



CLIMATE ACTION PLAN 2020

The Long Run accepts current IPCC advice stating the need to cut global carbon emissions to 55% below 2017 levels by 2030 to keep the planet within 1.5 degrees of warming. As an organisation and a collective, we aim to go above and beyond this target.

FOUR STEPS

CLIMATE ACTION



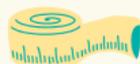
CLIMATE ADVOCACY



GROW THE MOVEMENT



UPDATE OUR STANDARD



CLIMATE ACTION

- Our targets are:
 - Ensure (and demonstrate) that The Long Run collective is carbon positive by 2025.
- We are strengthening our carbon monitoring system to help better understand our impact and be more transparent when reporting.
- We urge our members to develop clear climate emergency plans.
- We support our members to continually reduce their carbon emissions across every aspect of their business — supply chains, energy use, transport, excursions, suppliers, food and drink and operations, guests and partners — whilst strengthening climate change resilience in the landscape they operate.
- We believe that carbon offsetting is a last resort, and work towards reducing absolute carbon emissions before turning to offset as a solution.
- We are measuring the carbon value of our member ecosystems to better understand the role biodiversity plays in acting as a carbon sink.
- Our operational emissions are low (with a small team and no office), but we seek a continuous reduction. As such, The Long Run is creating regional hubs and training local representatives to reduce reliance on air travel.

CLIMATE ADVOCACY

- We will produce more freely accessible resources for the wider travel industry to reduce its carbon emissions in the form of training and resource reports.
- We will continue to engage in climate and tourism debate and discussion. We will continue to always bring sustainability to the table.
- We commit to using our voice for positive change across media, social media, and events.

GROW THE MOVEMENT

- We will actively promote the role tourism can play in conserving vital ecosystems and biodiversity and encourage more people and businesses to protect nature. Beyond our members, we work with travel partners, academics, media, communities and investors to help them do the same.
- We will seek opportunities to encourage the tourism sector to think about climate action at the early stages of their business development.
- We will grow The Long Run movement to ensure that more tourism businesses support climate change mitigation and prevent biodiversity loss continuously expanding our membership and disseminating knowledge.

UPDATE OUR STANDARD

- Our Global Sustainable Travel Council recognised Global Ecosphere Retreats® Standard is one of the travel industry's most rigorous and at the next update, will be reviewed in light of IPCC advice and the climate emergency. Relevant sections include Environmental Management, Green House Gases, Carbon Footprint, and Biodiversity Conservation.

ABOUT THE LONG RUN

For ten years now, The Long Run has worked with some of the world's most pioneering conservation businesses to advocate, support and champion tourism as a force for good. Key to this work is the knowledge that functional ecosystems underpin climate change mitigation, as well as health, peace and prosperity. Nature provides a robust life support system and protecting it has never been more crucial.

From the Patagonian rainforest to Kenya's Laikipia Plateau, Long Run members help conserve or regenerate over 23.5 million acres of vital ecosystems. Thanks to the revenue made from sustainable tourism our members can protect these areas — some in perpetuity — against urban sprawl, irresponsible agriculture and forestry, mining, or other forms of unsustainable extractive land use.

Protected areas like these are cornerstones of biodiversity protection and help address the climate emergency. They not only minimise losses of stored carbon and increase carbon sequestration, but create more resilient ecosystems and reduce the impact of natural disasters. They also provide economic incentive for wider conservation efforts and are pillars of many local sustainable economies.

Our 4Cs framework of Conservation, Community, Culture and Commerce ensures a long term and holistic approach that recognises the complex and dynamic balance needed between these elements to achieve a sustainable future. We help our members to drive change by putting sustainability at the core of business decision making and operations.



We work to
Conserve
Nature



We work to
Support
Communities



We work to
Celebrate
Culture



We work to
Strengthen
Commerce