



Zeitz Foundation Factsheet

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 **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.

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 LRI network.

The Long Run Initiative (LRI):

- The LRI is built around Global Ecosphere Retreats® (GER) certified Long Run Destinations, Long Run Alliance Members and Long Run Supporters. Supporters are organizations 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 certified Long Run Destinations, which are global leaders in sustainable tourism.
- Over the past four years the Long Run Initiative has experienced fast growth. Today it includes 8 Long Run Destinations, 27 Long Run Alliance Members and 38 Long Run Supports spanning six continents.
- The Long Run Alliance Members and Long Run Destinations together manage or significantly influence the management of approximately 7.2 million acres and protect numerous rare or endangered species.
- Examples of LRI member activities include: a comprehensive programme to combat malaria by Nihiwatu (LRD) in Indonesia, which covers a 120 square kilometre area encompassing 400 villages and 22,000 people; jaguar conservation in Caiman Ecological Refuge (LRD) in Brazil in an area covering 130,966 acres; promotion of the concept of financially viable conservation to local landowners at Wolwedans (LRD) in Namibia to further expand the existing

THE LONG RUN

- 444,789 acre Namib Rand Nature Reserve; and the support of indigenous community tourism as a viable business model to protect the Huaorani's thousand-year-old culture at Huaorani Ecolodge (LRAM) in Ecuador.
- The Zeitz Foundation directly supports innovative projects in LRDs. Examples include: an artificial wetland project at Monte Azul (LRD) in Costa Rica, which involves close to 2,000 people through teaching and capacity building; a project by Tahí (LRD) on the restoration of the biodiversity of Pataua North in New Zealand where alien invasive plant species are eradicated and the biodiversity of the forest, beach, wetland and estuarine habitat are restored in a 2,000 acre area.

Laikipia Programme:

Some examples of the activities and impacts of the Laikipia Programme include:

- 50,000 acres of formerly degraded cattle and agricultural land restored to pristine wildlife habitat on Segera Ranch, now home to many indigenous endangered species, eg. Lions, cheetah, patas monkey and grevys zebra, as well as a full complement of other indigenous species.
- A pilot project for restoration of wilderness areas (the Laikipia Land and Unity Initiative) on 11,000 acres of community land neighbouring Segera, with scope to expand this to 230,000 acres throughout Laikipia.
- Planting underway of 72,000 trees in Segera and neighbouring areas to restore degraded forest cover.
- Environmental education and awareness activities across the 11,000 kms of Laikipia reaching approximately 40,000 people per year.
- Eco-clubs established in 4 schools neighbouring Segera, creating the next generation of environmentalists, which provide hands-on environmental education and activities for 250 students on a daily basis.
- Species specific conservation projects aimed at restoring populations of endangered cheetah, wild dog and patas monkeys underway throughout Laikipia.
- 3 Conservation agriculture demonstration and training plots established around Segera with approximately 500 people trained. Plans underway to develop 8 more demonstration plots throughout Laikipia and train an additional 5000 farmers over next 4 years.
- 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. Plans underway to introduce tanks throughout Laikipia to contribute to sustainable water management and improved livelihoods.
- Alternative energy technologies are being introduced throughout Laikipia, including Wonderbags, solar lights, low energy jikos and biogas to enable adaptation and mitigation to climate change.
- 250 full-time jobs created by Segera and Zeitz Foundation, including the creation of a 20 person 'Rangers Unit' dedicated to conservation.
- Small-scale income generating projects aimed at introducing appropriate sustainable water, energy and agricultural technologies and approaches – including beading, beekeeping, conservation agriculture, Wonderbags, briquette making – underway around Segera. Approximately 500 people involved to date, with plans in place to scale-up to 2,400 throughout Laikipia.

- 3 local schools supported with new infrastructure, with plans to construct 2 more Waterbank schools in 2014 (approx. 1,500 students in schools).
- 'Samuel Eto'o Laikipia Unity Soccer Academy, school and environmental education centre' under construction. This will provide world class soccer training to 48 students per year, provide 400 children with vastly improved educational facilities and provide 1,000,000lts of clean rainwater to enable development of 5 acres of agricultural land leading to improved nutrition, health and sanitation.
- 2,400 youth throughout Laikipia 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 40,000 people annually throughout Laikipia.
- 23,000 people provided with access to health care throughout Laikipia.
- Traditional environmental and medicinal knowledge revived and documented with local herbalists.
- Bursaries provided to 18 students from Segera location to attend secondary school.
- In keeping with the ZF philosophy of collaboration, projects are implemented in partnership with other institutions. Our primary partners are the communities surrounding Segera, throughout Laikipia and local and national government. Other partners include Laikipia Wildlife Forum(LWF), Mathare Youth Sports Association(MYSA), PITCH_Africa, the Samuel Eto'o Private Foundation,Zoological Society of London (ZSL), the Maliasili Trust, The Nature Conservancy (TNC), African Wildlife Foundation (AWF), Wonderbags, Gansu (China) Research Institute for Water Conservation, Guernsey Overseas Aid Committee and GEF Small Grants Programme.