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# INNOVATING SOLUTIONS FOR A SUSTAINABLE WORLD



# ECOSPHERE SAFETY

The full name of the Foundation is the Zeitz Foundation for Intercultural Ecosphere® Safety. By ecosphere® we refer to our planet and all its life-sustaining properties. Ecosphere® Safety relates to the maintenance of the ecosphere® in the interest of all future generations

[WWW.ZEITZFOUNDATION.ORG](http://WWW.ZEITZFOUNDATION.ORG)

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# FROM THE FOUNDER

*Dear Supporters,*

Over the years, as the CEO of an international company, I have witnessed both individuals and companies achieve their creative and earnings potentials as much as I have seen that potential neglected. I believe that we are at a crossroads and the outcome of tomorrow depends on our finding new ways to translate our passions into meaningful connections with the world around us today - and not just with people, but with all living forms. The future of our ecosphere begins with that.

I have been fortunate enough to travel to many parts of the world, and to be inspired by a vast number of places, cultures, and people; through it all my experience has been that we have a lot in common, despite our differences. For one, we all depend on this planet for our existence and our continued survival. And in one way or another, we are all part of a global economy.

Therefore, I have established the Zeitz Foundation to support creative and innovative enterprises that take into account those connections, embracing differences and diversity. Sustainability does not need to come at the sacrifice of economic prosperity. Through projects that balance conservation, community, culture, and commerce, I hope to encourage a new model for sustainable development - one that shows how working toward ecosphere safety and the global green economy can be commercially viable. I am convinced that if revenues generated by the success of these inclusive, holistic approaches are poured back into the Whole - the holistic system involving the entire sum of its parts - they can help to safeguard natural resources, enhance the livelihoods of communities, and promote sustainable economic development.

Some of the greatest challenges in my professional life have resulted in the most exciting opportunities. Along the way, I have been driven by my passion to find meaning and to create value, and I've been inspired by the beliefs of others. In the past I often struggled with the thought that any contribution I could make as an individual outside of my business life would simply be insignificant when it came to making the world a better place. At the very least I wanted to find sustainable ways to reduce harm and maximize good.

But today I truly believe that if each of us were to do our own share of good - whether small or large - to improve the way we live, think and act, to push the envelope and recognize the interconnectedness of all, then the world would undoubtedly change for the better. For this reason I have established this Foundation to serve as a platform for positive change, contributing its own fair share.

Nobody's perfect. We make mistakes and we've got a long way to go and a lot more to do before we can start patting ourselves on the back, but it's a start.

With many thanks for your support and best wishes,

*Jochen Zeitz*



# 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.



## ‘WHO WE ARE’

Today, it is clear that we are at a crossroads. Never before has it been more apparent that if we don't change direction soon, and dramatically, it may be too late. The complexity of the challenges facing our world today can be both overwhelming and paralyzing – for us as individuals, and for our governments and institutions as well. But we think this is the key: finding solutions that work by harnessing the power of one - one individual, one family, one community, one company, one nation at a time - all working for the common cause of a better world.

We cannot escape our responsibility by waiting for governments to do this for us. Real and viable sustainability begins when we recognize that we all have a role to play as contributors to positive change. The Zeitz Foundation seeks to make its contribution through the promotion of innovative and holistic approaches that enhance economic, environmental, and social sustainability in order to achieve in order to contribute towards a sustainable future for our planet.

“If each of us were to find new ways to translate our passions into meaningful connections and make a contribution, whether small or large, towards achieving not only personal but larger social and environmental goals, then the world can undoubtedly change for the better. It is with my foundation that I endeavour to do my part.”

Jochen Zeitz

## OUR PHILOSOPHY

## LONG RUN INITIATIVE

The Long Run is the Zeitz Foundation's philosophy: an approach to life geared at acting today for a better tomorrow. The Long Run is the flagship initiative of the Zeitz Foundation, built around the Long Run Philosophy, Alliance and Destinations, but reaching out, into every aspect of our day to day life.

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.

## FAIR, HONEST, POSITIVE & CREATIVE



**Fair means Balanced:** to see both sides, and to resist the pressures that try to push us into extreme ways of thinking or working or living. It also means to be open to all, and to refuse to discriminate against people or make judgements about them based on their gender, race, religion, political persuasion, sexual preference, or way of life. And being Fair means listening as much as you talk, and giving back as much as you take.

**Positive means Constructive:** building things – and people – up, not breaking them down. It means suggesting rather than criticizing, and working for a solution rather than just complaining. It means supporting others when they try, encouraging them when they fail, and celebrating with them when they succeed. It means We Can, more often than We Can't.

**Honest means Sincere:** not faking it, walking the walk as much as you talk the talk. It means putting your money or your time or your energy where your mouth is. And being Honest means admitting your mistakes, and owning up to your responsibilities – something that applies to companies as much as it does to individuals.

**Creative means Imaginative:** thinking outside the box, of course. Being Creative means finding a way around a problem, rather than just stopping when the walls are too high. It means looking at new ways, listening to new ideas and trying new strategies. It means striving for the most innovative solution because just being good enough isn't ever good enough, when we're talking about the future. It means having dreams, and then making those dreams real things, in the real world.