



## **THE LONG RUN**

---

### **THE ZEITZ FOUNDATION:**

Founded in 2008 by business entrepreneur Jochen Zeitz, the Zeitz Foundation is a non-profit organization registered in Germany, headquartered in Kenya, and with representation in the United States and the United Kingdom. The goal of the Foundation is 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.

### **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 (the 4Cs) in privately managed areas.

### **AREAS OF WORK:**

The Zeitz Foundation aims to contribute to sustainable ecosystem management by:

- ✓ Creating, strengthening and promoting a network of Long Run Destinations (LRDs). These are locations around the world that provide and build sustainable, mostly tourism-driven enterprises, community development and cultural stewardship.
- ✓ Developing and implementing the Global Ecosphere Retreat certification system – a certification scheme for the LRDs, verifying their progress across the 4Cs.
- ✓ Investing in initiatives that maintain or strengthen the integrity of ecosystems and their ability to deliver services, such as clean water and air, carbon sequestration, and healthy soils.
- ✓ Developing new financing mechanisms to strengthen private sector involvement in 'payments for ecosystems services'.
- ✓ Following the Zeitz Foundation philosophy, known as The Long Run - an approach to life geared at acting today for a better tomorrow.

### **HOW THE ZEITZ FOUNDATION RELATES TO YOU:**

Since we all have a responsibility towards this planet, you too can embrace the Long Run philosophy. Visit an LRD to see what it means to live sustainably; change the way you behave, ask yourself if you are leaving your community and environment in a better state than you found it in. Find out more about us and what you can do and share it with others.

### **ZEITZ FOUNDATION AMBASSADORS:**

The Zeitz Foundation Ambassadors and Specialists help raise awareness and shape activities in their respective dimension: Chairman and CEO of PPR, Francois-Henri Pinault (Ambassador for Commerce); award-winning director, writer and producer, Stephen Hopkins (Ambassador for Conservation); Olympian and sprint superstar, Usain Bolt (Ambassador for Culture-Sport); internationally acclaimed African musicians, Amadou & Mariam (Ambassadors for Culture-Art); and renowned author Gregory David Roberts (Ambassador for Community), to name but a few.

### **HISTORY:**

The Zeitz Foundation came into being in 2008. In 2009, the Foundation launched its flagship initiative, The Long Run. Today, the Zeitz Foundation is focusing on nine LRDs and on introducing projects into these Destinations that strengthen their ability to sustainably manage the ecosystems in which they are located.

### **MORE INFORMATION:**

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