



## **Renowned Company CEO Jochen Zeitz launches Foundation to help Preserve Ecospheres**

### ***The Long Run : Global Ecosphere Retreats to Encourage a Sustainable World***

**London, 29 October 2009** - Business expert and long-time corporate Chief Executive Jochen Zeitz has officially launched the Zeitz Foundation today to create sustainable, ecologically and socially responsible Global Ecosphere Retreats that protect the integrity of local ecosystems and the cultures and people living within them. The Long Run is the initial focus of this mission and is comprised of nine global destinations spread over five continents that intend to provide and build sustainable, mostly tourism driven enterprises, community development and cultural stewardship. The Long Run is a practical approach to a sustainable way of living and is endorsed by sprint superstar Usain Bolt and Colin Jackson, former world champion and BBC sports commentator, who act as Ambassador and Specialist for the Zeitz Foundation to support its aims and spread its message.

“The Zeitz Foundation has a vision - an ecosphere maintained in the healthiest possible state,” founder Jochen Zeitz said today. “I have established the Zeitz Foundation to support creative and innovative enterprises that take into account those connections, embracing differences and diversity. Sustainability does not need to come at the sacrifice of economic prosperity. Through projects that balance conservation, community, culture, and commerce, I hope to encourage a new model for sustainable development—one that shows how working toward ecosphere safety can be commercially viable.”

The destinations of The Long Run, which is just the start of the initiative, will fulfil the requirements of The Zeitz Foundation's rigorous certification scheme to become Global Ecosphere Retreats, (G.E.R Certified) ensuring that the best practices in sustainability are adhered to and new approaches experimented with. The nine destinations in Brazil, Tanzania, Costa Rica (2), Indonesia, Kenya, New Zealand, Sweden and Namibia - situated in diverse ecosystems - are home to endangered species, provide reforestation programmes, generate income for local families, promote cultural diversity and offer guests a truly unique and extraordinary stay.

“The nine Long Run destinations will be the founding and certified members of the Global Ecosphere Alliance which the Zeitz Foundation plans to expand and grow over time. The Alliance will be a driving force in promoting and developing sustainable thinking around the globe,” Jochen Zeitz added.

The Zeitz Foundation was founded in 2008 by Jochen Zeitz. He was inspired by the efforts of conservationists, scientists, and artists and recognized the need for furthering connections and alliances around the world.

The Zeitz Foundation has the following objectives:

- Create, support and promote an alliance of Global Ecosphere Retreats (G.E.R.) - sustainable and innovative ecosphere retreats on privately managed natural areas around the world.
- Invest in initiatives that strive to achieve ecosphere safety - the sustainable balance of conservation, community, culture, and commerce (4Cs).
- In line with the Foundation’s mission, support research and development (R&D) across the 4Cs, in order to bring about positive change and sustainability.
- Positively influence and generate policy, perception, and investment with regard to sustainable enterprise.

The Zeitz Foundation achieves its mission through donations from individuals, corporate donors and multilateral and bilateral donors. Recognizing the power of voices and strength of collaborative approaches, the Foundation cultivates the support of and partnerships with like-minded experts, influencers and institutions in the scientific, academic and entertainment fields. Individuals contribute their time and expertise as Ambassadors and Specialists in each of the 4Cs. Working together, each Ambassador and Specialist helps raise awareness and shape the activities in their respective dimension.

“The Long Run is a process and I am just at the starting line,” said sprint hero Usain Bolt. “Environmental consciousness as a lifestyle can be fun and is certainly positive. Although I am known for running short distances, I want to inspire others to join me in the long run. Anything worth achieving is worth striving for and the future of our planet is the ultimate cause.”

Colin Jackson commented, “Usain and I have taken quite a few hurdles and recognizing that we are personally responsible for our world and can contribute to inspire others is the next obvious

hurdle. The Long Run is similar to Sports and brings people together – everyone can get involved.”

Today will also see the launch of the website [www.zeitzfoundation.org](http://www.zeitzfoundation.org) as well as the platform [www.thelongrun.com](http://www.thelongrun.com). This platform will encourage this positive and sustainable change. It will create a portal of knowledge, a community to exchange ideas and the opportunity to start thinking for The Long Run.

With representation in Germany, the United States, the UK and Kenya, the vision of the Zeitz Foundation for Intercultural Ecosphere Safety transcends geographical boundaries.

Jochen Zeitz is currently the longest serving Chief Executive Officer of a public company in Germany. Zeitz managed to turn PUMA from a low price brand into a premium Sportlifestyle company, ranked as top 3 brands in the sporting good industry as well as one of the 100 Best Global brands in 2009 by sticking to a long-term development plan that he introduced in 1993.

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*The Long Run is a sensible, honest and positive approach to life*

*The Long Run is how to see, think and act beyond the day*

*The Long Run is sustainability in action*

#### **The Zeitz Foundation**

The Zeitz Foundation for Intercultural Ecosphere Safety (I.E.S.) is inspired by a vision of the Ecosphere – our planet and all of its life-sustaining regions – maintained in the healthiest possible state, and is committed to promoting an inclusive, holistic paradigm of conservation that enhances livelihoods and fosters intercultural dialogue. The mission of the Zeitz Foundation is to invest in research, listen to the experience of local communities and stakeholders, and apply the knowledge gained to create and support sustainable, ecologically and socially responsible projects and destinations around the world to achieve long-lasting impact in all 4Cs (conservation, community, culture, and commerce). Decisions made and actions taken by the Foundation are guided by the values of being Fair, Honest, Positive and Creative. Founded in January of 2008 by Jochen Zeitz, the Foundation is a registered non-profit organization in Germany with representation in the United States, the United Kingdom, and Kenya.