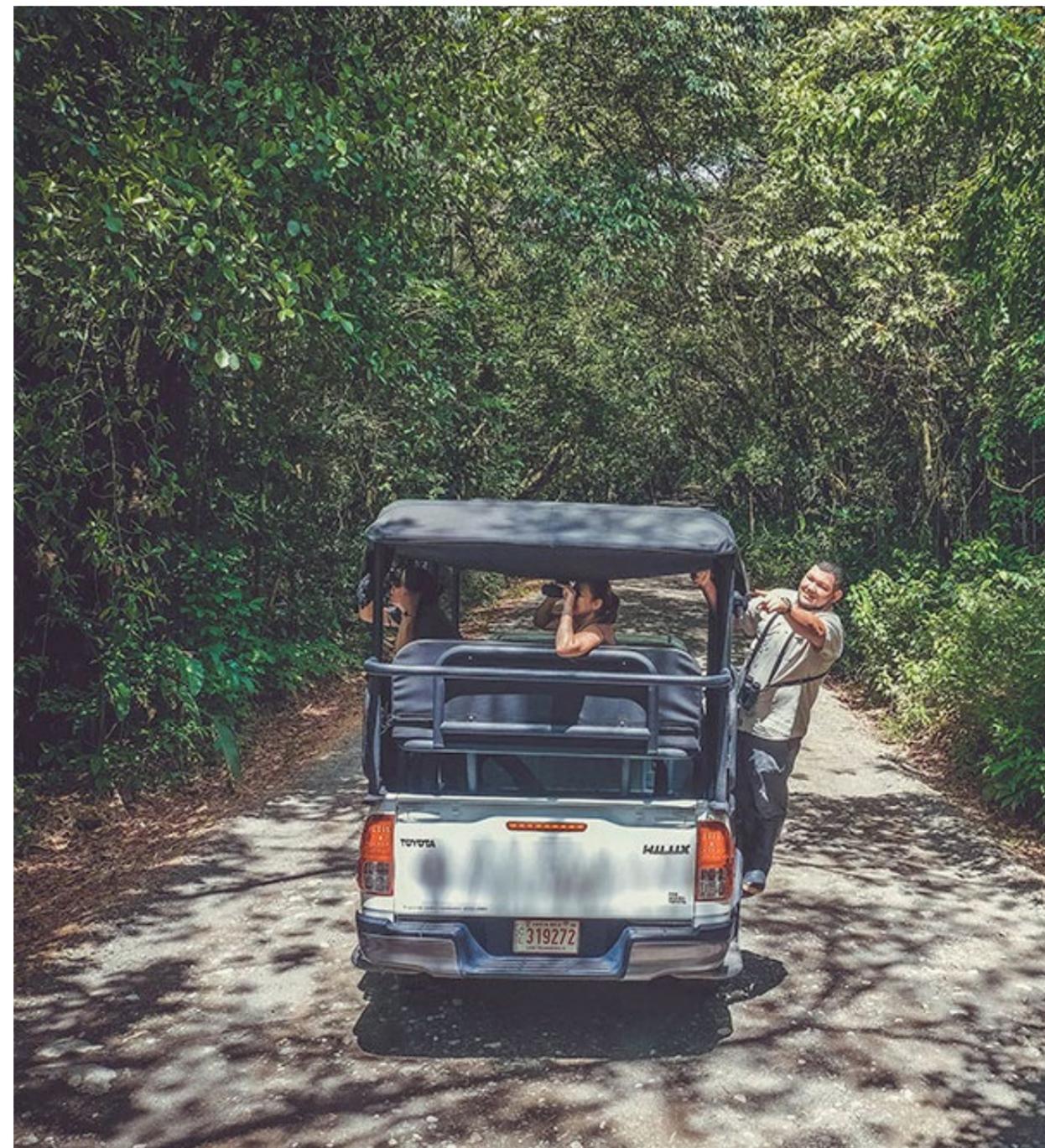
Visitors and employees often pass through Mersing town on the way to Batu Batu and other islands, overlooking the chance to get to know this vibrant town. In a bid to understand how visitors can better serve the town, Batu Batu's sister lodge, KakakTua Guesthouse along with Think City Johor Bahru and Majlis Daerah Mersing conducted a study to map and identify Mersing Town Centre's cultural and bio-assets. The study engaged with the community to identify their attitudes and feelings toward Mersing as a place to identify how recovery tourism can best serve their needs.

SPOTLIGHT ON COMMERCE

Uncontrolled and irresponsible commerce is damaging people and planet in irrevocable ways. Conducted holistically and sustainably, however, business can improve the health of the planet and collective well-being. Our fourth C, Commerce, ensures that Conservation, Community, and Culture initiatives are financially sustainable and resilient in the long term.

Long Runners believe in and commit to the power of responsible business to solve the climate and biodiversity crisis. This C addresses:

- Diversification of income streams.
- Embedding sustainability in business operations.
- Making conservation financially viable.
- Creating clear mechanisms to financially sustain Community, Conservation, Culture objectives.
- Creating transformative and regenerative experiences.



LAPA RIOS AND PACUARE LODGE, COSTA RICA

A New Conservation Levy

These two lodges introduced a new Conservation Fee in 2020 to help raise funds for vital conservation work including research and rangers. This fee is particularly important in light of Covid-19, which drastically reduced funds available via tourism. The levy will future-proof Pacuare and Lapa Rios' 3C projects including jaguar conservation efforts, youth sports programs, environmental education, culture and urban restoration, and the rescue of the indigenous Cabecar culture. The Conservation Fee is \$25 per person, per stay.



WOLWEDANS, NAMIBIA

The Launch of the AridEden Project

Wolwedans has launched its Vision 2030 – a vision that will be brought to life through The AridEden Project. This new project provides a framework to go even further when it comes to balancing people, planet and profit in every single action. The project is guided by not only 4C's, but a 5th C – Consciousness. Wolwedans is confident that this ten-year plan will be a blueprint for more sustainable, resilient and inclusive conservation and tourism economies, not only in Namibia but globally. The AridEden Project is, simply put, about the pursuit of happiness: happy people – guests, team and stakeholders alike – a happy and healthy environment and, importantly, a happy bottom line.



CONDOR VALLEY, ARGENTINA

The First South American Solar Winery

After two years of successful grape harvest in the new Condor Valley Vineyards, Condor Valley was eager to produce its own wine in a self-sufficient and low impact way. In 2020, Condor Valley achieved its aim by building the first solar winery in South America with the support of the community. Under the lead winemaker, Bruno Pekarek, Condor Valley successfully finished the inaugural pressing in April 2020.



COTTAR'S 1920S CAMP, KENYA

Emergency Funding Efforts

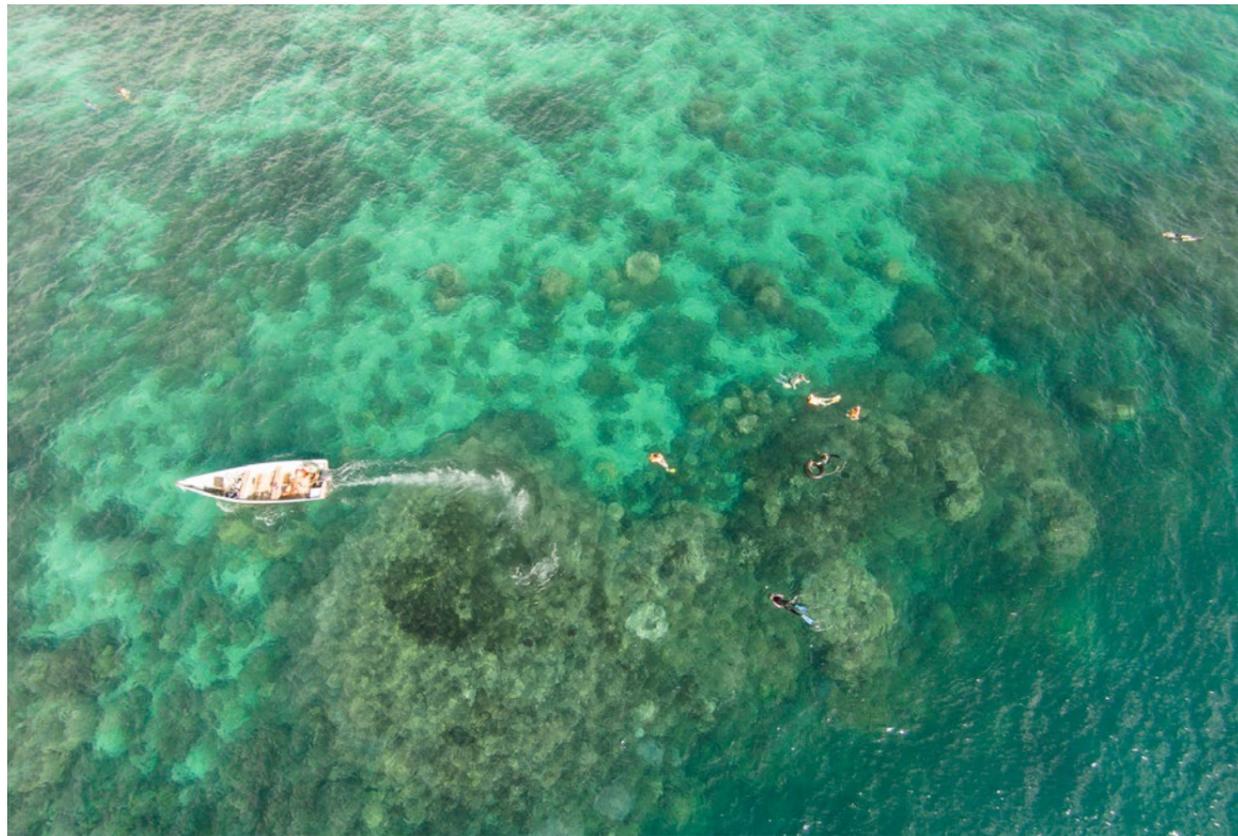
With the Covid-19 pandemic decimating tourism and related industries, jobs and livelihoods have plunged into risk throughout Kenya. To ensure a continuation of community and conservation support, Cottar's Wildlife Conservancy Trust has instituted a lean budget focusing on the most vital activities. For the support to stay alive in the pandemic, Cottar's launched an emergency appeal for funding to make up for the missing revenues. Cottar's management accepted a 25 per cent cut in their salaries and Cottar's 1920's Camp committed to the funding of 59 per cent of these salaries, showing where their priorities lie.



CORROUR, SCOTLAND

Generating Power from Hydroelectricity

Corrour has embarked upon a new ambitious programme across all their properties. The goal is to have all buildings, including the Lodge and Station Restaurant, cottages and staff houses, powered and heated by self-generated hydroelectricity, as well as capacity for 50 electrical car charging points. The work started in Mid-November 2020 with the aim for Corrour to be running 100 per cent on hydroelectricity by the end of 2022.



WHAT IS NEXT FOR THE LONG RUN?

Between the growing awareness of the climate and biodiversity crises, and COVID-19's impact on tourism revenue, in 2020 we discovered a renewed sense of urgency in the work that we do. Rather than drift into the shadows, our members are more resolved than ever to make their, and our, collective mission succeed. Partners are equally fired up; travel agents, designers and operators are eager to work with The Long Run's network and expertise to green-up travel's supply chain.

The industry is awash with sustainable and regenerative talk; now we need to turn that momentum into action and long-lasting change. Here are several themes that sprung out of 2020 help us do just that:

Slowing Down

Slow travel is nothing new but has received a welcome renaissance in recent years. As global tour operator Intrepid recently said, it's no longer about where you travel to but how you travel. Going slow is synonymous with sustainability because it is (usually) less carbon-intensive and facilitates a deeper understanding of places we travel to. It avoids overtourism, pushes us into the lesser-known, and fosters a more genuine connection with a landscape, marinescape, society, and culture.

At this year's annual meeting, we stumbled upon a new form of slow travel. Long Run founder Jochen Zeitz commented, "We have to move away from this 'island-hopping' approach to travel and spend longer in each destination." Long haul, bucket-list trips have traditionally packed in as much as possible. Often itineraries mean that guests spend little more than two nights in each lodge or destination, leaving no time or space to develop a connection or have a transformative experience. Ultimately, we cannot fulfil our potential for responsible travel unless we slow down and stop ticking off bucket-list stops.

To do this, we need operators, agents and designers to sell slower, more meaningful travel experiences. This is one way we will be working with our new Travel Partner category in 2021.

Strategic Corridors

Members Caiman Ecological Refuge and Onçafari brokered a landmark conservation win. By securing Santa Sofia, a critically located ranch in The Pantanal, they have created, with neighbours, a 200,000ha landscape set aside for conservation. The land is not only a vital ecosystem alone, but is a strategic corridor connecting habitats and watercourses across the whole region. The new landscape is a mark of success of over 30-years of commitment to conservation in The Pantanal. Inspired by this and other similar examples in Laikipia, we are now reflecting on how to facilitate more strategic landscape partnerships.

As revealed by the most recent Live Planet Report, which state that we have lost 68% of wildlife population since the 1970s, mainly due to habitat fragmentation and loss, securing corridors for wildlife movement

and ecosystem functions is more important than ever. The Long Run is about connectedness, of people, of places, and habitats.

Beyond Offsetting

By using tourism revenue to protect fragile ecosystems, there is no question that Long Run members offer travel experiences that have a positive impact. Conservation has always been the cornerstone of The Long Run as we leverage the power of business, particularly tourism, to support sustainable ecosystems.

However, it's no longer enough to presume that tourism is a vehicle for positive impact. In a world where sustainability has become a selling point, and most businesses and governments are desperately scrambling for climate solutions, we need facts, stats and data to back-up any claims and continually improve.

Since early 2020, when we became a founding signatory of Tourism Declares a Climate Emergency, we've been scrutinising our collective carbon impact. Having created a dashboard to help members measure and reduce their carbon footprint, we're now exploring how we measure the carbon value of the landscapes and ecosystems they safeguard.

By establishing a more concrete 'value' for biodiversity, we hope to encourage others to move away from an offsetting model that depends on monocrops and unsustainable tree planting, to one that invests in the protection of landscapes and marinescapes, instead.

The Long Run will also investigate existing and innovative, cost-effective system to help demonstrate carbon and biodiversity value amongst its members.

Collective Targets

At last year's annual meeting, we discussed the need for more collective targets both as an incentive and mark of commitment. As such, in early 2020, we joined Tourism Declares and committed to be a carbon-neutral organisation by 2020 and ensure that The Long Run collective is carbon positive by 2025.



▲ Photo: Grootbos Private Nature Reserve, South Africa (GER®)

As part of this work, The Long Run team, in collaboration with Efisur, has created a performance calculator and dashboard for members to strengthen resource efficiency and reduce carbon emissions across operations. At this year's annual meeting, we were delighted to present preliminary results and discuss our next round of collective targets.

It is clear that the appetite for collective targets is growing, not only as an incentive, but influencing regions, authorities, competitors, and neighbours. Our ambition is growing, too: As Andrew Dixon, Managing Director of Nikoi Island, comments, 'I think we need to move away from this concept of reducing by 100% — we can move beyond that into a positive reduction of waste.'

We will now work on continually updating and improving collective targets, and work with affiliates to provide expert support to members.

Leaning into Activism

While discussing communicating in a time of crisis, we uncovered that now is the time to ramp up activist messages. The travel industry has been traditionally nervous of anything beyond the 'sunshine, warm and fluffy' messages associated with holidays. However, consumers are increasingly ready, and keen, to hear about our global problems and how they can use their purchasing power to fix them.

The Long Run is well placed to ramp up storytelling about how and why our conservation and 4C agenda is more urgent than ever. As Louise Cottar, owner of Cottar's Safaris comments, 'Everyone wants to hear about baby elephants, but we need to communicate the importance of other key species and issues, like why the survival of vultures are integral to a healthy Mara ecosystem.' We look forward to building on this to captivate the hearts and minds of the rising global will to fix our environmental crises.

Building Resilience

The Commerce pillar of our 4Cs emphasises the importance of financial resilience. For conservation-led tourism to be truly sustainable, it has to have long-term, secure financing, so it is not in danger of exploiting the ecosystem and communities it exists to protect.

In 2020, resilience took on a whole new meaning. As Willy Legrand, Professor of Hospitality Management at the IUBH School of Business and Management in Bad Honnef, confirmed in his presentation, 'Covid-19 is a metaphor to entertain or take actions to mitigate global systemic risk'.

We hope that this will make us all more robust in the future. Whether diversifying income streams via sustainable farming, turning towards a domestic tourism market, ramping up fundraising efforts or doubling down on cost-cutting via environmental measures, we will continue to support members in building more resilient models to finance their 4C work.

Closing the Loop

We're all familiar with the term 'closing the loop' when it comes to products — creating a complete and efficient cycle for the products we use, to ensure there is no waste. However, throughout this year's virtual annual meeting, the term took on a broader meaning.

We now need to close the loop on our entire supply chain so every aspect of business is having a positive impact.

The Long Run will continue to support members in closing the loop on the whole traveller, employee and partner journey to maximise positive impact. This ties in closely to our work with Travel Partners, to ensure that they are selling the most sustainable experiences, and our work with new affiliate The Transformational Travel Council to ensure that guest experiences have a lasting impression.

GET INVOLVED

The Long Run is a collection of the world's most sustainable nature-based travel destinations. By joining or supporting this movement, you will become part of a community of leaders whose businesses drive positive change for the health of the planet and the well-being of people.



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

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▲ Photo: Wolwedans, Namibia (GER®)

BECOME A MEMBER

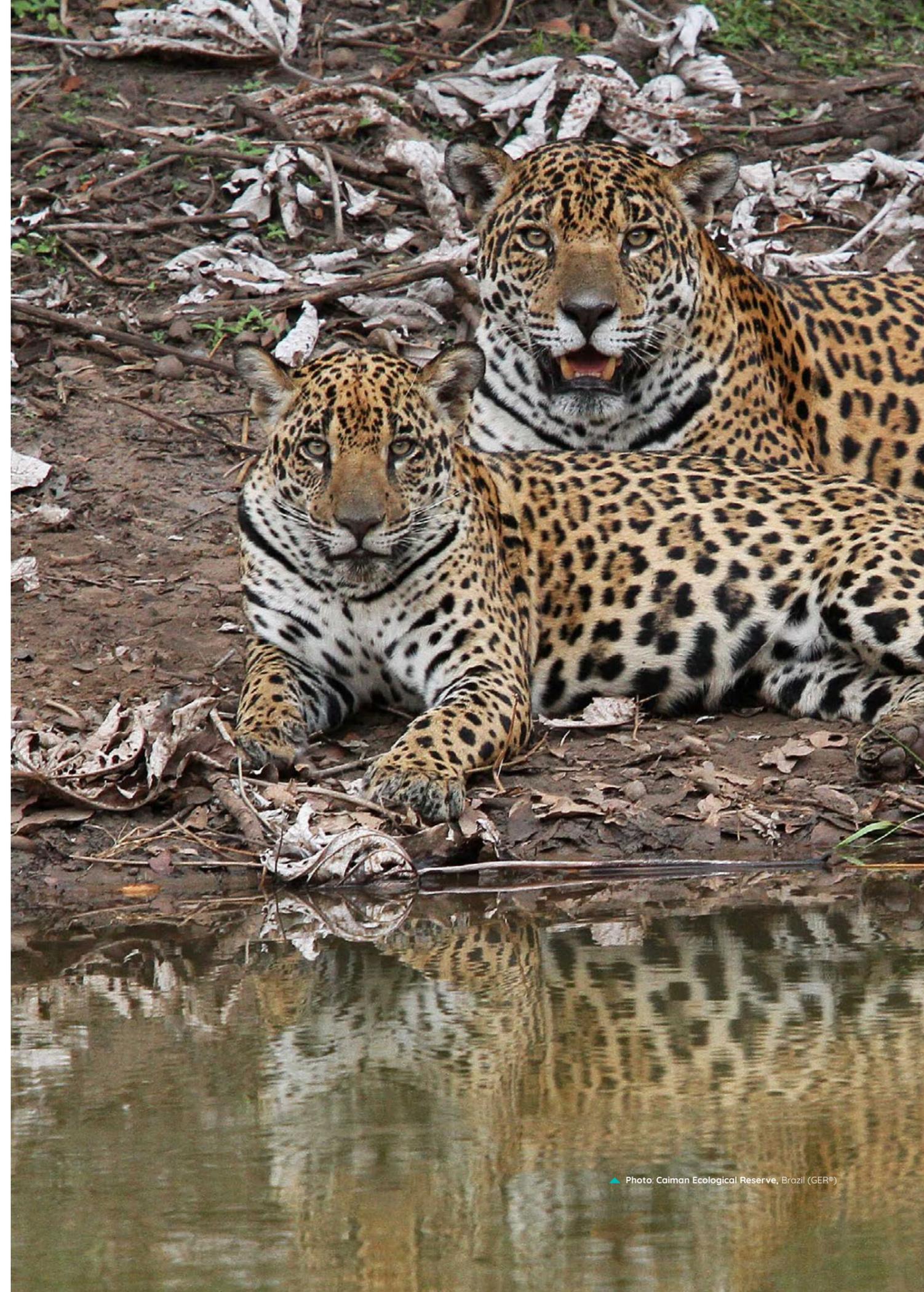
This growing community of nature-based lodges, reserves and accommodations represent the highest standards in sustainability. Accommodations from all over the world join The Long Run as Fellow Members and embark on a supported journey towards becoming a Global Ecosphere Retreats®. Although at very different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

STAY AT A LONG RUN DESTINATION

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

SUPPORT US

The responsible travel agenda is more urgent than ever, so please help to shine a light on the heroes and spread the word about travel that has a positive impact. There are numerous opportunities to support our organisation through donations, so if this is of interest, please get in touch.



▲ Photo: Caiman Ecological Reserve, Brazil (GER®)



▲ Photo: Sundy Praia, São Tomé and Príncipe (Fellow Member)