

THE LONG RUN INITIATIVE

Launched in 2009, the Long Run Initiative is the Zeitz Foundation's flagship programme, built around Long Run Supporters; Long Run Alliance Members; and Long Run Destinations, but reaching out, into every aspect of our day to day life by putting the Long Run philosophy of acting today for a better tomorrow into practice.

Long Run Supporters – such as PPR, the leading Luxury, Sport & Lifestyle holding company – are organisations that share the Zeitz Foundation's drive to support sustainable, ecologically and socially responsible projects around the world, and have demonstrated their commitment by signing the **Long Run Charter**.

Long Run Alliance Members - such as Vista Alegre in Brazil - are institutions that directly manage or significantly influence the management of a natural area of conservation value with defined geographical boundaries that are committed to achieving sustainability through a holistic balance of the **4Cs** (community, culture, commerce and conservation).

Long Run Destinations – such as Chumbe Island Coral Park in Tanzania - are leaders in sustainable development and locations around the world that work on sustainable, mostly tourism-driven enterprises, whilst fostering community development and cultural stewardship, and have undergone all the steps of the rigorous **Global Ecosphere Retreat® (GER) certification** process that verifies actions in the 4Cs.

GLOBAL ECOSPHERE RETREAT® (GER) CERTIFICATION:

The Zeitz Foundation's GER® Certification is setting a new standard in sustainability and is a driving force in promoting and developing sustainable thinking around the globe. It ensures that best practices in sustainability are adhered to and innovative approaches experimented with and researched to develop sustainable solutions. The GER® certification is undertaken by some Long Run Alliance Members that have transitioned from a *commitment* to sustainability to the effective *demonstration* that their resources are sustainably managed. Once the certification is achieved, these become Long Run Destinations (GER® certified).

AREAS OF WORK:

Most of the GER® Certified Long Run Destinations generate income from sustainable 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. They also engage in environmental education, ensuring both their guests and local communities are aware of the value of their surroundings.

THE LONG RUN CHARTER:

The Long Run Charter is a declaration of intent and commitment to promoting more sustainable lifestyle choices and is about building a sustainable future. It advocates actions in the areas of the 4Cs, and supports the shared ethical foundation of being Fair, Honest, Positive and Creative. It is the common thread to the Zeitz Foundation's Long Run Initiative.

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 programme of the Zeitz Foundation, built around the Long Run Initiative, but reaching out into every aspect of our day to day life.

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.

MORE INFORMATION:

To find out more, visit www.zeitzfoundation.org and www.thelongrun.com