

# **THE LONG RUN**

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## **LONG RUN DESTINATIONS:**

Long Run Destinations (LRDs) are locations around the world that work on sustainable, mostly tourism-driven enterprises, whilst fostering community development and cultural stewardship. These sites have been carefully selected by the Zeitz Foundation for their involvement in the fields of conservation, community, culture and commerce – what the Foundation calls the 4Cs.

## **LOCATIONS:**

There are currently nine LRDs located in Brazil, Costa Rica, Indonesia, Kenya, Namibia, New Zealand, Sweden and Tanzania. These LRDs are situated in diverse ecosystems, from deserts to rainforests, places of outstanding natural beauty, home to endangered and endemic species and of importance to local communities.

## **LONG RUN DESTINATIONS WORK ON:**

Most of the LRDs generate income from eco-tourism or agriculture whilst pursuing environmental goals such as biodiversity conservation or forest restoration. They promote cultural diversity by engaging and supporting artists and cultural activities, and by familiarising visitors with the local way of life. They work with surrounding communities in collaborative efforts to improve their livelihoods, generating income for families such as by employing them on-site or by supporting small businesses. The LRDs also engage in environmental education, ensuring both their guests and local communities are aware of the value of their surroundings.

## **THE LONG RUN STANDS FOR:**

The Long Run is the Zeitz Foundation's philosophy: an approach to life geared at acting today for a better tomorrow. The Long Run is the flagship initiative of the Zeitz Foundation, built around the LRDs, but reaching out, into every aspect of our day to day life.

## **GLOBAL ECOSPHERE RETREATS:**

The LRDs have committed themselves to meet the requirements of the Zeitz Foundation's rigorous certification scheme to become Global Ecosphere Retreats, a driving force in promoting and developing sustainable thinking around the globe. The certification ensures that best practices in sustainability are adhered to and innovative approaches experimented with.

## **THE ZEITZ FOUNDATION:**

The Zeitz Foundation was founded in 2008 by business entrepreneur Jochen Zeitz. It is a non-profit organization working to maintain or improve the integrity of ecosystems through effective, sustainable management practices that ensure ecosystems continue to deliver services - such as clean water - for the benefit of mankind. The Foundation is registered in Germany, headquartered in Kenya and has representation in the United States and the United Kingdom.

## **VISION:**

The vision of the Zeitz Foundation is of an ecosphere – our planet and all of its life-sustaining regions – maintained in the healthiest possible state, with the major contribution to that health coming from people making sustainable choices.

## **MISSION:**

The mission of the Foundation is to create and support sustainable, ecologically and socially responsible projects and destinations around the world to achieve long-lasting impact and sustainability through the holistic balance of conservation, community, culture and commerce in privately managed areas.

## **MORE INFORMATION:**

To find out more, visit [www.zeitzfoundation.org](http://www.zeitzfoundation.org) and [www.thelongrun.com](http://www.thelongrun.com)