ACTING TODAY FOR A BETTER TOMORROW
Five years ago I founded the Zeitz Foundation (ZF) with the intention of providing a vehicle and conceptual framework that could bring together and strengthen through collaboration emerging practical efforts around the world to contribute towards a more sustainable future for us all.

In collaboration with our members, we have come a long way since 2009. Our global programme, the Long Run Initiative (LRI) now has 78 members worldwide. Together we protect over 12 million acres of land rich in biodiversity, conserving many of the world's most critically endangered species and habitats, enhancing the livelihoods of hundreds of thousands of people, and promoting the cultures of dozens of diverse peoples. We are embarked on an ambitious programme for further developing the Long Run Initiative in 2014.

The Laikipia Programme – our ‘nursery’ in which innovative initiatives that encompass the 4Cs (Conservation, Community, Culture and Commerce) in practical results oriented ways – has gone from strength to strength. 2013 witnessed the consolidation of our efforts in Laikipia into four interlinked and complimentary initiatives which are delivering real impacts in securing land for conservation, strengthening peace and unity, enhancing livelihoods through sustainable commerce and natural resource management and promoting cultural interaction and respect.

Whilst we have come a long way in five years, much work still lies ahead of us. Acknowledging this, our efforts in 2013 focused not just on results but also on consolidating the foundations for sustaining and scaling up our programmes for the future. Our first steps towards consolidation was the appointment of Mohammad Rafiq as the Director of the LRI, who has since made great strides in driving the programme in a sustainable direction in collaboration with our members.

The complexity of problems facing our planet and people in our efforts to achieve a sustainable future requires all of our support. We need to accelerate the speed, improve the quality and ensure the sustainability of our efforts and this can only be achieved through collaboration. Ultimately the work of the Zeitz Foundation is to bring together the right people and develop the programmes and approaches that can advance our common cause. Together we can do much more in the next years and I hope that the following report will provide you with some inspiration and may encourage you to get involved.

Jochen Zeitz
Founder

2013 was a year of results and growth for the Zeitz Foundation (ZF), our programme members and partners. It witnessed the emergence of the Long Run Initiative (LRI) and its members as acknowledged global leaders in sustainable tourism who are enhancing and restoring critical ecosystems that support sustainable livelihoods and diverse cultures throughout the world.

Our strategy of piloting innovations encompassing the 4Cs (Community, Conservation, Culture and Commerce) at member destinations and sharing lessons across the LRI membership has begun paying dividends, promising replicability and enhancing the pace and quality of sustainable change.

In these pages you will learn how collaboration between ZF, LRI members and other partners are transforming peoples’ lives and conserving nature in Laikipia in practical, replicable and sustainable ways. You will also read the inspiring stories of many other Long Run Initiative members seeking net positive impact on their environment, communities and cultures.

I am encouraged by the effectiveness of the endeavours of the ZF and its members and partners at every level. We are collectively moving forward in delivering the Foundation’s mission and vision and transforming the LRI into an organisation of the future that excels in supporting its members to become viable enterprises, leading global efforts to achieve a sustainable future for us all.

Liz Rihoy
Executive Director, Zeitz Foundation
Long Run Initiative membership has expanded to 40 Long Run Supporters, 28 Long Run Alliance Members and 8 GER accredited Long Run Destinations.

Worldwide members have invested over US$ 9 million, using a holistic approach to incorporate the 4Cs activities (Community, Conservation, Culture and Commerce)

Conservation of over 12 million acres of vital and unique ecosystems including Amazon temperate and cloud rainforests, Costa Rican lowland rainforest, Namibian desert, South African Fynbos, the Pantanal floodplain in Brazil, the Okavango delta in Botswana, Baa atoll in the Maldives, as well as globally important coral reefs, savannah, lakes and mangrove forests.

Conservation of many of the world’s most threatened or endangered species including the American jaguar and puma, South American giant otter, macaw and Darwin’s frog, African rhinoceros, elephants and wild dog, New Zealand kiwi, Asian tiger, Australian koala, North Andean huemul, the aquatic manatee, turtles and sharks, and important migrant raptors including the red kite and osprey.

Engaging and supporting indigenous cultures worldwide including Kenya’s nomadic Maasai, New Zealand’s Maori, Amazonian Huaorani and Ahuar, Malawi’s Nyanja and Indonesia’s traditional animist Marapu religion.

Kenya’s Laikipia Programme projects successes include:

- Uaso Nyiro Primary School was awarded the US Green Building Council’s ‘Earth’s Greenest School’ award in recognition of the positive social and environmental impacts of the ‘Waterbank School’ building designed by PITCAfrica.
- Capacity building and training provided to thousands of marginalised rural community members throughout Laikipia to enable them to enhance their livelihoods and sustainably manage the environment.
- Alternative sustainable approaches and technologies introduced throughout Laikipia to enhance livelihoods, including solar lighting, low energy stoves, rainwater harvesting and water filtration systems and conservation agriculture.
- The power of sport has enhanced unity and reduced conflict and created a platform to engage 40,000 people per year in environmental and social activities.
- Conservation projects for lion, cheetah, wild dog and patas monkey underway.

2013 HIGHLIGHTS

- Long Run Initiative membership has expanded to 40 Long Run Supporters, 28 Long Run Alliance Members and 8 GER accredited Long Run Destinations.
- Worldwide members have invested over US$ 9 million, using a holistic approach to incorporate the 4Cs activities (Community, Conservation, Culture and Commerce).
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THE ZEITZ FOUNDATION

Our vision is of an ecosphere – our planet and all of its life-sustaining regions – maintained in the healthiest possible state, with the major contribution to that health coming from people making sustainable choices.

Our world is facing increasingly complex challenges that threaten our future and that of the planet. Tourism has potential to play a vital role in contributing to a sustainable future and it was with this in mind that ZF was founded by Jochen Zeitz in 2008. ZF’s aim is to continue to create and support sustainable ecologically and socially responsible projects and destinations around the world, acting on its vision and mission through two inter-linked programmes:

- Laikipia Programme (Kenya)
- Long Run Initiative (Global)

A non-profit charitable organisation, headquartered on Segera Ranch in Laikipia, Kenya, and with representation in Germany and the UK, ZF promotes an innovative approach to ecosystem management in privately managed areas.

The Laikipia Programme
ZF Kenya was established in 2011, primarily to oversee and support the Laikipia Programme, centred in the semi-arid greater Segera area, and operating throughout Laikipia county.

The Laikipia Programme is the ‘nursery’ for ZF initiatives that encompass ZF’s unique 4Cs approach. These are nurtured to maturity, then shared with the greater Long Run Initiative network.

Long Run Initiative (LRI)
Launched in 2009, the Long Run Initiative is the global face of the Zeitz Foundation, pursuing its mission internationally.

Sustainability in Action
Our world is a complex and dynamic system of interdependencies, requiring a constant rebalancing of the forces upon which we depend – communities, conservation, culture and commerce. The key to sustainability in The Long Run lies in ensuring holistic, committed effort in all these four areas. We refer to these areas for active engagement as the 4Cs:

A common thread weaves through all the 4Cs – the ultimate goal of sustainability for all, and a healthy planet where humans exist in harmony with their environment.

Laikipia
“...the feeling you could see to the ends of the earth and beyond...” (Elspeht Huxley)

Laikipia, 9,700 km² of spectacular plains, hills and forests, overlooked by the snowy peaks of Mt Kenya, remains one of the most important areas for biodiversity in Kenya. Its wildlife population is second to the Maasai Mara, yet it consists almost entirely of farms, ranches and community land. It hosts the highest populations of endangered species in Kenya, supporting the second largest population of elephants, half of Kenya’s black rhinos and the globally threatened Grevy’s Zebra. However the future survival of the wildlife is uncertain in the face of a rapidly growing human population: Laikipia is also home to many ethnic groups and nationalities, who face escalating challenges caused by habitat degradation.

Community
It is the right of every person to have their basic needs met and enhancing the well-being of communities is a fundamental obligation of all.

Conservation
Biodiversity is life. Conservation is safeguarding this biodiversity and the integrity of the ecosystem services it provides which support global needs.

Culture
Our world is culturally diverse. Celebrating commonality is what nurtures understanding. Respecting difference is crucial to our future. Our ability to innovate and evolve is what makes us uniquely human. Drawing on our uniqueness we enrich each other and contribute to a greater common good.

Commerce
Trading and the accumulation of wealth have been central to the development of civilizations over thousands of years and are likely to remain so. Uncontrolled, this commerce has had negative impacts, but conducted in a more holistic and sustainable way, it can be a positive contributor to The Long Run.
Laikipia is home to many ethnic groups and people with social and economic backgrounds that are worlds apart. The many marginalised communities of Laikipia face many problems, especially poverty, environmental degradation and a history of conflict. ZF is working with them to develop unity and a sense of community, strengthening and developing capacities through education and training and enhancing their ability to manage the environment sustainably.

Education

Capacity building
In order to assist people to improve their livelihoods and thus be in a stronger position to conserve their environment, ZF has developed, trained and resourced accountable institutions, the Jirani na Mazingira Committees, registered as Community Based Organisations (CBOs) around Segera.

Empowerment and capacity building activities have included:
- leadership and governance training for Jirani na Mazingira CBO’s project implementation committee members
- bee-keeping and business management training with ZF and Desert Edge staff for 16 CBO’s
- governance and business management workshops conducted by PELUM-Kenya,
- facilitation of grants from UNDP to support CBO activities
- micro-finance training for women’s groups and establishment of table banking groups - a community based instrument which mobilises local financial resources through group structure for social and economic development

Further Education for ZF Staff:
ZF staff are drawn from the Laikipia community. Training and skills development for our staff is a vital component of our efforts to develop local capacity:
- our Community Liaison Officers commenced diplomas in community development
- 3 of our management staff attended relevant high level training courses with partner organisations in the US, China and UK
- In recognition of their achievements and those of the programmes they manage, 3 of our senior staff received awards and fellowships from international organisations, including a kinship fellowship, ‘award’ fellowship and a fellowship from the association of commonwealth universities

Expanding knowledge in neighbouring schools
Our children are our future and nurturing the new generation of environmental stewards and leaders is crucial to efforts to achieve a more sustainable future.

Most children in Laikipia are unable to afford education beyond primary level, especially girls. To address this education gap, ZF runs a bursary scheme to ensure more children are able to attend secondary school and go on to become productive and environmentally aware members of society.

Bursaries for high achievers
- 20 children now receiving quality education in national and provincial schools
- the first female student from greater Segera gained entrance to a national school
- two leadership and mentor-ship workshops organised for these pupils
- new bursary recipients for 2014 identified

Thanks to our sponsors:
New sponsors in 2013 included: Hazelgrove Preparatory School, Airtours, Linda and Mirjam of Wonderbag Company, the Rihoy family, Chris and Fiona Thompson and Daniel Gastfriend.
The first ever Waterbank School, designed by PITCHAfrica, was built at Uaso Nyiro Primary School. This cost effective design, built from local materials using local labour, addresses not only the schools infrastructural needs but also water, health and nutrition requirements. The roof can harvest more than 350,000 litres of rainwater annually: 5 litres of clean water a day all year round to over 700 students.

**Waterbank School:**
- 150,000 litre water reservoir with integrated filtration
- 4 full-sized classrooms
- protected vegetable gardens for the children
- 4 teacher’s rooms
- workshop and courtyard for community projects and other activities
- all provided at the same cost as a standard linear classroom block
- ideal model to be adopted worldwide

**Kenyan schools and beyond**
In 2013 Uaso Nyiro Primary School saw continued expansion of environmental activities, including improved maintenance and hygiene in the class gardens, crop variations, and improved water management to reduce wastage. It was awarded the US Green Building Council's "Earth's Greenest School" in recognition of its achievements and the design received SUSTANIA 100 listing.

The $5,000 award received from the USGBC will enable Uaso Nyiro School to:
- fence the school compound
- install drip irrigation
- train Environmental Education club members for community theatre
- visit William Holden Environmental Education centre
- establish a tree nursery and tree planting in the school and community
Approximately 80% of illness in Laikipia results from polluted water sources, brought about by scarcity and contamination. Current water usage trends are unsustainable. ZF pioneers, promotes and demonstrates appropriate rainwater harvesting, purification and storage technologies. This further enables families to establish vegetable gardens, improving standards of nutrition.

**Tapping into rainwater**
Through technical and financial assistance from Gansu Research Institute of Rain Water Conservation, ZF installed 9 underground 20,000-40,000 litre rainwater harvesting tanks in households and institutions, providing clean drinking water for domestic use. This has demonstrated rainwater harvesting and storage to local communities, while training up 50 community members in construction work. Over 800 community members will benefit.

### Water for Sukutan
ZF and Engineers Without Borders have piloted a new rainwater harvesting technology using traditional Samburu manyatta roofs to collect rainwater, storing it underground. Ongoing monitoring will determine which of the two designs works best for the Laikipia community.

### Water filters:
A locally produced ceramic water filtration system, originally developed in Nicaragua, has been introduced to dozens of households and is now beginning to be widely adopted. This system improves health problems associated with waterborne diseases.

### Sustainable lighting technologies
Electricity is unavailable to most in Laikipia. ZF has introduced solar-powered LED lights, distributed as ‘incentive’ prizes to best performing students at schools and the LUP football teams, and is working with CBOs to establish small businesses to ensure they are readily available to meet the increasing demand.

### Alternative cooking technologies
To reduce the pressure on firewood and charcoal burning for fuel in Laikipia, alternative technologies are being introduced to enable adaptation to climate change:

- Wonderbags, a non-electric heat-retention cooker developed by Natural Balance in 2008, which allows food that has been brought to the boil to continue to cook for hours after it has been removed from its fuel source
- Low energy traditional cookers (jikos) and biogas
Securing a future for Kenya’s iconic wildlife through:
• community outreach
• community engagement
• community education
• anti-poaching activities
• habitat management

Laikipia has seen a recent upsurge in commercial poaching, particularly of elephant and rhino, driving these and other endangered species to the verge of extinction. ZF aims to protect Laikipia’s diversity of wildlife using a multi-faceted approach, encompassing all members of the human community.

Species Conservation

Cheetahs and African Wild Dogs
Both species need vast ranging areas. Few protected areas are large enough, so the survival of these increasingly endangered species depends upon sharing their habitat with people. ZF and the Zoological Society of London have developed a programme to enable us to work with local communities to find ways for cheetahs and wild dogs to coexist with people.

Lions
ZF and Segera are collaborating with Mpala Wildlife Research Centre on lion conservation throughout Laikipia, and to produce a teaching curriculum that encourages more positive attitudes toward predators.

Patas Monkeys
Segera is home to Kenya’s endangered patas monkeys. The ZF team’s monitoring project has been enhanced by the construction of 2 water points. Educational posters have also been distributed.
Environmental Education
With the ultimate survival of Laikipia’s ecosystems in the hands of future generations, it is vital to get the message across to schoolchildren. ZF developed an annual environmental education plan and 22 theory and practical lessons were offered during the year in 4 neighbouring schools. Topics taught included biodiversity and interconnectedness, climate change effects and mitigation and agroforestry. Essay writing was introduced to the primary schools, with an annual essay competition on the importance of water conservation. Tools were donated to support environmental activities.

• Uaso Nyiro School established a tree nursery
• Environmental Education clubs in the primary schools each planted and maintain hundreds of trees on school compound, in partnership with Laikipia Wildlife Forum
• best performing student and patron selected and incentive prizes awarded

Field study for foreign students
Furthering the cause of environmental education for the next generation, ZF hosted the Tropical Biology Association Africa Field School, facilitating a 1-month field ecology course at their offices on Segera, establishing Segera as a viable centre for study and field work. The 24 participants were post graduates from Africa, Europe and Australia, and their professors. Student projects are available in a publication by the Tropical Biology Association.

Restoring forests
Conservationist and Nobel Peace Prize winner Wangari Maathai’s last wish was that every institution and organisation in Kenya would plant 71 trees in her memory. ZF has paid tribute by planting over 5,000 Indigenous trees on and around Segera, with plans to bring it to a total of 71,000 over the next three years.

Outreach reforestation projects:
• technical support in establishing tree nurseries in local schools
• 10 tree nurseries established throughout Laikipia by the LUP football teams
• thousands of trees planted by LUP teams throughout Laikipia
Laikipia Unity and Land Initiative (LULI)

Much of the community land around Segera and in Laikipia County is barren due to overgrazing and deforestation, offering few benefits to resident communities and exacerbating ethnic tension. African Wildlife Foundation and The Nature Conservancy joined hands with ZF in January 2013 to launch the Laikipia Unity and Land initiative, expanding on work carried out by ZF, who have been providing assistance and advice to the Laikipia Government on land issues since 2010. One third of Laikipia County (230,000 acres) lies idle due to human-wildlife conflict, contested ownership, degradation of resources, insecurity, and low economic productivity.

LULI’s objectives:
To bring about a new dispensation with results that:
• idle lands will be managed as larger units
• wildlife and ecosystem services will be restored
• livelihoods for the people will improve
• innovative new financing mechanisms for conservation will be introduced

Working closely with landowners and resident communities
LULI is a pilot project to create peace and prosperity while restoring wilderness areas on 11,000 acres of community land neighbouring Segera, with scope to expand it to 230,000 acres throughout Laikipia.
• pilot area identified in Sukutan, north of Segera
• 75% of landowners willing to sell formed Mathira Kihindwi Gitaraga Kahonoki Farmers Association
• landowners identified and register digitised
• over 3700 original title deeds submitted to the association for their lawyer to commence process of consolidation into one title
• intensive groundwork and training to ensure efficient and effective partner and stakeholder coordination
• formation of county steering committee, chaired by Laikipia County Governor, providing guidance and overseeing LULI project
• meetings held in Sukutan, developing LULI goals with community
• LULI coordinator invited by the Governor’s office to be part of the county integrated development planning team
• fair and informed prior consent process underway and monitored by the University of Strathmore
Ancient traditions threaten to vanish unless they are immortalised through documentation. ZF works with local communities to protect this wealth of wisdom:

**Drawing on traditional knowledge**
Inspired by Mama Mboikai, traditional medicine woman of Sukutan:
- booklet on Sukutan medicinal herbs available for circulation
- ongoing establishment of herbal garden
- herbarium display established at ZF office
- ongoing propagation of medicinal plants
- photo-stories produced by key community members, documenting and visualising their world, traditions and priorities
- plans underway to produce video documentary in 2014

**International cultural exchange**
Arts and cultural programs tend to be non-existent in local government schools, any innate creativity usually remaining undiscovered. ZF, in collaboration with Swedish LRD member, Wanås, is introducing a new exchange programme, Crafting the Communities, to exchange and strengthen skills in the arts for the people of Greater Segera. Swedish artists will also have the opportunity to visit and explore new knowledge and creative possibilities. The project will initially focus on art, craft and storytelling.

**Dramatising the message**
Theatre is used as an outreach tool, developing local theatre groups which draw upon and maintain traditional forms of expression - song, dance and storytelling - to explore environmental and social issues.
The Laikipia Unity Programme (LUP)
Recognising there needs to be a holistic balance maintained between cultural diversity and reconciliation of ethnic groups with a history of tension, ZF created LUP to use the power of sport to build peace and unity and build a new generation of environmental stewards throughout the county. The LUP platform is also used to spread the 4Cs message, showcasing projects that have been successfully implemented at Segera.

LUP 2013:
• LUP’s football for conservation bonanza annually reaches 50,000 people in a 9,700 km² area through the Laikipia Unity League (LUL) which culminates in the biennial Laikipia Unity Cup (LUC)
• 110 football teams with 2,090 registered members (including 114 girls) competed in 650 league matches played in all 8 zones
• facilities and field equipment identified and provided, including pitches, uniforms and balls for all 110 teams
• the league brings together major institutions and all ethnic and social groups throughout Laikipia

National passion embraces 4Cs
• unique point-scoring system: team points gained from league matches AND 4Cs activities
• 4Cs demonstrations on energy conservation, water filtration, renewable energy and environmental education at all events
• thousands of community members participated in 4Cs activities with teams including community clean-ups, tree planting, range management, bee keeping, traditional recipes, theatre, conservation agriculture, environmental education, energy-saving cooking and lighting, rainwater harvesting, hygiene and sanitation, beading
• Approximately 40,000 people attended 4Cs demonstrations during zonal launches, league matches and championships
• 102 participants trained in 7 workshops in leadership skills, team building, first aid, refereeing, coaching, and sports and community leadership
• All teams issued with planting materials to engage in 4Cs activities, thus becoming pro-active in advocating tree-planting and understanding the value of trees within their community

Girls can play too
Involving girls in football and environmental and social activities in paternalistic societies is fraught with difficulty arising from local cultural norms and perceptions. The introduction of a county girls league resulted in 6 girls’ teams being registered with a team of top players selected to take part in an exchange programme organized by the Society for Empowerment Project, promoting:
• sharing cultures and values
• learning about reproductive health issues, including HIV/AIDS awareness
• economic development programmes and new income-generating opportunities for girls and women
Samuel Eto’o Laikipia Unity Football Academy, School and Environmental Education Centre:
Supported by Samuel Eto’o, internationally-renowned footballer and patron of the LUP, and using a unique design developed by PITCHAfrica, ZF is ensuring the transformation of Endana Secondary School into a high-yield rainwater harvesting model and community outreach centre, arranged around a 1,500-seat sport stadium and 1 million-litre water reservoir.

Furthing Environmental Education
The Academy and secondary school will:
• serve as the major rainwater harvesting demonstration site for Laikipia
• incorporate an Environmental Education and Outreach centre to showcase a variety of biodiversity conservation, alternative energy, water and land management technologies and approaches
• include a 5-acre conservation agriculture farm and training centre, tree nursery and wood-lot
• include 4 classrooms, girls dormitory for 100, kitchen, dining hall, 2 new ablutions blocks, staff housing prototype, extension to the existing boys dormitory, school administration rooms and LUP office and headquarters

The Academy will provide facilities and training for 40 youngsters selected through the League, based on football potential as well as achievements in social, environmental and cultural activities. It will provide students with unique opportunities to reach their full potential and become world-class football players. Once integrated into the existing Endana Secondary School, educational facilities will be upgraded to provide for approximately 400 girls and boys.
A sustainable future
Deforestation for cultivation and charcoal production, and riverbank cultivation are a few examples of widely practiced non-sustainable uses of natural resources in Laikipia. ZF is looking at the longer term, aiming to create more sustainable livelihoods by supporting small-scale sustainable income-generating projects which draw upon local skills and traditions and promote environmental conservation.

Alternative incomes
The SATUBO Beading Group, the name reflecting the Samburu, Turkana and Borana tribes from which the women originate, transforms beading tradition into financial enterprise.

SATUBO incorporating the 4Cs framework:
• Conservation through an alternative source of income that limits dependence on livestock and charcoal burning
• Community benefits from empowering women
• Culture sustained by preserving traditional beading designs and skills
• Commerce promoted by offering women opportunities for independent income

The group continues to receive orders from Ethical Fashion Africa Ltd, but to upscale the business a volunteer designer will assist women to improve quality and diversify product base from January 2014 and a web catalogue is being developed. Further activities to enhance production and capacities were undertaken including:
• visits to Basecamp Maasai Brand in Maasai Mara and Maasai Market in Nairobi
• consultation visit to Northern Rangelands Trust Trading
• new international clients and markets established

ZF, in partnership with the Natural Balance - designers of the Wonderbag, also assisted community women to set up and manage a small Wonderbag factory. Women underwent training, then promoted Wonderbags during LUP and other events, further enhancing their products by using African fabrics and beading.

Busy Bees
Bee-keeping provides a source of income through sale of bee products, as well as honey being a healthy dietary addition. Beehives are hung in trees, which also helps conserve the environment.
• 100 traditional log hives distributed locally to initiate beekeeping and provide model for others
• partnerships established with Desert Edge, Rafiki Child Aid and Bees Abroad Organization to scale up beekeeping
• members of 16 CBOs trained in beekeeping and financial management
Through the introduction of Conservation Agriculture, ZF improves agricultural productivity and livelihoods throughout Laikipia whilst ensuring sustainable use of the environment.

**Conservation Agriculture:**
- requires zero tillage
- reduces moisture and fertility loss in soils
- requires zero inputs of artificial pesticides and fertilizers

**Demonstration and training**
- 4 training plots for this unique farming system established around Greater Segera
- plans to introduce a further 10 throughout Laikipia to provide additional training to thousands of households
- demonstration plots introduced into local households
- hundreds of local farmers trained in minimum tillage, timely planting, shallow weeding, inter-cropping, cover cropping, and mulching using old crop residues

Farmers are already benefiting, with Segera Retreat placing orders for tomatoes and bumper maize harvests reported.

**Sustainable land management to mitigate climate change**

Our first conservation agriculture field day
Held by Segera Jirani na Mazingira Community Based Organisation to train farmers in best practices, in collaboration with the Ministry of Agriculture and Kenya Forest Station, and attended by 378 farmers, who were able to visit 8 stands:
- drought farming station showcasing drought-tolerant crops
- agroforestry and forest products including medicinal herbs
- greenhouse technology (tomatoes)
- tuber production (Irish potatoes)
- Conservation Agriculture (maize and beans)
- culture (local handicrafts)
- energy conservation (Wonderbags and energy saving stoves)
- water sanitation and hygiene (ceramic and lifestraw filters)
FROM LOCAL TO GLOBAL

The adage ‘act locally, think globally’ lies at the heart of the ZF philosophy, strategy and programmes. ZF acts globally through the Long Run Initiative. Our approach is to develop and pilot innovative, practical and replicable solutions to pressing problems that are common to those who are managing privately protected areas around the globe, sharing the lessons and experiences throughout the global network that the LRI represents.

The Laikipia Programme represents ZF’s own laboratory, with experiences and lessons derived from the work - much of which is carried out in collaboration with other members of the Long Run Initiative globally. Likewise, similar lessons from other members of the LRI are shared with and benefit the work of all members. This reciprocal learning process ensures that synergy is maximised, while collaboration contributes to efforts to scale up and enhance sustainability at a global scale.

SCALING UP FOR THE LONG RUN

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<td>*founder member, soon to be GER® registered</td>
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LONG RUN DESTINATIONS

- Lapa Rios – Costa Rica (Osa Peninsula)
- Monte Azul – Costa Rica (village of Chirripo)
- Calman Ecological Reserve – Brazil (Miranda, Pantanal wetland)
- Wolwedans – Namibia (Namb Rand Nature Reserve)
- Chumbe – Tanzania (Chumbe Island, Zanzibar)
- Segera – Kenya (Laikipia)*
- Nihiwatu – Indonesia (Sumba Island)
- Tahiti – New Zealand (Tahiti)
- Wanas – Sweden (Kristinehamn, Östra Göinge)
- *founder member, soon to be GER® registered

LONG RUN ALLIANCE MEMBERS

- Campi Ya Kanzi – Kenya (Chyulu Hills)
- Comic Croft – United Kingdom (Perthshire)
- Cottars 1920’s Camp – Kenya (Masai Mara)
- Grootbos Nature Reserve – South Africa (near Cape Town)
- Lemarti’s Camp – Kenya (Laikipia)
- Nirox Foundation – South Africa (Johannesburg)
- Pausiere Lodge – Costa Rica (20 miles from the town of Siquímes)
- Tenuta Di Spannocchia – Italy (Tuscany)
- Vista Alegre – Brazil (Sao Paulo)
- Nikwichi Lodge – Mozambique (Lake Niassa)
- Huacran Ecological Reserve – Ecuador (Amazon forest)
- Dumastau Camp – Botswana (Okavango Delta)
- Mombo Camp – Botswana (Okavango Delta)

LONG RUN SUPPORTERS

- PPR – France (Paris)
- Wilderness Holdings Limited – Botswana (Gaborone)
- Atopia Research – United States (Philconet, New Jersey)
- Earthmind – Switzerland (Geneva)
- Green Destinations – United Arab Emirates (Dubai)
- Sonera – Thailand (Koh Kood)
- Uniquesco – Kenya (Nairobi)
- Waponi – Ecuador
- Andaman Discoveries – Thailand (Khura Buri, Phangnga)
- HM Design – United States (Denver, Colorado)
- Britdoc Foundation – United Kingdom (London)
- Wonderbag – South Africa (Durban, South Africa)
- Explore Tibet – China
- Koch Architekten – Germany (Dusseldorf)
- Timberlake – South Africa
- University of Exeter Business School – United Kingdom (Exeter)
- Sanctuary Olanana – Kenya (Masai Mara)
- CES – Canada (Toronto)
- Wildlife Works – Kenya
- Ecoshpere – India (Sri, Himachal Pradesh)
- Collective Leadership Institute – Germany (Potsdam, Germany)
- The Haciendas – Mexico
- The Freedom Group of Companies – Thailand
- Whole World Water – United States (New York)
- Micato Safaris – United States (New York)
- Africa Geographic – South Africa (Cape Town)
- Popy Tours – Cambodia
- Honeymoon Foundation – Tanzania (Arusha)
- Green Motion Travel – Canada (Ontario)
- The Amani Institute – Kenya (Nairobi)
- Socialtours – Nepal
- United Charity – Germany
- Ecocamp Patagonia – Chile (Torres del Paine)
- Engineers Without Borders – United States (Colorado)
- Altop GMBH – Germany
- The Blue Yonder – India (Central Kerala)
- Fair Travel – Tanzania (Arusha)
- Oceanstar GMBH – Germany
- Broad Group – China (Changsha)

Toka Leya Camp – Zambia (Livingstone)
Heritance Kandalama – Sri Lanka (Dambulla)
Sonera Fushi – Maldives (Maldives Island)
Sonera Kiri – Thailand (Koh Kood)
Great Ocean Ecological – Australia (Cape Charters)
Huilo Huilo Biological Reserve – Chile (Neulune)
Kapawi Eco Lodge and Reserve – Ecuador (Amazon Jungle)
Saruni Samburu – Kenya (Samburu National Reserve)
Urnatur – Sweden (Österhög, Lake Vättern)
Amazon Yara River Lodge – Peru (Amazon Yara River)
Niko Island – Indonesia
Posada Amazonas – Peru (Puerto Maldonado)
Hidden Valley Inn and Reserve – Belize (Mountain Pine Ridge, Cayo)
Finca Rosa Blanca Coffee Plantation and Inn – Costa Rica (Santa Barbara de Heredia)
The LRI strives 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.

Tourism is playing an important role in addressing global challenges of poverty and loss of biodiversity. There is growing evidence that sustainable tourism enterprises add value and increase profits. More travellers are seeking experiences in destinations that benefit the environment and people. LRI, working with a core unit of professionals, seeks to realise this potential.

**Working for the long run**

The Long Run Initiative is built around two key components:

- LRI membership
- GER® Standard

There are 3 categories of LRI membership: Long Run Alliance Members (LRAMs), Long Run Destinations (LRDs) and Long Run Supporters (LRS):

**Long Run Alliance Members (LRAM) and Long Run Destinations (LRD)** are sustainable tourism destinations making the core of LRI membership. LRAM is the entry point. LRD is the ultimate distinguished status that destinations are encouraged and supported to reach.

**Long Run Supporters (LRS)** are organisations/businesses broadly aligned with ZF mission, who have signed the Foundation’s charter signifying commitment to the 4Cs.

**Global Ecosphere Retreats® (GER®) Standard**: is corporate leadership standard for comprehensive management of sustainability in tourism destinations. To attain GER® Accreditation, member destinations must meet essential criteria of alignment with the 4Cs, including owning and directly managing or significantly influencing the management of a natural area of conservation value, and a commitment to continuous improvement.

GER® is not the end of the line, but a milestone on the path of continuous improvement.
• LONG RUN DESTINATIONS
• LONG RUN ALLIANCE MEMBERS
• LONG RUN SUPPORTERS

building recognition and support for the 4Cs approach to sustainability

creating a driving force to build sustainable thinking globally

demonstrating that sustainable ecosystem management can be achieved in privately managed areas

enabling the creation and strengthening of centres of best practice in sustainable tourism
Destinations completing the GER® process:

**Campi ya Kanzi:** (in partnership with the Maasai community, which owns the 280,000-acre Kuku Group Ranch Southern Kenya) Owners Antonella and Luca Belpietro promote Maasai culture and have implemented the innovative system Wildlife Pays. They have helped create the Maasai Conservation and Wilderness Trust, employ 300 local community members, support 21 schools, and provide health services for 15,000 people.

**Grootbos Private Nature Reserve:** (6,200-acre private reserve in Cape Region, South Africa, owned by Michael Lutzeyer and family) They have set up the 37,846-acre Walker Bay Fynbos Conservancy and established the Grootbos Foundation to create sustainable nature-based livelihoods.

**Segera:** (a 50,000-acre wildlife sanctuary between Mount Kenya and the Great Rift Valley on Kenya’s Laikipia Plateau, owned by Jochen Zeitz) He is committed to restoring Segera’s fauna and flora to its original state, with the involvement of the community. Segera Retreat has opened to guests, and two solar farms have been completed, generating all energy for the Retreat and ranch, as well as successful implementation of many 4Cs projects.

**Cottar’s 1920 Safari Camp:** (a 250,000-acre exclusive concession beside Kenya’s Maasai Mara, and owned by Calvin and Louise Cottar) They are active in the preservation of natural habitats and wildlife through the Cottars Wildlife Conservation Trust (CWCT), while setting up the 6,671 acre Olderkesi conservancy that will be managed by the CWCT on behalf of the community.

**Grootbos Private Nature Reserve:** (6,200-acre private reserve in Cape Region, South Africa, owned by Michael Lutzeyer and family) They have set up the 37,846-acre Walker Bay Fynbos Conservancy and established the Grootbos Foundation to create sustainable nature-based livelihoods.

**Soneva Fushi:** (on Kunfunadhoo island in the Maldives’ Baa Atoll) The SLOW LIFE (Sustainable-Local-Organic-Wellness Learning Inspiring-Fun-Experience) philosophy sets aside 0.5% of the total revenue to a Social and Environmental Responsibility Fund for community and conservation projects and 2% of bed nights is dedicated to the Carbon Sense Fund to be invested in projects that combine reductions in carbon emissions with social benefits.

LRI continues to grow...
LRI continued to experience growth and we welcomed 11 new LRS and 3 new LRAMs. At the end of the year the LRI community consisted of 40 LRS, 28 LRAMs and 8 GER® accredited LRDs.

Destinations well on their way to completing the GER® process:

**Soneva Fushi:** (on Kunfunadhoo island in the Maldives’ Baa Atoll) The SLOW LIFE (Sustainable-Local-Organic-Wellness Learning Inspiring-Fun-Experience) philosophy sets aside 0.5% of the total revenue to a Social and Environmental Responsibility Fund for community and conservation projects and 2% of bed nights is dedicated to the Carbon Sense Fund to be invested in projects that combine reductions in carbon emissions with social benefits.
LRI’s year of consolidation

- developed institutional infrastructure
- appointed new Director
- hired Natural Resource Management expert
- enhanced administrative and communication capacities
- completed LRI strategic framework and business plans
- revised GER® Standard for cost-effective scaling up and further recognition
- establishment of ZF UK to help raise funds for projects in the field
- LRI membership met at Segera Retreat leading to developing LRI into an independent organisation with its own board of directors and instituting a membership fee structure to enhance ownership and sustainability

Collaboration and partnership continued to characterise LRI work

LRI members working together

- Long Run Supporter PITCH LRAM)Africa collaborated with LRD Segera and provided innovative designs for Segera supported schools
- developed new partnerships e.g. Nature, Environment and Peoples Consult (NEPCon) around the GER® Standard, and WWF – One Planet Programme - around LRD promoting business leadership
- explored collaboration opportunities with SLOWLIFE Symposium and Sustainable Tourism International

Connecting cultures

Wanås Foundation, and Nirox Foundation, formed a cultural partnership Connecting Culture to exchange expertise, facilitate cultural exchanges and develop a network of institutions in South Africa.

Fighting climate change

LRI members are fully engaged in fighting climate change e.g. Soneva teamed up with Plant a Tree Today (PATT) Foundation to establish a Forest Restoration Project in Northern Thailand, maintaining the 452,000 trees of 90 different species planted in over 300 acres of degraded forestland in previous years.

The motivation - why go through the GER® process?

“The GER® Process has been extremely beneficial in that having a dedicated time and process to take a balanced scorecard approach to assessing our organisation from a 360 degree perspective, has focussed our attention on all of our improvement areas.” Michael Lutzeyer, Owner, Grootbos Private Nature Reserve GER® Accredited (LRD)

“We feel GER® is the best system out there...” Louise and Calvin Cottar, 1920 Cottar’s Camp (LRAM)

“The GER® accreditation gives us a push to fine-tune our long term responsible business goals and to ensure that we are integrating it throughout all parts of the business.” Arfinn Oines, Soneva Fushi (LRAM)

“Being part of a group gives us models for taking more issues further. Mutual support and values sharing are key to us.” John Craig, Owner, Tahi (GER® Accredited LRD)

“Being part of the Long Run Initiative we take part in a journey of improvement; we get access to a network and expertise.” Charles G Wachtmeister and Baltzar Wachtmeister (owners), Mattias Givell and Elisabeth Millqvist (Directors), Wanås (GER® Accredited LRD)

“For us it is important to be linked to an international network with people that have the same objectives and vision that we have about a sustainable future, because we can collaborate in solving common problems and also have international visibility.” Huilo Huilo Biological Reserve, Chile (LRAM)
Changing Lives and Landscapes
A few highlights of 4C achievements of GER® accredited Long Run Destinations in 2013:

Lapa Rios
(a private nature reserve spread over 1,000-acres of Central America’s last remaining lowland tropical rainforest in Costa Rica’s Osa Peninsula)
- protected 900 acres in perpetuity
- supported 3 health campaigns against dengue fever and hosted dental campaign

Monte Azul
(a luxury boutique hotel in Costa Rica, product of the partners’ passion for art and design and their commitment to social and environmental awareness)
- Artist in Residency Program in conjunction with Michael Martin Galleries Foundation and Bridgette Mayer Gallery
- development of a culinary itinerary focused on promoting Costa Rica as a culinary destination, highlighting products such as coffee, cocoa and dairy goats

Tahi
(a secluded ecological retreat in New Zealand, dedicated to sustainability, conservation and the restoration of ecosystems)
- kiwi to be released in 2014
- 45,000 kg of honey produced: Tahi Manuka Honey now featured as Harrods’ prime honey product

Nihiwatu
(a 432-acre small and exclusive Indonesian island hideaway dedicated to benefiting local communities and improving livelihoods)
- educated 4,000 people within the community
- 600 guests participated in sustainability tours

Wanás
(privately owned 10,100-acre property in Sweden, including a medieval castle, organic farm, art gallery, and sculpture park)
- 800 acres added and converted to organic agriculture
- project X-Large launched to increase accessibility and outreach for groups with special needs, benefiting more than 5000 children of all ages and abilities

Caiman Ecological Refuge
(Brazilian 130,000-acre refuge located in the world’s largest floodplain, using innovative land management approach combining eco-tourism and Pantaneiro cattle ranching)
- 35 teams, more than 800 people and many traditional ranches represented at the 20th Caiman Lasso Festival
- partnership with the South African Tracker Academy strengthening jaguar habituation programme: 134 recorded sightings of jaguars, 6 collared, 18 identified

Chumbe Island Coral Park
(Zanzibar’s award-winning pioneer destination for sustainable marine conservation and a state-of-the-art eco-lodge)
- hosted 53 trips for 510 students, 61 teachers, 176 community members
- supported a number of research studies including on the coconut crab population
Busy in Action
Some achievements from a cross-section of LRAMs, not yet GER® accredited:

Feynan Eco-lodge (Jordan): 15,000 disposable plastic water bottles removed from environment by replacing them with clay water-jars in rooms and providing reusable plastic water bottles.

Finca Rosa Blanca (Costa Rica): 1,500 tours through organic coffee farm, sharing concept of ecology, sustainable organic farming and sustainable tourism.

Nikoi Island (Indonesia): 500 children registered across 5 learning centres in bilingual curriculum of the Island Foundation’s teaching programmes.

Spannocchia (Italy): 40 interns and volunteers interested in community, sustainability and organic agriculture hosted.

Vista Alegre (Brazil): 300 children participated in education program with local schools from the low income neighbourhood Santo Antonio.

Heritance Kandalama (Sri Lanka): Kandalama school of tourism and hotel operation established to train local youth in hospitality related markets.

Huilo Huilo Biological Reserve (Chile): inauguration of the first phase of the Kümunpark that seeks to provide environmental, territorial and cultural education and stimulate local economic development by promoting tourism in Neltume.

Posada Amazonas (Peru): over 1 million visitors received information about the Amazon, plus support given, regarding home stays in the community.

Soneva Kiri (Thailand): hosted the SLOW LIFE Symposium 2013.

Mombo Camp (Botswana): went 100% solar, resulting in 78% reduction in carbon emissions.

Toka Leya (Zambia): strengthening of white rhino monitoring in Mosi-oa-tunya, in partnership with the Zambia Wildlife Authority.

The Year Ahead: Stepping up
2014 will be a year of transition for the Long Run initiative, featuring several key changes and developments. Focus will be on strengthening the LRI organisation and its longer term sustainability, enhancing the LRI brand and value for our membership. The LRI will be restructured expanding the network of specialists and work will be guided by a steering committee comprised of GER® accredited destinations under the overall governance of the Zeitz Foundation, until it is further developed into an independent organisation with its own board of directors. It will be supported and led by the LRI team.
ZEITZ FOUNDATION

AMBASSADORS:
Chairman and CEO of PPR, Francois-Henri Pinault
(Ambassador for Commerce)
Award-winning director, writer and producer, Stephen Hopkins
(Ambassador for Conservation)
olympian and sprint superstar, Usain Bolt
(Ambassador for Culture-Sport)
internationally acclaimed African musicians, Amadou & Mariam
(Ambassadors for Culture-Art)
Xia Yu, one of China’s leading film stars
Vivienne Westwood and Andreas Kronthaler, fashion designers

SPECIALISTS:
Holly Dublin (Conservation)
Mark Coetzee (Culture (Art))
Colin Jackson (Culture (Sports))

BOARD MEMBERS (UK):
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Mr. Keith Madders O.B.E (Treasurer), UK
Mr. Kevin Ford, UK
Professor Nigel Leader-Williams, UK
Dr. Jon Hutton, UK
Dr. Liz Rihoy, Kenya
Mr. Bruce Liggett, UK
Mr. Mohammed Rafiq, UK
Ms. Alisa Swidler, UK
Mr. Michael Poliza, Germany

BOARD MEMBERS (KENYA):
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Mr. Ali Kaka (Treasurer)
Dr. Liz Rihoy (Secretary)

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Delphine King, Technical Assistance Facility

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Hjenga Kahere, Programme Coordinator
Patricia Mwiko, Greater Segera 4C’s Projects Manager
Andrew Olo, Laikipia Unity Programme Manager

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Mathare Youth Sports Association (MYSA)
PITC’Africa
The Samuel Eto’o Private Foundation
Zoological Society of London (ZSL)
The Nature Conservancy (TNC)
African Wildlife Foundation (AWF)
GEF/UNDP Small Grants Programme
Natural Balance - Wunderburs
IUCN - World Conservation Union
Global Academy
International Trade Centre, Ethical Fashion Programme
Laikipia Wildlife Forum
Mpalala Research Centre and Mpalala Wildlife Foundation
Resource Africa SA
Engineers Without Borders (EWB) Orange County Chapter
Malisiali Trust
Tropical Biology Association (TBA)
China Guanghua Foundation
Participatory Ecological Land Use Management Network - PELUM
Kenya Rain Water Harvesting Association
African Conservation Tillage Network
China Guangxi Research Institute for Water Conservancy
Guernsey Overseas Aid
Ellen Jane Rihoy Trust
The Samuel Eto’o Private Foundation
Cameron O’Reilly Family
UNDP-GEF Small Grants Programme
Laikipia Wildlife Forum
German Embassy (Kenya)
Embassy of the People’s Republic of China (Kenya)
South African High Commission (Kenya)
British High Comission (Kenya)
Brazilian Embassy (Kenya)
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