Dear Friends,

It is with immense pleasure to introduce this second Long Run Initiative newsletter, which gives me the opportunity to retrace my personal journey to join the distinguished group of passionate people that have committed themselves to the highest standards in sustainability and protect some of the most precious places on our planet. How did this all start?

While we, the nine founding members, met Jochen Zeitz, the founder of the Zeitz Foundation, for the first time in the "London meeting" in 2008, for me the roots go back to 2003 when I presented Chumbe Island in the World Parks Congress of IUCN in Durban, South Africa.

This congress was special as it included, probably for the first time, a workshop on "private protected areas" (PPA), organised by Wolf Krug and Jeff Langholz who had researched and published... Read more...

Founder’s Corner

I am pleased to see the second issue of the Long Run Initiative newsletter come out as planned, and look forward to the LRI mission
and message reaching evermore people.

I introduced the first newsletter and wished the ‘introduction’ space to be used in the future by the other Long Run Destination leaders to share their perspective and experiences with our global audience. However, my commitment to LRI remains unwavering and I hope to stay in touch with our members, supporters, and broader LRI constituency through this ‘Founder’s Corner’. Read more...

At the Cutting Edge...

This section highlights latest developments in policies and practices around sustainable tourism. The articles for it may be contributed by people within and outside The Long Run community.

The potential to raise one BILLION dollars annually for community projects...

by Karena Alberts, Co-founder of WHOLE WORLD Water

We can find scores of reasons why sustainability is not scaling up at speed, but how often do we search for the common root cause?

The timing of this newsletter coincides with the SLOW Life Symposium hosted by Sonu Shivdasani at his stunning resort Soneva Kiri in Thailand. This biannual event brings together a consortium of creative thinkers who meet to discuss sustainable business solutions for the Travel & Tourism Industry. This, unlike other such gatherings, is a collective focus on action.

At the symposium two years earlier, I proposed a very simple idea. It mirrored a program that Sonu had already instituted at his resorts; filter local water, bottle it in reusable glass, sell it to guests and donate a percentage of the proceeds to environmental issues. The idea was to design it similar to (RED), Bono’s
The 4C Approach Proves Useful for the Industry

By Brett Wallington, Group Sustainability Coordinator, Wilderness Safaris

Sustainability reporting has greatly evolved over the past two decades. A number of tools and reporting standards have surfaced but the industry has been finding it hard to find a framework that is simple, yet objective and effective in communicating the full spectrum of their sustainability efforts across the operations. Leaders in the industry have moved from sustainability being a window dressing to it being a tool of effectively managing the business mainstream. It is here where the challenge of integrated reporting lies.

Wilderness Holdings Group, as a leader in the tourism industry, has faced the same challenge but eventually found the framework of Commerce, Conservation, Community and Culture (4Cs) enabling them integrate successfully their financial and sustainability performance into one coherent report. Read more...

Rainwater Prototype Brings Clean Water to Thatched Roof Homes

By Gayla Fecher, P.E. Technical Lead for Laikipia Water Project, Engineers Without Borders

Six years ago, following an out-break of violence, the inhabitants of Mathira 2 community, commonly known as Sukutan, in the Laikipia District (Kenya), decided to improve their land security and natural resource management. Together with the Zeitz Foundation, the Orange County Professional Chapter of Engineers without Borders (EWB-USA OC) identified clean water improvements ranking second in importance after peace and first in level of difficulty to resolve. In need of technical expertise and knowing of in recognition of their presence and previous successful work in the community the Community-NGO partnership approached EWB-USA OC for help.

The EWB-USA OC has been working in the area for four years, collaborating with local partners to design and implement sustainable engineering projects... Read more...
Collaboration on Jaguar conservation for the greater benefits of people, business and environment

Wildlife sighting is undoubtedly one of the main attractions in nature tourism. The imperative of wildlife and wilderness is therefore not lost on any nature-based tourism enterprise. Long Run Destinations seek to address the conservation of wildlife as a key priority of their plans for continuous improvement on the path to excellence in sustainability. Their membership provides them the opportunity to mutually discuss, learn and collaborate around such efforts projects under the framework of a holistic pursuit of conservation, community, culture and commerce, the 4Cs. The collaboration between Caiman Ecological Refuge in Brazil and Londolozi Lodge of South Africa that also involved Tracker Academy exemplifies the benefits of such collaboration under the auspices of The Long Run. Read more...

Forest festival in Chile demonstrates the profound inter-relationship between nature, people and business

The Forest Festival fills the streets of Neltume with colour, music, dance and joy every year since 2011. It is a
celebration of the arrival of spring and the rebirth of flowers in the Region De los Lagos in the south of Chile, and has gained so much attention that it has become a local tradition.

Culture is sometime misinterpreted sometimes deliberately and sometimes out of ignorance, in a restrictive way. Some people see its relics of history assigned to museums for public display others have exploited them for limited gains through entertainments. It is not until you read, learn or see of places like Chile where the power and integrative power of traditional cultures are at best display in real life.

Promoted by the Huilo Huilo Biological Reserve, this festival aims, among other things, to promote the importance of the conservation of humid temperate forests, their biodiversity and the vital connection with the sustainable development... Read more...

From the Horse’s Back: Getting up close and personal with Namibia's nature

Do you love the wide-open spaces, dunes and vistas: Now imagine the sense of freedom when experiencing a magnificent landscape and its intriguing flora and fauna from a horseback. Sadly, such spaces are shrinking falling victims, day after day, to our lack of understanding if not outright neglect and disrespect for nature that underwrites our wellbeing on the planet. Blinded by the glitter of money or driven to hopelessness by pervasive poverty, nature ends up the ultimate victim of meeting our aspirations.

Yet all is not lost. There is a growing community of organizations and businesses working hard at conserving the remaining pristine spaces for posterity. Sustainable tourism industry is at the forefront of this effort, and more so the community of The Long Run whose members own or influence extensive tracts of such heavenly landscapes and seascapes. Many of them have created private or community reserves that lend hope for the future. This is not a mere effort in philanthropy. Sustainable tourism depends on the integrity of nature, no doubt. Also, interest of the host communities drives and guides the nature and direction of sustainable tourism in fragile environments. However, eventually these are businesses that must remain profitable to continue supporting nature conservation. This has given a new dimension if not a new direction to the global conservation efforts, with even those who traditionally considered business as the foe of environment putting more hope and demands on private sector to conserve nature.

The Long Run Destination Wolwedans in Namibia is one such example of private conservation. Likely the largest private nature reserve in Southern Africa, ... Read more...
Happiness: Made of Silage Film

The holistic philosophy of pursuing conservation, community, culture and commerce in tandem takes different forms. The beauty of the concept is that it can be implemented at different levels and scales. It can be focussed on a landscape with businesses and communities working together to optimise the ecosystem and economic potential of the place. It can be magnified to a more abstract global level where the global economic and political architecture is shaped by the imperatives of the wellbeing and sustainability of societies across the world, and it can apply in specific project context where the interface of humans with nature defines the very project.

In their true spirit of being global and local at the same time, Long Run Destinations display the connectivity of the different components of sustainability at all levels and scales. Wanås in Sweden epitomises the enormous potential and power of art weaving the fabric of sustainability in a project that inspires children to embrace happiness in a new way. Read more...

The Proud Son of the Maasai: The Faith of Sustainability Movement in Community is well-placed

In the world of development local wisdom and leadership has been viewed and treated varyingly. The literature increasingly emphasizes the importance of such wisdom and of the need to draw on it for a development to succeed. The practice on the ground has at best been uneven. The ability of local people is treated with scepticism
and often expatriates are assigned management responsibilities. And this is not without reason. The low level of education, not any fault of the local people limits their capacities for management and other roles requiring higher levels of literacy and technical skills. The moot point is whether this situation can or should be allowed to perpetuate, and the answer is emphatic, no. The world is replete with examples and not less so in the Long Run community where destinations have sought to identify, nurture and lift local leadership and where competent individuals from the predominately uneducated communities have broken all barriers and taken every opportunity to lift themselves to positions of prominence. Samson Parashina, of the Long Run Alliance Member Campi ya Kanzi is one of them. Read more...

Unexplained Structure Resembling "The Unicorn in Captivity" Discovered

Deep in the Peruvian rainforest, near the Tambopata Research Center, an as-yet-unnamed insect or fungus has been discovered that has left entomologists stunned as to what it is.

The insect or fungus weaves an intricate funnel-shaped cocoon surrounded by approximately 30 “posts” that are positioned vertically, connected by woven “mesh,” and evenly spaced to form a “fence” measuring some 2 centimetres around the cocoon.

Troy Alexander, a graduate student visiting the centre in early June discovered the structure this past summer, first on the underside of a tarp and then on tree trunks. Read more...

Global leaders in sustainable tourism meet at Segera Retreat

The third Long Run Initiative meeting was held at Long Run Destination Segera Retreat in September and brought together global sustainable tourism leaders from countries as far apart as Costa Rica, Sweden, Indonesia and the USA.

The theme of the conference, ‘Positioning Sustainable Tourism for Global Change’, aimed at developing a deeper understanding of the challenges facing sustainable tourism and explores ways to expand its influence and impact in creating a sustainable future. In the wake of Nairobi’s Westgate unfortunate event around the time, it also provided space for discussions on the impact of terrorism on tourism - which affects all countries around the world - and the need for measured responses from governments in responding to these if tourism is not to be undermined. Read more...

Destinations highlighted in this section are members of the Long Run Initiative as leading examples of well managed tourism businesses in areas of high biodiversity value that have clearly demonstrated their commitment to achieve the highest standards in sustainability within the framework of the 4Cs (conservation, community, culture and commerce).
Explore these destinations...

- **Wolwedans (Namibia)** - featured in *International Traveller* 100 Best Hotels and Resorts.
- **Nihiwatu (Indonesia)** - won the *Conde Nast Traveler* World Saver Award in the category "Doing It All".
- **Finca Rosa Blanca Coffee Plantation and Inn (Costa Rica)** - received Readers Choice Awards from *Conde Nast Traveler* as the Best Hotel in Central America.
- **Campi ya Kanzi (Kenya)** - The amazing race - Edward Norton's quest to race our collective conscience featured in *Century 21*.
- **Nikoi Island (Indonesia)** - Runner-up at the Global Vision Award from *Travel and Leisure* for its Sustainability efforts.
- **SINAL (Brazil)** - featured in the book *Planet Entrepreneur* highlighting the challenges faced by entrepreneurs and the opportunities to solve the problems their encounter.
- **Nihiwatu (Indonesia)** - highlighted in *Harper's Bazaar* as a hideaway for sybarites with a conscience.
- **Lapa Rios (Costa Rica)** - Readers Choice Awards for *Conde Nast Traveler* Top 15 Resorts in Central & South America.
- **Wolwedans (Namibia)** - featured in *Vogue* Germany Shooting Stars - Momente sammeln für die Schatzkammer der Seele. Mit dem Naturfotografen und Reisedesigner Michael Poliza in Namibia.
- **Nkwichi (Mozambique)** - featured in *Getaway* as one of David Bristow’s 10 favourite destinations in Africa.
- **Campi ya Kanzi (Kenya)** - selected by *Financial Times* as one of Africa’s best sustainable safari lodge.
- **Nihiwatu (Indonesia)** - selected for Travellers’ Choice Top 25 Small Hotels in Asia; Top 25 Small Hotels in Indonesia and Top 25 Hotels for Service in Indonesia from *Trip Advisor*.

At the Destinations...

- **Toka Leya and beyond (Zambia)** - Soccer Clinics and discussing conservation issues with the professional soccer player Gordon Gilbert, starting 1st November.
- **Finca Rosa Blanca Coffee Plantation and Inn (Costa Rica)**: *Planet, People, Peace* - Sustainable Tourism International Conference, 3rd-6th November.
- **Nikoi Island (Indonesia)**: Annual fundraiser for *The Island Foundation*, 8th-10th November.

Around the World...

- **UN Climate Change Conference (COP19)**, 11th-22nd November 2013, Warsaw, Poland.
- **World Economic Forum Global Agenda 2013**, 18th-20th November, Abu Dhabi, UAE.
- **3rd UNWTO International Conference on Tourism and the Media**: How new
- **SINAL do Vale (Brazil):** 2nd Local Food Lab - A weekend Intensive on restoring our local food systems, 14th-15th December.
- **Niihiwatu (Indonesia):** An Addition of 11 new luxury villas will be added in June 2014.
- media is shaping the news, 2nd-3rd December, Estoril, Portugal.
- **International Luxury Travel Market,** 02nd-5th December, Cannes, France.
- **The Economics of Oceans,** 03rd-04th, Washington D.C., USA.
- **IIRC Council Meeting,** 5th December, London, UK.