



The Zeitz Foundation

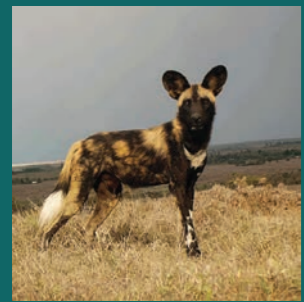
The Laikipia Programme at a glance

The Laikipia Programme, centred in the Greater Segera area of Laikipia County, Kenya, is the 'nursery' for the Zeitz Foundation. Here, innovative initiatives that encompass and represent the 4Cs approach are nurtured. When they approach maturity and show real signs of promise, the lessons and experiences are shared throughout the Long Run Initiative network.

About

Zeitz Foundation was founded in 2008 by the business entrepreneur Jochen Zeitz with the mission 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 Zeitz Foundation delivers on its vision and mission through two inter-linked programmes, the global Long Run Initiative and the Laikipia Programme in Kenya.

The 4Cs



Conservation



Community



Culture



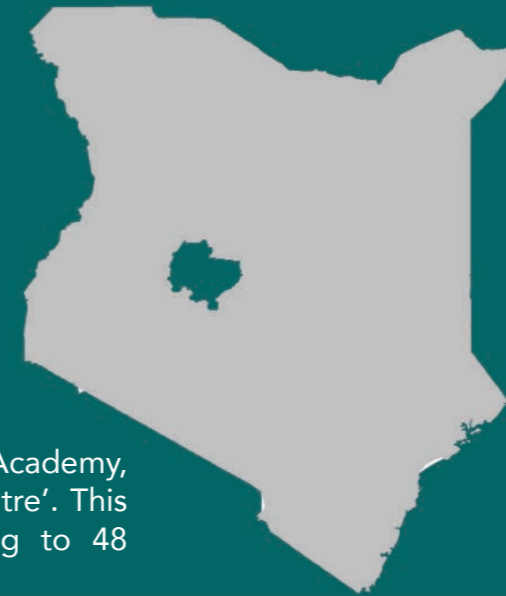
Commerce

Ecological restoration of **130,000** acres underway including the planting of **500,000** trees.



Degraded cattle and agricultural land restored to pristine wildlife habitat on Segera Ranch.

50,000 acres now home to many indigenous endangered species, eg. Lions, cheetah, patas monkey and grevys zebra, as well as a full compliment of other indigenous species.



Throughout Laikipia **2,400** youth directly involved in a wide range of conservation, community, cultural and commercial (4C's), peace and unity activities through the Laikipia Unity Programme. This draws upon the power of sport – football – to create an outreach network which indirectly involves some



Samuel Eto'o Laikipia Unity Soccer Academy, school and environmental education centre'. This will provide world class soccer training to 48 students per year, provide

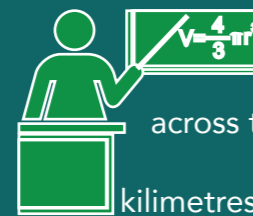
400 children with vastly improved educational facilities and provide

2,500,000 litres of clean, sustainably harvested rainwater.

40,000 people annually throughout Laikipia.

Environmental education and awareness activities across the **9,700²** kilometres of Laikipia reaching approximately

40,000 people per year.



5 Conservation agriculture demonstration and training plots established around Segera with



500 people trained. Plans underway to develop 8 more demonstration plots throughout Laikipia and train an additional

5000 over next 4 years.



A pilot project for restoration of wilderness areas and improvement of livelihoods (the Laikipia Land and Unity Initiative) on

10,000

acres of community land neighbouring Segera, with scope to expand this to

230,000 acres throughout Laikipia.

Sustainable rainwater harvesting and filtration technologies developed for and introduced in areas neighbouring Segera, including Africa's first (award winning) 'Waterbank school' and 10 demonstration domestic level tanks built, with 50 community members trained on construction to ensure replication.



Eco-clubs established in 4 schools neighbouring Segera, creating the next generation of environment stewards, which provide hands-on environmental education and activities for



250 students on a weekly basis.



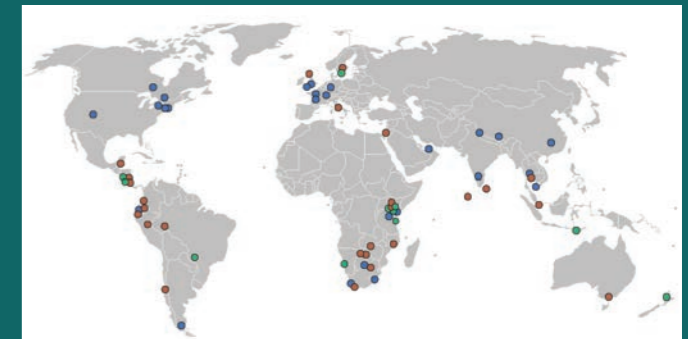
Bursaries provided to students from Segera location to attend secondary school.

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THE LONG RUN

The Long Run Initiative (LRI) pursues the Zeitz Foundation's mission internationally. By enhancing ecosystems management and building recognition and support for the 4Cs approach to sustainability, the LRI is creating a driving force to promote and encourage sustainable thinking globally.

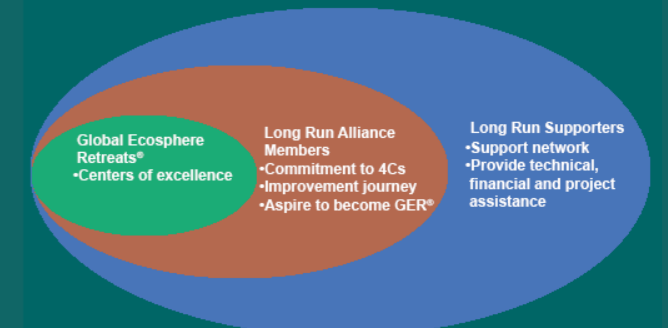
LRI aims to reach out into every aspect of daily life by putting into practice the Long Run philosophy of acting today for a better tomorrow.



- Global Ecosphere Retreats®
- Long Run Alliance Members
- Long Run Supporters

The LRI is built around Global Ecosphere Retreats® (GER) accredited destinations, Long Run Alliance Members and Long Run Supporters.

Supporters are organisations from a variety of different sectors that believe in and support the LRI mission, whilst Alliance Members are sustainable tourism destinations on the path of continuing improvements to eventually become accredited Global Ecosphere Retreats®, which are global leaders in sustainable tourism.



The LRI has continued to conserve over 12 million acres and supported related cultures and livelihoods. Together, the Global Ecosphere Retreats® alone have invested more than 2million USD in the 4C efforts. The LRI does not claim any credit for this, but prides itself in being host to these outstanding destinations with unwavering commitment to making the world a better place.