



# IN IT FOR THE LONG RUN



# 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 are tour operators, agents and designers that 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](https://thelongrun.org)



# 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.









# THE BACKBONE OF THE LONG RUN



## TECHNICAL SUPPORT

Long Run members receive personal and tailored technical support both onsite and online to formulate a strategic 4C plan built around Conservation, Community, Culture and Commerce. This plan and consequent actions are reviewed regularly to guide a journey of continuous progress and long-term sustainability.

Other benefits of Long Run membership include access to monthly expert webinars, a monthly members-only newsletter, the chance to pilot and shape new initiatives, access to funding opportunities, training resources for employees, profiling on The Long Run website, blog, and social media, access to media, regional and annual meetings, and exchanges and peer-to-peer learning globally.

## GLOBAL ECOSPHERE RETREAT STANDARD

The Long Run's Global Ecosphere Retreats® (GER) standard is recognised by the Global Sustainable Tourism Council (GSTC) and is a leading sustainability standard. It is 'one of the world's best standards for privately protected areas' (Dr Jeff A. Langholz). The GER® standard is unparalleled 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.
- 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.
- The GER® standard is 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.

Once a property achieves GER® status, it is granted for six years with a compulsory mid-term (three year) review to ensure compliance and create a new 4C plan if needed.

"The Long Run is not for those who want to greenwash their credentials. It is not for those who think that this is a one-off exercise. From being a Long Run Fellow Member to being in reach of GER® to going beyond the GER® standard – this process is a journey of continuous improvement on the path of excellence in long-term sustainability." - **Louise Cottar, Cottar's 1920s Camp, Kenya.**

▲ 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.



# 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)

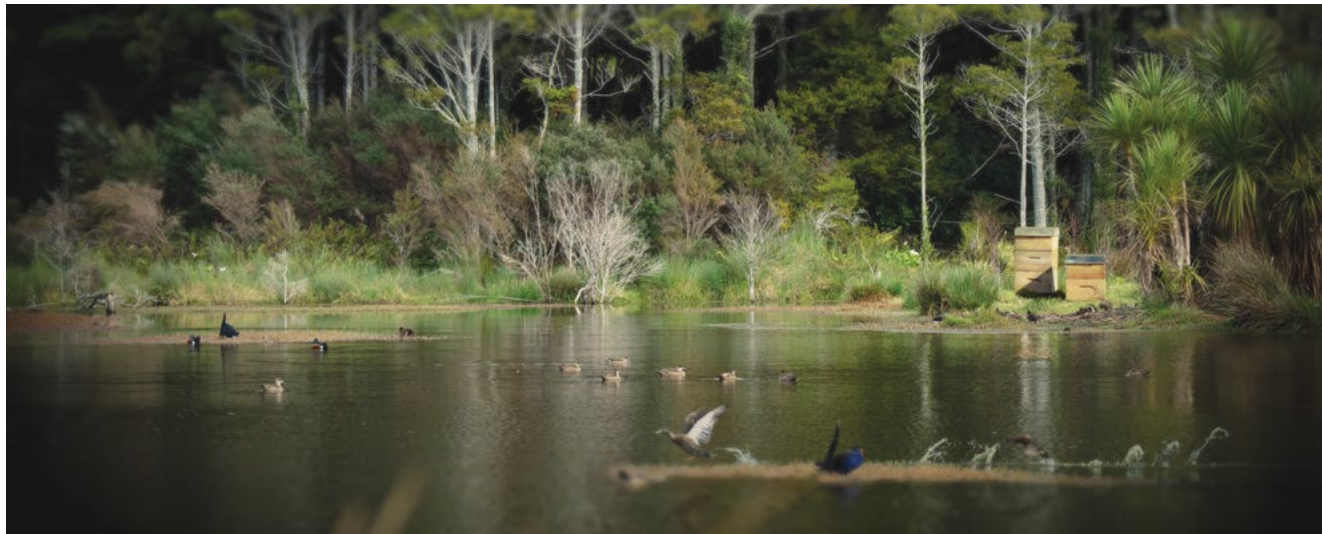


## SIX SENSES LAAMU, THE MALDIVES

### 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. The Ministry of Fisheries, Marine Resources and Agriculture has 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.

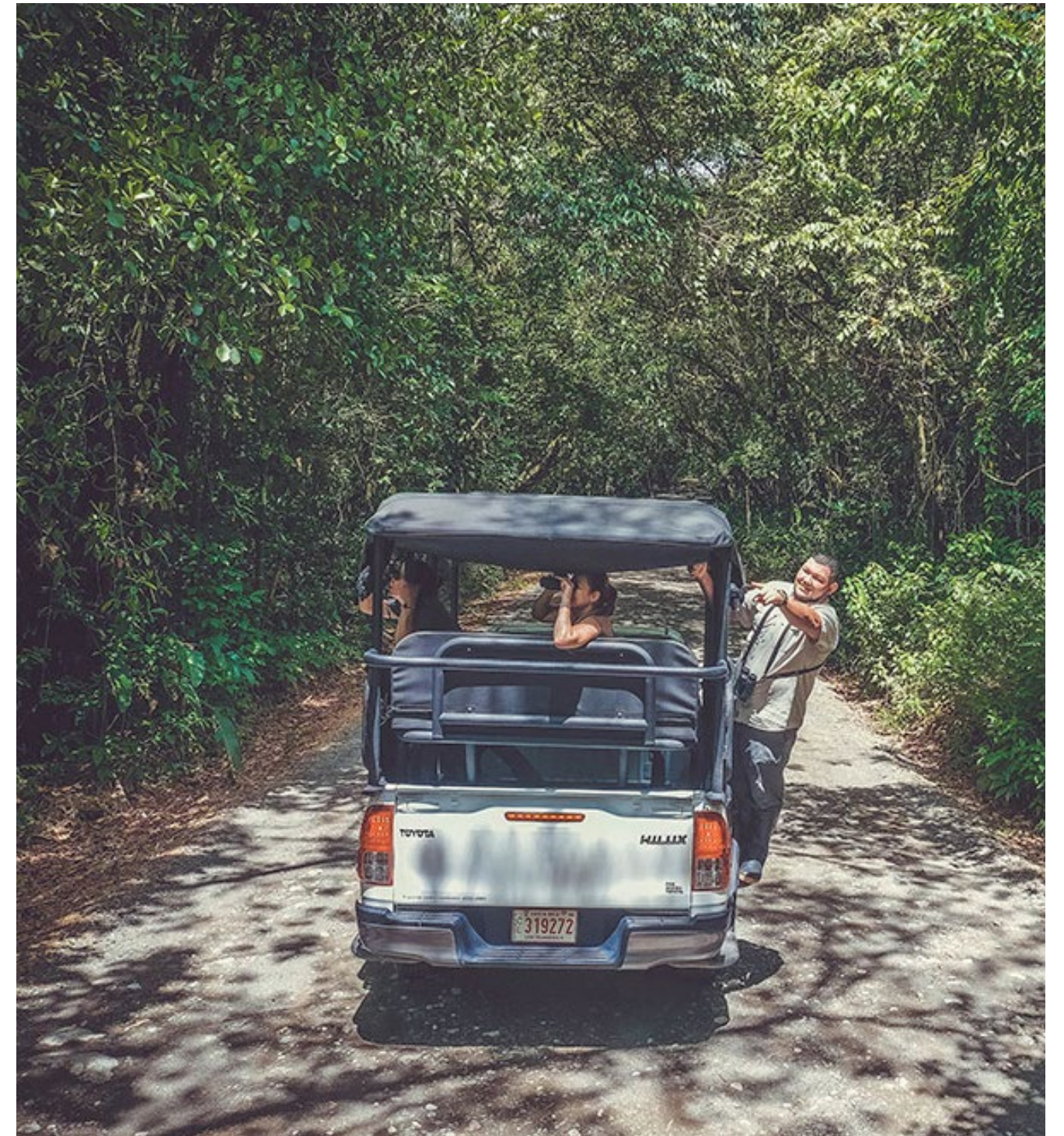


# SPOTLIGHT ON COMMERCE

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.

Photo: Campedak, Indonesia (Fellow Member)





## 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 2020 and 2021.



## 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

Corroul 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 Corroul to be running 100 per cent on hydroelectricity by the end of 2022.



# 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](mailto:info@thelongrun.org)  
or visit [www.thelongrun.org](http://www.thelongrun.org)

## FOLLOW US

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📷 [instagram.com/thelongrunorg](https://www.instagram.com/thelongrunorg)

▲ Photo: Wolwedans, Namibia (GER®)

## BECOME A MEMBER

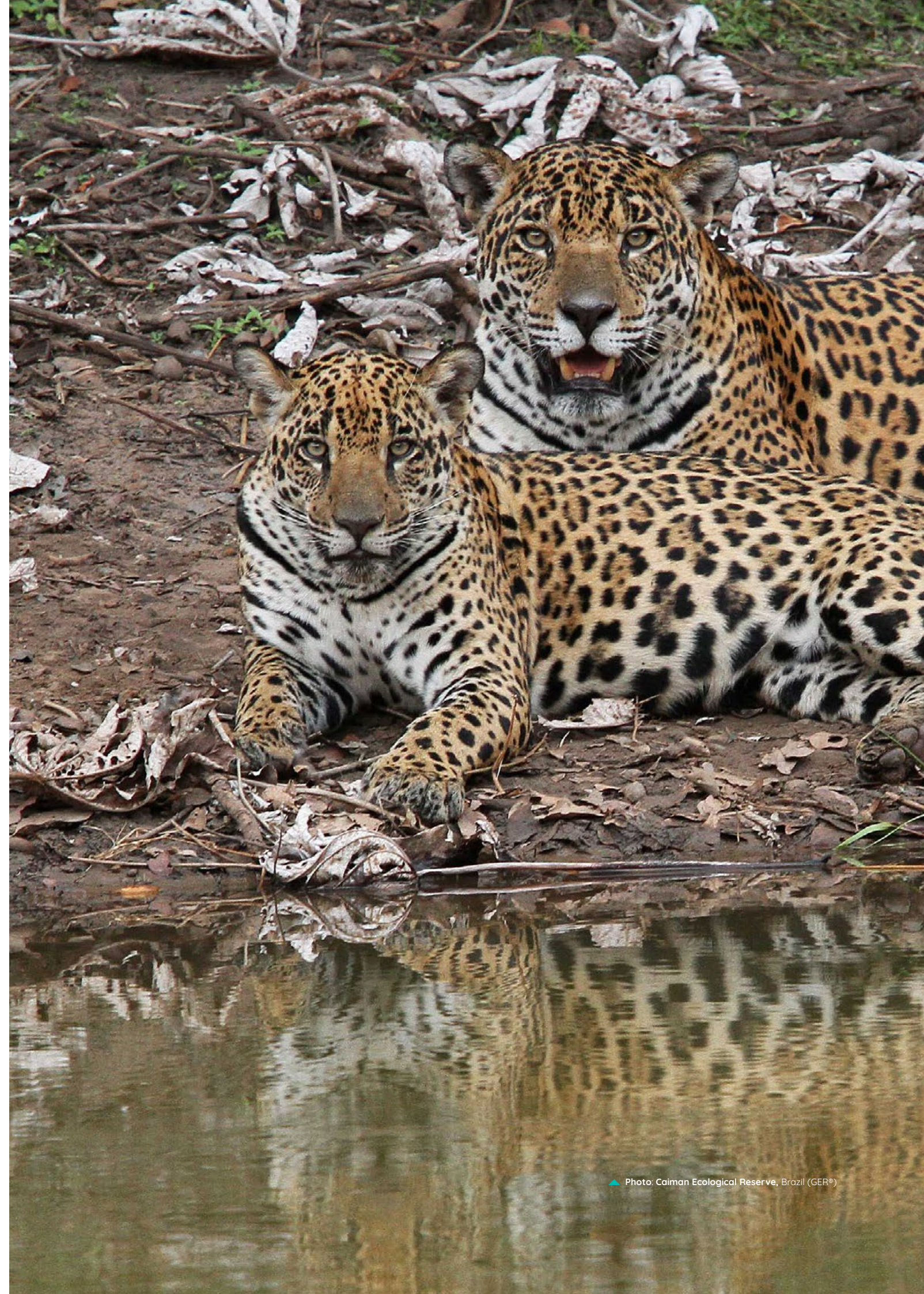
This growing community of nature-based lodges, reserves and accommodations represent the highest standards in sustainability. Accommodations from all over the world join The Long Run as Fellow Members and embark on a supported journey towards becoming a Global Ecosphere Retreats®. Although at very different 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: Sundry Praia, São Tomé and Príncipe (Fellow Member)