



NEWSLETTER

FOREWORD

A WORD FROM THE FOUNDER

Welcome to the second issue of the Zeitz Foundation newsletter. As we look back over the past year, I am very pleased by what has been achieved. Our Long Run Alliance is poised to grow, adding new members to expand our current network in the months to come and with three new Long Run Alliance Members joining recently; Tenuta di Spannochia in Italy; Vista Alegre in Brazil and Cottars Camp in Kenya.

Whilst we are now starting to expand, we are also working on refining the different steps within our Long Run Initiative, from Long Run Supporters all the way to Long Run Destinations. This newsletter explains what is going on behind the scenes.

On this note, we have just celebrated the certification of the first two founding Long Run Alliance Members: Chumbe and Monte Azul are now Long Run Destinations - Global Ecosphere Retreat® (GER) certified! They have reached the end of the certification process, passing the hurdles with flying colours. Certification of Tahi in New Zealand is also imminent.

We have also just announced that PPR Group, the leading Luxury, Sport & Lifestyle holding company, has become the first Long Run Supporter. PPR Group is pledging to follow The Long Run philosophy which underpins the Long Run Initiative and PPR CEO François-Henri Pinault signed the Long Run Charter showing his personal commitment to adhering to the principles of the initiative.

On the ground, among many other things, the Foundation has made big steps towards completing its headquarters. Our five abandoned and dilapidated buildings on Segera have now been transformed into a manager's house, staff and visitor accommodation, offices and a guest house. Also on Segera, the news has spread that the Laikipia and Beyond Unity Cup football tournament that was such a success last year will be taking place again in 2012. This will give our saplings just enough time to grow, our medical teams time to re-fuel and our scoring skills time to improve!

On a less positive note, it is with sadness that I accept Gregory David Robert's letting go of his Ambassador for Community position due to pressure of work from elsewhere. Greg has guided me with the Foundation since its early development stages and is an integral part of its rapid success today. His time and investment behind the scenes is something we will capitalise on also in the future, but I am happy he will continue to support us in a 'Friends' capacity.

TABLE OF CONTENTS

FOREWORD

A word from the Founder 1

ZEITZ FOUNDATION NEWS

Certification News 2
Monte Azul on GER® 3
The Long Run Initiative revisited 4
PPR Group: 1st 'LR Supporter' 5
New Long Run Initiative Coordinator ... 5
LUC leapfrogs 6
Progress on our headquarters 6
Your new intranet..... 7
The Update..... 7

FROM THE LONG RUN ALLIANCE MEMBERS

New LRAMs 7
Fundraiser projects 8
A word with the founders 9
-- Monte Azul 9
-- Chumbe 9
-- Nihiwatu 9
-- Segera 9
Highlights 10

AMBASSADORS, SPECIALISTS & FRIENDS

A word with Amadou & Mariam..... 11
News 12

IN THE NEWS 14

UPCOMING PRIZES & AWARDS 15

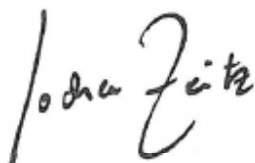
GET INVOLVED 15

CONTACTS 15

In this issue, we share our successes and look at what makes us what we are, indeed, interviews with several of the Long Run founder destinations and our Ambassadors for Culture (Art) Amadou & Mariam remind us of what drives this Foundation: the commitment we all share to take every measure we can for a better world and to act for The Long Run.

Finally, I would like to draw your attention to the Upcoming Prizes & Awards section of this newsletter as deadlines are approaching and you might want to get your applications in, and also invite you to log on to our intranet to ensure you are up to speed with the most recent developments.

Best regards



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ZEITZ FOUNDATION NEWS

CERTIFICATION NEWS - CHUMBE AND MONTE AZUL REACH THE NEXT LEVEL

Monte Azul in Costa Rica and Chumbe Island Coral Park in Tanzania are the first two founding Long Run Alliance Members to make it through the rigorous process to become the first two locations in the world to receive the Global Ecosphere Retreat® (GER) certification! Congratulations to Monte Azul and Chumbe.

“In working towards this certification, we have shared and discussed achievements and lessons learned in the long Chumbe history, and our efforts to promote marine conservation in Tanzania, and to set an example for genuine eco-tourism and environmental education, all this in a challenging environment,” says Sibylle Riedmiller, Founder of Chumbe.

“During the certification process, the assessors met with various members of the community to evaluate our relationship with them,” notes Carlos Rojas Jara, Co-Founder of Monte Azul. “This was unexpected and highlights the commitment to quality, integrity and the thoroughness of the Zeitz Foundation’s certification programme, of which we are honoured to be the first to receive the GER® certificate.”

[Read the press release](#)



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MONTE AZUL TELL US WHAT GLOBAL ECOSPHERE RETREAT®

CERTIFICATION MEANS TO THEM

By Carlos Rojas Jara, Monte Azul Co-Founder

Monte Azul is proud to be a Long Run Destination- Global Ecosphere Retreat® (GER) Certified and to have achieved this certification at such an early stage in our own development.

Last week, after a two year process begun by a personal visit from Jochen Zeitz (renowned businessman and philanthropist, founder of Zeitz Foundation and President and CEO of PUMA) and his invitation to join the Zeitz Foundation as a founding member of the Long Run Alliance, Monte Azul was notified of our official certification.

At the moment, only Chumbe Island Coral Park preserve in Tanzania has been awarded the GER® certification, with other admirable destinations still in the certification process. Such diverse places like Wolwedans in Namibia, Tahiti Beach Resort in New Zealand, Segera in Kenya and Caiman in Brazil are undergoing the certification process to guarantee the highest sustainability standards and practices. It is also a testament to the achievements of Costa Rica that our little nation has two participants, Monte Azul and Lapa Rios.



When Mr. Zeitz originally presented the concept to Randy and me, I must admit we were a little reluctant. After reviewing many certification programs we came to realize, as with

most things in business, that there are legitimate programs as well as the others. It did not take long to realize that not only was Mr. Zeitz' passion and dedication to sustainability authentic, but also that the program he was developing would be different.

The Foundation's certification program was still in development and we were honoured, and surprised, to be invited to participate in its development along with nine other potential members. For three days in a loft in London we discussed our aspirations, our frustrations and offered recommendations to an impressive panel of experts gathered from around the world.

There are many points that make this certification unique, but among the highlights is the fact that the Foundation offers guidance and referrals to help resolve issues that range from philosophical to technical. Hugely important to us was the opportunity the Foundation offered to our community with grants and special programs. In fact, the Foundation's readiness to help our community is already proven by a \$20,000 seed grant to initiate our clean water program in Chimirol de Rivas, our home town.

As for the process itself, I will not mince words, it was gruelling! The Zeitz Foundation, true to their vision, approached certification in a very original manner. Rather than just filling out a questionnaire and offering proof, the Foundation was equally interested in knowing what Monte Azul's future plans were. We were under the microscope at every level.

Based on their concept of the 4Cs, Community, Culture, Conservation and Commerce, we were challenged to assess our own success (or lack of) in each of these areas by citing specific circumstances, achievements and goals. Oh, the Commerce section and its budgets, forecasts, business plans and the rest, really tried our commitment at some point, but having gone through it, we are more than grateful for the opportunity since the self assessment itself became a very practical business plan. Once this rigorous process was completed we were visited by a two member party of experts to evaluate our written plan and to inspect our facilities.



The experts not only interviewed us and the staff but actually took the time and made the effort to meet various members of the community to evaluate our relationship. This was unexpected and it highlighted the commitment to the quality (and thoroughness) of the Zeitz Foundation's certification program. We are bound to our official plan and to reach our commitments and goals, as well as subject to an unannounced inspection at any time.

Monte Azul is honoured to be certified as a GER (Global Ecosphere Retreat®) Long Run Destination and we invite our readers to learn more about what it means to be a Global Ecosphere Retreat® by visiting The Long Run and the Zeitz Foundation websites.

THE LONG RUN

The Long Run Initiative is the flagship programme of the Zeitz Foundation and the primary vehicle through which we strive to deliver our mission. It is the Zeitz Foundation's membership programme, comprised of three interlinked but distinct elements: Long Run Supporters, Long Run Alliance Members and Long Run Destinations - Global Ecosphere Retreat® certified.

During the past six months, the Foundation has undertaken a review of this initiative, in collaboration with many of the founding Long Run Alliance Members, (who are honorary Long Run Destinations) to make the membership process more inclusive and ensure that the methodologies and tools for membership become more useful to members in managing their destinations for sustainability.

Long Run Supporters

Long Run Supporters are organisations, mainly commercial companies, which share the Zeitz Foundation's philosophy, vision and mission of supporting sustainable, ecologically and socially responsible projects and destinations around

the world to achieve sustainability through the balance of the 4Cs (conservation, community, culture and commerce). They are invited to become Long Run Supporters by the Zeitz Foundation and demonstrate their commitment by signing the

Long Run [Charter](#). The Long Run Charter articulates the philosophy and values of the Zeitz Foundation and the Long Run, providing the framework for an approach to life geared at acting today for a better tomorrow.

Long Run Alliance Members

Long Run Alliance Members 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 the 4Cs.

Long Run Alliance Members are involved in sustainable, mostly tourism-driven enterprises, and foster community development and cultural stewardship. These sites have been carefully selected and assessed by the Zeitz Foundation. Alliance Members generate income from eco-tourism or sustainable agriculture whilst pursuing environmental goals such as biodiversity conservation and ensuring environmentally sound management practices are in place. They promote cultural diversity by engaging and supporting artists and local cultural activities, by familiarising vi-

sitors with the local way of life and providing a platform for intercultural exchange and appreciation. They work with surrounding communities in collaborative efforts to improve livelihoods, generating income through local employment and/or the promotion of small businesses and undertaking environmental education with neighbouring communities and visitors.

There are currently twelve Long Run Alliance Members (LRAM) located in Brazil, Costa Rica, Indonesia, Italy, Kenya, Namibia, New Zealand, Sweden and Tanzania, nine of whom are the founding members of the Long Run Initiative. The Zeitz Foundation is now assessing the potential of 15 more destinations to become new members of the Long Run Alliance and we hope to announce the next new members during the year. This assessment involves in-depth inter-

views with potential members using the newly developed self-assessment questionnaire to determine whether the potential member undertakes activities, or plans to undertake activities, within the framework of the 4Cs and if so what impact these activities have.

All founding members are encouraged to provide recommendations for new Long Run Alliance Members.

The nine founding Alliance Members are all at different stages of the certification process enabling them to become Long Run Destinations Global Ecosphere Retreat® (GER) certified. Two have successfully completed the certification process: Chumbe Island and Monte Azul and can now proudly proclaim themselves the first Long Run Destinations GER®.

Long Run Destinations Global Ecosphere Retreat® Certified

Long Run Destinations-Global Ecosphere Retreat® (GER) Certified are institutions that directly manage or significantly influence the management of a natural area of conservation value with defined geographical boundaries that have demonstrated their ability and commitment to achieve sustainability through the 4Cs.

The key distinction between Long Run Alliance Members and Long Run Destinations GER® certified is that whilst Alliance Members aspire to achieve sustainability through effective and balanced implementation of the 4Cs, Long Run Destinations GER® certified are able to demonstrate that they are effectively doing so. Once certi-

fied, LRDs are then required to submit annual plans and reviews as evidence of their continued efforts and success and will be externally assessed on an ad-hoc basis.

There are currently two Long Run Destinations GER® Certified, Monte Azul in Costa Rica and Chumbe Island in Tanzania. We anticipate that all other founding members - along with our new member Spannochia in Italy - will undergo the certification process this year and that come January 2012 there will be 10 Long Run Destinations GER® certified leading the way in demonstrating sustainability in action throughout the world.

PPR GROUP BECOMES THE FIRST 'LONG RUN SUPPORTER'

On the 23rd of March, the Zeitz Foundation formally launched its newly-restructured Long Run Initiative and announced PPR Group as the first Long Run Supporter. PPR, the leading Luxury, Sport & Lifestyle holding company, pledged to follow The Long Run philosophy and PPR CEO François-Henri Pinault signed the Long Run Charter showing his personal commitment to adhering to the principles of the initiative.

"The Long Run Initiative is my Foundation's guide to assist us in working towards a better future," explained Jochen Zeitz. "It puts The Long Run philosophy into practice through three elements: Long Run Supporters; Long Run Alliance Members;

and Long Run Destinations. I am especially enthusiastic that PPR, with its portfolio of influential and renowned brands, is our first Long Run Supporter. PPR is setting an example in the retail sector with its visionary approach, demonstrating that businesses can look to deliver financial, social and environmental returns for the long run," he added.

Mr Pinault, CEO of PPR said: "My deep conviction that Sustainability creates value is part of my strategic vision for PPR. Sustainability can – and must – give rise to new, highly ambitious business models and become a lever of competitiveness for our brands. Our new PPR HOME sustainability initiative launched this week will provide us with novel, more sustainable approaches to contribute to a better world for the long run. Signing The Long Run Charter is therefore fully consistent with our approach."

[Read the full press release here](#)



Image courtesy of PPR



NEW LONG RUN INITIATIVE COORDINATOR COMES ON BOARD



The Zeitz Foundation is very pleased to announce the appointment of the new Long Run Initiative Coordinator: Anne-Kathrin Zschiegner.

Anne has recently finished a Phd in sustainable tourism management at the University of Exeter Business School. Before this she has been involved in many research and applied initiatives in the field of sustainable tourism, innovation, climate change mitigation and the economic evaluation of environmental goods and services. Her primary areas of responsibility will be in the further development, consolidation and expansion of the Long Run Initiative.

Her email is: anne-kathrin@zeitzfoundation.org

LAIKIPIA AND BEYOND UNITY CUP

2010 was a momentous year for many in Africa and Kenyans in particular, but for the people of Laikipia it was a year of events. Kenya got a new constitutional dispensation, FIFA World cup was hosted in Africa and significantly the inaugural Zeitz Foundation Laikipia and Beyond Unity Cup (LUC) football tournament was hosted in five locations, culminating in the finals attended by Samuel Eto'o and other distinguished guests.

Conceived, funded and carried out under the auspices of Zeitz Foundation and the support of the Laikipia Wildlife Forum and many others in and around Laikipia, the LUC was and still is the most talked about event in Laikipia. With the objectives of creating conservation awareness amongst the youth of Laikipia and Kenya in general, fostering unity among diverse groups of people in Laikipia and promoting this beautiful region of Kenya, the LUC managed to achieve all these objectives in the inaugural event.

As the next edition beckons in 2012, the Zeitz Foundation family in Segera can only look at the bar that was set so high by the inaugural edition and work towards delivering another unforgettable event in the year that Kenya definitely needs to make peace with itself (it is an election year) and also the crème de la crème of African football congregate in Gabon and Equatorial Guinea for the 28th edition of Africa Cup of Nations.

[Read the full story here](#)

[View the LUC video](#)



PROGRESS ON THE ZEITZ FOUNDATION HEADQUARTERS



The infrastructure development of the Zeitz Foundation Headquarters (HQ) on Segera Ranch in Laikipia, Kenya, is progressing well with offices, staff and visitor accommodation all nearing completion. 2010 has been a year of remarkable achievements infrastructure-wise. Starting with five abandoned and dilapidated buildings requiring extensive renovation; we now have a manager's house, staff and visitor accommodation, offices and a guest house.

In all these developments, the principle of renewable resource use has been observed and all the houses are 100% solar powered and fitted with rain-water harvesting systems. Grey water recycling systems are being ins-

talled and recycling and re-use is a mantra that we strictly adhere to. All furniture is being made from recycled cedar fencing posts from Segera and everything possible is recycled, for example, old doors from the refurbished buildings have been made into work benches for a local women's group involved in a beading project.

Alongside these developments, a fine team of men and women who keep the HQ running has also emerged. Starting with only Liz Rihoy and Njenga Kahiho the team has expanded to include five programme scouts, a monitoring intern, a caretaker and a domestic assistant, all of whom are members of our neighbouring communities.

A PLATFORM FOR EXCHANGE – YOUR NEW INTRANET

Socialcast, the Zeitz Foundation intranet, was opened for use on the 1st of February 2011, with the Long Run Alliance Members and Long Run Destinations, Specialists and Ambassadors and staff being invited to sign up and log in.

This new resource is a platform for you to learn from other Long Run Alliance Members and LRDs and share your knowledge and expertise. It is a place to ask questions, and contribute your best practice, know-how and documents, whilst benefiting from those of others.

Socialcast is not public but restricted to the Zeitz Foundation family: Long Run Alliance Members and Long Run Destinations, the ZF Ambassadors and Specialists, and staff.

To date, the intranet houses a number of interesting documents posted by members, such as Neighbourhood Outreach Strategies and mammal monitoring forms. It also includes groups about potential funding sources and qualified volunteers that are looking for a place to

work for free, and the main homestream has also seen a few interesting discussions on the likes of water use and green cleaning products.

A user manual has been posted on Socialcast, but please do not hesitate to contact the Zeitz Foundation team should you need any help.

Aware that the success and usefulness of this tool depends on the level of engagement and participation of the Long Run Alliance Members and Specialists, we look forward to seeing you on Socialcast!!

To apply for access, please email:
olivia@zeitzfoundation.org



THE UPDATE

The Zeitz Foundation had a very busy year in 2010 with great progress made in further developing and consolidating the Long Run Initiative. To keep you informed of activities and progress we compiled The Update, sent out on 20 January and available [here](#).

Since then, the 'About Us' section of the Zeitz Foundation website has been translated into Chinese. Practice your language skills [here](#).

FROM THE LONG RUN ALLIANCE MEMBERS

NEW LONG RUN ALLIANCE MEMBERS

This year the Zeitz Foundation is kicking it up a gear and planning to have at least 15 Long Run Alliance Members join the Foundation by 2012. The search for new Long Run Alliance Members is undertaken through completion of an assisted self-assessment process which assesses potential members against criteria within the 4Cs framework. The newest to the initiative are the Tenuta di Spannocchia, Vista Alegre and Cotters Camps. Here we feature the Tenuta di Spannocchia.

Tenuta di Spannocchia, the tenth Long Run Alliance Member

The Zeitz Foundation is happy to welcome the tenth Long Run Alliance Member: Tenuta di Spannocchia to the Long Run Alliance!

Tenuta di Spannocchia is located in Tuscany, Italy. The "Castello di Spannocchia" is an agricultural estate dating back to the 12th century and comprising of 1100 acres of privately owned land. The owners of Spannocchia are dedicated to sustainability and conserving the area's cultural and agricultural traditions.

Spannocchia and the 4Cs

Commerce: Spannocchia runs a certified organic farm. It also has a tourism operation along the typical Italian agriturismo, providing farm-stay lodging in villas and traditional farmhouses and family-style meals.



Conservation: Conservation is a central element of Spannocchia. They have a project called “Noah's Ark”, raising traditional local breeds of farm animals that have become threatened with extinction. It also has one of Tuscany's first natural waste water treatment systems and is active in implementing a conservation plan for the area, including a sustainable forestry programme.

Community: Spannocchia has close linkages to the local community in and around Siena through its various activities with artists and artisans, farmers, cultural associations and tourism networks. It also cooperates with the Forestry and Environment Department at the University of Florence.

Culture: Architectural preservation is central to Spannocchia's cultural and conservation philosophy of “respect for the future and respect for the past”. Traditional materials produced on the estate are used whenever possible. [The Spannocchia Foundation](#) offers a variety of workshops and symposiums on art, sustainable agriculture and forestry.

FOUNDATION TACKLES DEFORESTATION IN INDONESIA, SPECIES LOSS IN NEW ZEALAND AND WASTEWATER TREATMENT IN COSTA RICA

Funds raised during the first Zeitz Foundation fundraiser held in July 2010 were assigned to three projects located within Long Run Alliance Members. In line with its 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 Foundation has awarded US\$20,000 per project, a sum that will be matched by each Long Run Alliance Member carrying out the initiatives. Lessons learnt from these projects will be shared at the local level and amongst the different members to promote best practice and stimulate similar initiatives elsewhere.

In Costa Rica, Monte Azul will focus on wastewater treatment, building natural filtration systems for grey water through plant and gravel, and installing composting toilets for use in ecologically sensitive areas. In New Zealand, Tahiti will address the loss of native biodiversity through a programme aimed at eradicating invasive alien flora and replanting with indigenous, coupled with the reflooding of dried up wetlands. The Indonesian Long Run Alliance Member Nihiwatu finds solutions to rapid deforestation. With the east half of the island of Sumba Island already virtually free of forest cover, the cooking units proposed in this programme will cut the demand for firewood, the driving force behind deforestation, whilst ensuring the cultural values associated with fires are left intact.



Progress reports on these three projects will be posted on the Zeitz Foundation and Long Run Destination websites, and will also be available on the intranet.

[For more details click here](#)

A WORD WITH...

Monte Azul : *A word with the founders... Carlos and Randy took a leap of faith; share their passion for Costa Rica!*

Beautiful Monte Azul is literally a dream come true. Back in the eighties, founder Carlos Rojas Jara imagined what life would be like in the rainforest-covered mountains of southern Costa Rica. By 2006, with Randy Langendorfer, he had made it a reality and was laying the first brick of what would become a centre for arts, a nature preserve and a boutique hotel all rolled into one. Since the day they gave up their lives in the United States, neither of the founders has looked back. They have poured everything they have into Monte Azul, including their passion for art and design, their belief in the need to protect nature, and a desire to make a positive impact on the local community.



[Read the full interview](#)

Nihiwatu: *A word with the founders... Follow Claude and Petra to their 'secret' Long Run Destination hidden away in Indonesia.*

Nihiwatu Long Run Destination stands out because it is outside the usual mainstream tourist circuit. Concealed on the south side of Sumba Island in eastern Indonesia, it is not a place you go to by chance, but somewhere you have to make an active effort to reach. It is a location of extraordinary beauty, where the white beach rolls out into a mass of undulating waves, a surfer's paradise and a destination that is centred on preserving the surrounding culture.

On Sumba, there are still many Stone Age sites and traditional villages that have remained unchanged since the dawn of man. The island's unique tribal culture and ancient animist rituals are both incredible to the outsider and perfectly normal to the Sumbanese.

Founders Claude Graves from New Jersey, USA and his wife Petra from Frankfurt, Germany share the motivations that led to the creation of Nihiwatu, the hurdles along the way and the lessons they learned. [Read the full interview](#)



Nihiwatu Long Run Destination, moving in the right direction
© The Zeitz Foundation

Segera: *A word with the founder... From a treadmill to the embodiment of sustainability, Jochen Zeitz casts light on Segera*

It all started with a coincidence. Like the best of stories, the creation of the first ever Long Run Destination hinges on a twist of fate. Today, elephants, leopards, monkeys and giraffes roam freely in Segera, the emblematic original Long Run Destination situated in the centre of Laikipia, one of Kenya's richest ecosystems. As well as thriving populations of more common African plains species, it is also home to endangered ones such as the Grevy's Zebra, Patas Monkey and the African Wild Dog.



Beyond its sensational 'safari' qualities, Segera houses the Zeitz Foundation and conducts an exciting array of conservation, cultural, community and commerce related initiatives. Yet had it not been for a fortuitous encounter on the other side of the world, Segera's owner Jochen Zeitz may never have stumbled across the property or been able to fulfil his dream. Here the CEO of PUMA and founder of the Zeitz Foundation shares some insight into the pilot Long Run Destination and the philosophy behind Segera. [Read the full interview](#)

Chumbe: *A word with the founders... Watch out for starfish and let Sibylle Riedmiller's Chumbe dazzle you.*

From Germany to Tanzania, from a desk to a coral reef, Sibylle Riedmiller followed her growing taste for the underwater kingdom and ended up creating the first privately-managed marine protected area in the world! Almost 20 years down the line, Chumbe has won a host of awards and is recognized globally for its excellence. It is a place where fish and corals thrive, where endangered coral rag forests are protected and cherished, where the locals are engaged and share in the founder's passion. It is a place where visitors leave knowing that any profits from their stay will be channelled back into preserving this little stretch of paradise for future generations. Founder Sibylle Riedmiller shares what it takes to create such a sanctuary. [Read the full interview](#)



Guinefowl Moray © Oskar Henriksson

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Lapa Rios, Costa Rica

Scientific Study and Condé Nast Gold List 2011

A scientific study carried out by Stanford University and published in the 'Journal of Ecotourism' has confirmed Lapa Rios' substantial contribution to local livelihoods and environmental conservation, including the highest rates of reforestation of all areas studied in the Osa Peninsula. The Long Run Alliance Member also features on the Condé Nast Gold List 2011, their 5th time on the list since 2004.



Monte Azul, Costa Rica

GER® and Henry Jackson

Monte Azul is now a GER® certified Long Run Destination having made it through all the necessary steps! Monte Azul also hosted San Francisco resident artist Henry Jackson for the third time in three years.



Caiman Ecological Reserve, Brazil

Aromatic plants

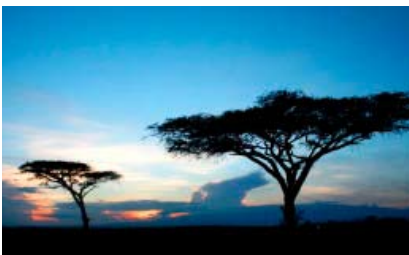
Caiman Long Run Alliance Member partnered with a team of researchers from Sao Paulo and carried out a study of potential aromatic plants within the ranch. Always seeking to help the local community, the Long Run Alliance Member asked the researchers to demonstrate how to extract essential oil to employees and residents of Caiman Ecological Refuge.



Chumbe, Tanzania

World Challenge 2010, and BBC

Chumbe Island Coral Park was recognised for its hard work and exemplary role in conserving biodiversity when they were voted one of twelve finalists for World Challenge 2010, from nearly 1000 nominations. Chumbe was also certified as a GER® Long Run Destination and is due to feature in a BBC documentary this year.



Segera, Kenya

Education for all

Eight students from schools supported by the Zeitz Foundation and Segera Ltd received scholarships to pursue High school education. At the same time multiple opportunities for local employment have been created through a variety of different projects, conservation agriculture demonstration plots have been established, mobile health clinics undertaken in all neighbouring villages and sustainable natural resource use plans developed and under implementation with all local communities. [Click here to read the article](#)



Wolwedans, Namibia

Training for disadvantaged students

Wolwedans Long Run Alliance Member recently signed a grant with Millennium Challenge Account Namibia to provide training scholarships to 60 disadvantaged students over the next three years at the Wolwedans Desert Academy and NICE restaurant and bar.



Wanås, Sweden

International Seminar and Yoko Ono exhibition

Wanås is holding a host an international seminar this spring, including one entitled 'Green Strategies for the Nordic Art Scene'. In addition, their first exhibition this year opened in May featuring art works from Yoko Ono and Jacob Dahlgren



Nihiwatu, Indonesia

Award winners and reduction in local malaria

Nihiwatu was judged overall winner of the Virgin Holidays Responsible Tourism Awards 2010. The Long Run Alliance Member also won the prize for Best Poverty Reduction for their efforts in reducing local rates of malaria through the creation of the Sumba Foundation, installing five clinics in the area which has seen an 85% drop in malaria infection rates.



Tahi Beach, New Zealand

Global Ecosphere Retreat® Certification

Tahi Beach Resort will be the first of this year's Long Run Alliance Members to be assessed in order to attain Global Ecosphere Retreat® certification as a Long Run Destination.

AMBASSADORS, SPECIALISTS AND FRIENDS

The Zeitz Foundation is proud to count on the support of its Ambassadors, Specialists and Friends around the world. Indeed we are fortunate to draw on and learn from such high-profile and well-respected people in the fields of conservation, community, culture and commerce.

A WORD WITH...

Amadou & Mariam - Zeitz Foundation Ambassadors for Culture (Art)

We need to ensure a sound future and it is therefore necessary to see things in the long-term to create a better future. Associating conservation, communities, culture and commerce leads to a healthier life and favours economic development," say Amadou & Mariam, internationally-acclaimed musical duo from Mali and the Zeitz Foundation's Ambassadors for Culture (Art), a role they share with Usain Bolt, the Zeitz Foundation Ambassador for Culture (Sport), in their interview with the Zeitz Foundation.

[Read the full interview online](#)



CONSERVATION



Stephen Hopkins

Our Ambassador for Conservation was called in by the Labour Party to revive their election campaign earlier this year!! On the work front, he is also now the director and executive producer of a new TV Series based on a comic book called 'Chew'.



Holly Dublin

Our Specialist for Conservation has been working the international conservation scene, participating, amongst others, in the 10th Conference of the Parties meeting of the Convention on Biological Diversity meeting held in Nagoya, Japan in October 2010 to discuss commitments to biodiversity conservation.

CULTURE



Usain Bolt

Bolt's Achilles injury proved no obstacle to his success in 2010. In the past year our Ambassador for Culture (Sport) renewed his contract with PUMA, signed a deal with Hublot watches, collaborated with Gatorade and published his autobiography '9.58 My Story'. He was also acknowledged for boosting Jamaica's tourism profile with his 'Once you know you go' campaign, beating such stars as Beckham and Nadal to win 'Face of Travel' at the World Travel Awards 2010. Bolt is due to make his comeback in the 200m in Oslo this June.



Mariam & Amadou

Malian superstars Amadou & Mariam have just released a 13-track album of remixes of some of their greatest singles featuring remixes by Akon and Bob Sinclar. Our Specialists for Culture (Art) were welcomed as the support act to Irish rockers U2 at both their shows in Cape Town and in Johannesburg this February. Amadou & Mariam's next album is due out in late 2011.



Mark Coetzee

Our Specialist for Culture (Art) attended the PUMA.Creative and Channel 4 BRITDOC Foundation Gala dinner in September to announce the full line up of initiatives that form the partnership between the two organisations. PUMA.Creative supports documentary filmmakers highlighting creative, social justice, peace or environmental issues as part of their mission to contribute to a better world. In January 2011, the Foundation announced ten award winners for the first quarter of 2011.



Colin Jackson

As well as being a BBC Sport pundit and presenter, our Specialist for Culture (Sport) has been busy with his role as an Ambassador for International Inspiration, London 2012's global sport legacy programme. Colin took a trip to Trinidad & Tobago in November 2010 where he saw how the programme was helping young people create a better future for themselves through physical education, sport and play.

COMMUNITY



Auret van Heerden

As Fair Labor Association President and CEO, our Specialist for Community has been busy speaking at various events including the TED Global 2010 in Oxford in July in a session entitled 'Adventures in Fairness', and the 'End Human Trafficking Now' conference in Luxor, Egypt in December.

COMMERCE



François-Henri Pinault

Our Ambassador for Commerce was the opening keynote speaker at the Women's Wear Daily Chief Executive Officer Summit in New York, the theme of which was "Future Vision". His address focussed on the "the Future of Fashion" and he identified five structural trends that will impact the industry: "the revival in hedonism, the multiplication of social groups, the growing role of brands, the digital revolution and sustainability".



Derek de la Harpe

In his role as Sustainability Director at Wilderness Safaris, Our Specialist for Commerce has been busy with a project aiming to plant 2000 indigenous trees in the Eastern Cape area of South Africa in 2011. This project forms part of the sustainability and carbon offset programme of Wilderness Safaris.

FRIENDS

Yann-Arthus Bertrand

Our Friend travelled to Scotland in September 2010 to receive the Royal Scottish Geographical Society's Geddes Medal. This award recognised Yann's outstanding contribution to raising awareness of the natural environment and sustainability through his spectacular 'Earth from the Air' photographic exhibitions and publications; his environmental organisations 'GoodPlanet' and 'Action Carbone'; and his award-winning documentary film, 'Home'. Yann is currently exhibiting his 'Earth from Above' photos in Dhaka, Bangladesh and has released a new [film on forests](#).

Waris Dirie

In October 2010, Waris was chosen by Forbes Magazine in their list of 30 utterly inspiring role models for her courageous fight for women's rights and to eradicate Female Genital Mutilation (FGM). Waris also received the Gold Medal of the President of the Italian Republic for her efforts and achievements in the fight against FGM.

Luc Besson

Luc is currently wrapping up production on a biopic of Burmese pro-democracy icon Aung San Suu Kyi. The film is called '[The Lady](#)', the name attributed to her by the Burmese population who is banned from saying her real name. The film charts her remarkable journey from housewife bringing up her children in Oxford to taking on the power of Burma's generals by becoming opposition leader.

Samuel Eto'o

Our Friend has become the first man to be voted the Confederation of African Football's African Player of the Year for the fourth time, having previously won the award in 2003, 2004 and 2005. Eto'o beat off competition from the likes of Didier Drogba to reclaim the title once more.

Angelique Kidjo

Angelique's latest album 'Oyo' has been nominated for a Grammy Award at this year's 53rd annual ceremony. 'Oyo' is nominated for the Best Contemporary World Music Album award and faces competition from veteran Brazilian artist Sergio Mendes.

Micheal Poliza

Michael has collaborated with Closed clothing brand to create a one-off capsule collection of scarves and shirts that feature his African wildlife and landscape photographs. Working with the themes of Africa, wildlife and animals, the collection is strictly limited to 150 units per style and has featured in Vogue Germany.

Gregory David Roberts

After being translated in 39 languages in 180 countries, his novel Shantaram returned to Mumbai with a translation into Marathi in 2010. Gregory was glad that Marathi was the first Indian language into which his book was translated as this was the first language he learnt upon arriving in India.

Recent coverage of the Zeitz Foundation and the Long Run Initiative.

Hitesh Mehta's Authentic Ecolodges

www.mynatour.org, November 2010

Hitesh Mehta's book 'Authentic Ecolodges' was published in November and features three of our Long Run Alliance Members - Lapa Rios, Chumbe Island Coral Park and Nihiwatu.

 [Read the article](#)

Zeitz Foundation Fundraiser

Harper's Bazaar, July 2010

The Zeitz Foundation Fundraiser held in London in July saw some 130 guests gather for a night of good food, live music, dancing and auctions as well as raising funds for various projects aimed at promoting sustainable ecosystems management in Long Run Alliance Member destinations. The event received coverage in Harper's Bazaar magazine.

 [Read the article](#)

Bolt cops Commonwealth Sports Award

November 2010

Usain Bolt claimed the title of Outstanding Male Athlete at the 29th annual Commonwealth Sports Awards held in Birmingham.

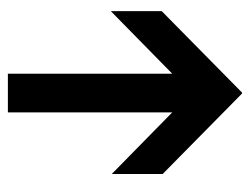
 [Read the article](#)

Condé Nast Gold List 2011

Condé Nast Traveller 2011

Lapa Rios Long Run Destination made it onto the prestigious Condé Nast Gold list of the most exclusive, exotic and amazing hotels in the world for the fourth consecutive year.

 [Read the article](#)



For more: <http://www.thelongrun.com/media-kit>

UPCOMING AWARDS

Awards are a great way to get international recognition and to draw attention to our work. Here are some upcoming awards of interest:

Verde Ventures Fund

Verde Ventures provides support for small and medium-sized businesses (SMEs) that contribute to healthy ecosystems and human well-being.

Deadline: 30 April 2011

Prize: loans up to \$US 500,000 and technical assistance

2012 Rolex Awards for Enterprise

This award will be presented in 2012 to five new Laureates for their projects that demonstrate innovative thought and benefit the world we live in.

Deadline: 31 May 2011

The International Ecotourism Society's Innovation Leadership in Sustainable Tourism Awards

The award recognises individuals and organizations who have demonstrated leadership in innovative actions that effectively promote sustainable tourism and bring tangible benefits to communities and conservation.

Nominations open May 2011

Energy Globe Award

This award recognises projects that conserve and protect our resources or that employ renewable energy.

Deadline: 17 June 2011

GET INVOLVED

Five actions; here are five things you can do today:

- Tell a friend about The long Run approach to life - go to Facebook and share our profile with your freinds.
- Help us to grow the network of Long Run Destinations by sending us a link or information about any destination around the world that you think would make a great long Run Destination. We will follow up and see if they are compatible.
- Off-set your own carbon footprint. To find out how [click here](#).
- Visit the Long Run Destinations to learn more about sustainable living.
- Send us links to projects/websites that you think adhere to The long Run philosophy

KEEPING IN TOUCH

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