



# THE LONG RUN

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## 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 US and the UK. 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.

### 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 organizations 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, a declaration of intent and commitment to promote more sustainable lifestyle choices to build a better future.

**Long Run Alliance Members** - such as Cottars Camp in Kenya - 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.

**Long Run Destinations** – such as Monte Azul in Costa Rica - are leaders in sustainable development, working on sustainable, mostly tourism-driven enterprises, whilst fostering community development and cultural stewardship and have undergone all steps of the rigorous **Global Ecosphere Retreat® (GER) certification** process that verifies actions with respect to the 4Cs.

### OTHER AREAS OF ACTION:

The Zeitz Foundation focuses on **sustainable ecosystem management** by 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. The Foundation is also developing new **financing mechanisms** to strengthen private sector involvement in 'payments for ecosystems services'. Moreover, every two years, the Zeitz Foundation organizes the **Laikipia and Beyond Unity Cup (LUC)** football tournament. This event reaches out beyond sport, providing free medical health care to thousands of people in need, promoting environmental awareness and peace throughout the district, and putting the spotlight on the Laikipia region of Kenya.

### ZEITZ FOUNDATION AMBASSADORS AND SPECIALISTS:

These inspiring individuals help the Zeitz Foundation 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); and internationally acclaimed African musicians, Amadou & Mariam (Ambassadors for Culture-Art), to name but a few.

### MORE INFORMATION:

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