Join the world’s leading nature-based travel businesses.

Funding the protection, restoration, or regeneration of nature while improving local lives is our most urgent task. When done well, tourism can be part of the solution. The Long Run’s mission is to support and celebrate that journey.

thelongrun.org
The Long Run is a global membership organisation committed to driving holistic sustainability and nature conservation for the benefit of all. Members implement responsible practices across Conservation, Community, Culture, and Commerce via onsite and online technical support. This practical framework, known as the 4Cs, has helped the world’s leading eco-lodges, privately protected areas, and travel businesses embed sustainability into operations, creating net benefits for local people and nature.

If your tourism operation funds nature restoration or regeneration, join as a Fellow Member to learn, share, and benefit from our unique community and team of experts.

Membership benefits

Support
- **Access to member-only resources** featuring webinars, self-led training, and reports.
- **Invite to monthly expert-led webinars** and member hangouts.
- **Monthly member-only newsletter** featuring the latest news across conservation and travel.
- **Templates**, tools and support in developing a bespoke 4C (sustainability) plan.
- **Free access** to sustainability reporting tool based on the 4Cs, Weeva.
- **Supported Global Ecosphere Retreat® journey**, recognised as one of the world’s leading sustainability standards.

Communications
- **Profile page** on The Long Run website outlining member work across the 4Cs.
- **Profiling** across digital and social campaigns.
- **Opportunity to participate** across joint PR, advocacy, and events.
- **Opportunity to develop** an Impact Statement verified by The Long Run.
- **Use of The Long Run logo**.
- **Inclusion** in brochures and annual reports.

Exchange
- **Participation in** The Long Run’s online trade show.
- **Invite to regional events** and annual member meeting feat. four days of learning and sharing.
- **Member exchange programme** (virtual and in-person) for owners and employees.
- **Access to** a community of like-minded businesses for tips, collaborative projects, and advice.
- **Access to** responsibly minded tour operators, agents and designers.
How do I become a member of The Long Run?

The Long Run invites any business using tourism to fund nature conservation and regeneration while improving the lives of people to join its unique community.

Before joining, all members must demonstrate the following:

- **Ownership or influence over** an ecologically significant area of any size.
- **A commitment to each of the 4Cs** — Conservation, Community, Culture, and Commerce (responsible business).
- **A willingness to learn**, share, and embark on a journey of continuous improvement.

All applicants are screened via an online application and a call with a team member. Start your application [HERE](#).

“The Long Run is not for those who want to greenwash but for those looking to implement long-term sustainability that benefits nature and people. From being an entrant Long Run member to becoming a Global Ecosphere Retreat®, this process is a journey of continuous improvement. Cottar’s 1920’s Camp has found it incredibly constructive and beneficial.”

Louise Cottar, Director, Cottar’s 1920’s Camp, Kenya
“I feel supported, inspired, and challenged by The Long Run. 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.”

Simon Heyes, Director, Senderos, South America and UK.

How much does it cost?

The Long Run welcomes businesses and projects of all shapes and sizes. Membership contribution is based on a percentage of annual sales to ensure accessibility.

One-off joining fee per member: £1500.
Annual contribution per member: 0.005 per cent of annual sales capped from £500 to £5000.

Get in touch

Contact Joy at joy@thelongrun.com
Find out more at www.thelongrun.org