THE ZEITZ FOUNDATION FOR INTERCULTURAL ECOSPHERE SAFETY IN COOPERATION WITH THE HANNS SEIDEL FOUNDATION / KENYA

2009 ANNUAL REPORT
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INTRODUCTION

March 1, 2010

The Zeitz Foundation’s 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 the sustainability initiatives of human beings, who are guided by a holistic, ecologically profound consciousness and a fundamental ethic of striving to be Fair, Honest, Positive, and Creative in the best interests of our World.

The Zeitz Foundation’s mission is to create sustainable, ecologically and socially responsible projects and destinations around the world that protect and preserve the integrity of the ecosystems found within them, encourage communication, participation, and creative expression, and serve as a model for the vision of an Ecosphere in the healthiest possible state.

The Foundation is currently working with nine destinations in eight countries including Segera in Kenya, which continues to be a focus area. The specific objective of the Foundation is to improve ecosystems management through the application of the ‘4Cs’ approach (conservation, community, culture, commerce).

The Foundation supports these destinations in their efforts to restore, conserve or enhance the sustainable use of ecosystems and the services they provide (such as clean water, food, forest products, flood control, and natural resources). The short-term goal for the coming years is to improve ecosystems management within these destinations and to grow the network further.

While in existence since 2007, the Foundation publicly launched in 2009 and organized international media events to raise public awareness not only in Germany and the UK but also in Kenya, where the Segera programme was further developed through baseline studies and infrastructure development. In July and September respectively, two full-time positions were filled for the Foundation Coordinator and the Program Director.

Several activities were carried out by short-term consultants, Segera Ranch employees or Hanns Seidel Foundation staff. Segera Ranch offered their services free of charge and Hanns Seidel Foundation was awarded an administrative fee to cover their expenses.

The Zeitz Foundation started operating in early 2008 and pursued its objectives in 2009 as outlined in detail in this report:

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www.zeitzfoundation.org
In 2009, the foundation continued to develop its Global Ecosphere Retreats certification system and began the pilot-test for the self-assessment tool. The certification is an important part of the foundation’s technical programme and is linked to the objective to create, support and promote an alliance of sustainable and innovative ecosphere retreats in privately managed natural areas around the world. A key component to the success of this objective is the creation and implementation of a certification system.

The lead consultant for this activity was Britta Klemmer, in continuation of her advisory services from 2008. She completed a first version of the self-assessment tool and related guidelines in time for presentation at the workshop in June 2009 (refer to Project 4 for details). This tool contained a set of standards and benchmarks for each of the four dimensions of sustainability, or what the Zeitz Foundation calls the “4Cs”: conservation, community, culture, commerce. For the specific area of labour standards, Mrs Klemmer worked closely with the Fair Labor Association (FLA), of which the Zeitz Foundation is a member.

Mrs Klemmer also completed and presented a first version of the management plan template, called “E4C-Plan” (E stands for “ecosphere”; 4C for the four dimensions of an ecosphere; pronounced “e-force plan”). This plan follows the self-assessment and reflects the results of the gap analysis. It specifies how the retreat plans to improve in these areas and by when. Mrs Klemmer also completed and presented a first version of the management plan template, called “E4C-Plan” (E stands for “ecosphere”; 4C for the four dimensions of an ecosphere; pronounced “e-force plan”). This plan follows the self-assessment and reflects the results of the gap analysis. It specifies how the retreat plans to improve in these areas and by when. These documents as well as a set of information material and a description of the certification procedure was then worked into the demo website that was developed for the June ’09 workshop. The purpose was to provide the participants at the workshop with a first visual idea of how the alliance could be presented on the internet in future. In addition to these technical aspects, Mrs Klemmer also drafted Terms and Conditions for a future website. These inputs were coordinated with Sabrina Dupré.

As a native German speaker, Mrs Klemmer also facilitated contacts to several German universities to identify an academic partner who might be interested to cooperate with the Zeitz Foundation and its Global Ecosphere Retreat Alliance. An agreement was later on signed with the University of Goettingen and their Master Program in Nature Conservation. The Zeitz Foundation facilitates unpaid research internships for students who are enrolled in this programme and who are looking for an opportunity to conduct applied research in a natural area such as a Global Ecosphere Retreat. A first student was placed in December 2009 to the founding member in New Zealand. Following the workshop with the founding members in June 2009, Mrs Klemmer continued to work on these materials, now in her function as Foundation Coordinator. She compiled the feedback from participants and re-drafted the tool to accommodate the diversity of retreats. The new tool provided applicants with a set of mandatory outcomes in all four dimensions but allowed for additional, location-specific outcomes and was structured rather as a strategic planning tool than a checklist.

The revised tool was then pilot-tested. During the workshop in Segera in August ’09, Mrs Klemmer presented the new methodology to the management team and compiled a first set of feedback notes. Dr Liz Rihoy continued the pilot-test later in the year, now in her function as Program Director. Refer to Projects 2 and 3 for details of the Segera and Laikipia programme. A second pilot-test was conducted in Wolwedans, Namibia, which is also a founding member of the G.E.R. alliance. This pilot-test took place during 14-17 September, with arrival in Wolwedans on 15 September. Dr. Holly Dublin supported Mrs Klemmer for the pilot-test in Namibia, including a preparatory meeting for which Mrs Klemmer travelled to Cape Town. This meeting took place on 10 September 2009. The pilot phase continued with the members Tahi in New Zealand and Chumbe in Tanzania joining later in 2009. It will, hence, not be completed before the end of quarter 1 of 2010. The other elements of the certification will also have to be developed further and tested in 2010.
PROJECTS 2 & 3: HANNS SEIDEL FOUNDATION AND AFRICAN CONSERVATION PROJECTS

Projects 2 and 3 both relate to project activities within the Segera / Laikipia ecosystem in Kenya, and are intimately linked and mutually reinforcing. For this reason, they are discussed collectively here although for financial reporting purposes they are presented independently. In Kenya, many Zeitz Foundation activities are facilitated by the “Hanns Seidel Foundation”, a German foundation registered and operating in Kenya which assists in the implementation and oversight of activities as well as the financial administration of these activities, paid out of Zeitz Foundation funds in Kenya. African Conservation Projects Ltd. has been instrumental in guiding and advising on developments.

With the recruitment of Dr Liz Rihoy as Program Director and Britta Klemmer as Foundation Coordinator, the Foundation formally established an organizational structure in 2009. Management procedures and reporting channels were defined during a workshop in Segera, Kenya, on 23-24 August 2009. The workshop was also used to introduce the Foundation to a wider group of Segera staff and to align the planning for Segera-related activities with that of the Foundation. The objective here is to develop Segera into a model Global Ecosphere Retreat.

Segera Conservation and Community Outreach Programme

In 2009 the Zeitz Foundation activities in relation to Segera focused on the development and implementation of a strategic framework and implementation plan to guide future development on Segera and the wider Laikipia ecosystem, consolidating and adding value to the activities undertaken in 2008 and providing greater clarity and focus in objectives and activities for the next five years.

This process was initiated in January when a consultant (Derek De La Harpe, African Conservation Projects Ltd.) was hired to develop a Strategic Framework and Operating Plan for Segera and the Zeitz Foundation as a whole. This process clarified many issues, providing clear direction and focus for priorities and actions for both ZF and Segera over the next few years. Of particular note, was that it clarified the role of the ZF on Segera was to further conservation and community development components, with the ranching, tourism and general management of Segera being linked to but financially, operationally and managerially independent of these. Recommendations in the Strategic Framework, which related to the Zeitz Foundation areas of responsibility led to the commissioning of a Conservation Baseline Study (Consultant Thouless) and the development of a Neighbourhood Outreach Strategy (Consultant Rihoy).

The Strategic Framework recommended the appointment of a Zeitz Foundation Programme Manager who would also assume responsibility for the community outreach and conservation components for Segera. The programme manager was appointed in September 2009 enabling the commencement of relevant programme activities for Segera.

Conservation Programme

The Fair Labour Association conducted an audit of Segera’s labour practices in February 2009. This audit was the first of its kind of any commercial farm in Africa and concluded that Segera’s labour and employment practices were already of a high standard. Several recommendations were made and work to ensure that these have been carried out has been ongoing. A further audit will be carried out in 2010 to monitor compliance and implementation of the recommendations. The community outreach strategy and programme recommendations were completed in July and implementation began immediately. The first step was the recruitment of a suitably qualified and experienced Community Liaison Officer (CLO - Gabriel Njenga Kahiroy) in September 2009. To date activities have focused on improving relations with communal neighbours and the broader Laikipia community.

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Work with community neighbours saw the establishment of four democratically elected and representative community institutions, known as Jirani na Mazingira committees (JMC’s), within the neighbouring areas, Endana, Sugeroi, Northern Approaches and Mathire 2, to provide a stable and institutionalised platform for future interactions. This is an essential prerequisite for the community outreach activities. These committees are now operational and have been instrumental in natural resource management decisions, decisions relating to the hiring of local labour and provision of support to neighboring education facilities. The Laikipia Wildlife Forum (LWF) bio-enterprise project through ZF JMC’s identified community honey and aloe productions groups and training is being organized for them. The Uaso Nyiro primary school has been assisted with rehabilitation of teachers’ quarters. The project started in 2009 and was due for completion in early 2010. School ‘incentives’ (prizes for top scorers) were also provided to Endana and Uaso Nyiro Primary schools.

Relationships have also been strengthened with Segera’s commercial neighbours and generally with other institutions throughout Laikipia. For example, the Zeitz Foundation is now an active member of the Laikipia Wildlife Forum and is a member of the tourism and environmental education subcommittees. Negotiations are ongoing with Mpala Research Centre to further collaboration and synergy, particularly in relation to the conservation monitoring activities, through the development of a formal Memorandum of Understanding. The Zeitz Foundation is also an active member of the Central Laikipia Consortium and is involved in ongoing discussions aimed at improving security, livestock management and community relations in collaboration with the four other members. Relationships have also been strengthened with other relevant national entities such as Kenya Wildlife Service (KWS) (this resulted in the appointment of Mr Zeitz as an Honorary Warden), Kenya Forestry Service, the two relevant local MPs, local government and other NGO and research units operational in Laikipia. Joint projects are being developed with some of these institutions, such as the LWF, Syngenta Foundation, Mpala and KWS, which should become operational in 2010.

**PROJECT 4: WORKSHOPS IN LONDON**

The Foundation organized two workshops in London, which was chosen as a central location as participants came from all over the world.

**Meeting of founding members of the Global Ecosphere Retreat Alliance: 20-21 June 2009**

The foundation invited the initial group of founding members of the Global Ecosphere Retreat Alliance to come together in London for a first personal encounter and information event during a two-day workshop on 20-21 June 2009. At the time, seven member locations were represented personally:

- **Sibylle Riedmiller**, Chumbe Island, Tanzania
- **Andrea Bonilla**, Lapa Rios, Costa Rica
- **Carlos Rojas, Monte Azul**, Costa Rica
- **Claude Graves**, Nihiwatu, Indonesia
- **Josh Spitzer**, Sun Ranch, Montana, USA
- **John Craig and Suzan Craig**, Tahi Beach, New Zealand
- **Stephan Bruckner and Ronald Asprey**, Wolwedans, Namibia
- **Jochen Zeitz**, Segera, Kenya

A ninth member, Marika and Carl-Gustav Wachtmeister from Wanäs, Sweden, could not attend personally. Another founding member, Caiman Ecological Refuge, Brazil, only joined after the workshop. The Sun Ranch, Montana/USA, decided not to join the alliance as it was being privately sold and it proved unrealistic to join at this stage.

In addition to the founding members, a group of experts and Zeitz Foundation Specialists was invited to join the workshop:

- **Mark Coetzee** (ZF Specialist for Culture/Art)
- **Dr. Holly T. Dublin** (ZF Specialist for Conservation)
- **Dr. Wolf Krug** Director Hanns Seidel Foundation, Kenya
- **Dr. Jeff Langholz**, Professor of International Environmental Policy at the Monterey Institute of International Studies, USA
- **Dr Liz Rihoy**, Director Resource Africa, Kenya (later recruited as Zeitz Foundation Programme Director)
- **Auret van Heerden** (ZF Specialist for Community)
- **Andrea Barron**, Executive Producer Riley Films, Strategic Adviser and Chairman of Education for Peace One Day, Adviser to Virgin Unite (USA) and the Elders.

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The main purpose of the workshop was to establish a personal relationship with the founding members, to present the 4C-approach of the Zeitz Foundation and the Global Ecosphere Retreat certification system. Member profiles were collected and each member had the opportunity to present information about their respective properties. The draft self-assessment tool, which is used as a first step during the certification procedure, was presented in detail and feedback compiled to improve it further. The group was also informed about the planned media launch and the development of the new website. Britta Klemmer co-facilitated the meeting together with Zeitz Foundation founder and chairman Jochen Zeitz, which concluded her consulting contract from December 2008 (see Project 1 for details). Mrs Klemmer was then recruited as Foundation Coordinator, starting 1 July 2009.

In preparation for this workshop, Sabrina Dupré was hired as a consultant to manage the logistics including flight schedules and accommodation, transport requirements, the information package and post-workshop administrative work.

**Meeting of founding members of the Global Ecosphere Retreat Alliance: 20-21 June 2009**

The foundation organized a strategic planning workshop to refine its mission and objectives in cooperation with the Zeitz Foundation Ambassadors and Specialists. Dr. Holly Dublin gave the keynote address, and Program Director Liz Rihoy introduced the draft strategic framework. Foundation Coordinator, Britta Klemmer, presented the Global Ecosphere Retreat certification system.

During the workshop, the group also discussed specific ways in which the ambassadors and specialists could support the foundation in its future work as well as core elements of the future communication and PR work. The meeting, furthermore, provided opportunity for exchange of ideas with the Project Manager of the company Erasmus, which built the Long Run website and conducted the Long Run branding (refer to Project 5 for details).

**PROJECT 5: GLOBAL ECOSPHERE RETREAT WEBSITE PROJECT**

Following the workshop with the founding members in June ‘09, the Zeitz Foundation established a shortlist of five companies for the G.E.R. website development. The offer by the London-based firm Erasmus succeeded in the selection. Erasmus is one of the most renowned international communication and branding firms with a particular focus on non-profit organizations and state-of-the-art website development. Erasmus suggested beginning with an initial branding phase to improve on some of the past difficulties with communicating the core concept of the Zeitz Foundation and the G.E.R.

In return, Erasmus would waive the substantial website development fees.

The branding phase began with a kick-off meeting on 10th August 2009 in London. Britta Klemmer participated as well as Sabrina Dupré, who was hired mid-July as a Digital Strategist for the period up to the planned media launch end-October and for a maximum of up to two days per week. She contributed on the layout, wireframes and content for the website.

Erasmus presented the branding proposal end of August. They suggested the “Long Run” as a master idea to express the essence of the organisational vision. Accordingly, the G.E.R. would be renamed as “Long Run Destinations”. The idea was accepted, and Erasmus proceeded to build the Long Run Website.

The website development involved several steps before agreement could be reached on the site architecture, the complex set of links within the site itself and the wireframes. The storyboard included contributions from all founding members as well as from the ambassadors and specialists. The result, which is currently undergoing some modifications, can be accessed at www.thelongrun.com.

The site was launched in time for the media events end of October 2009. The content management system was handed over at the end of 2009. Several issues were identified for follow-up, including a language audit and certain functionalities.
PROJECT 6: "WHY?" FILM PRODUCTION

In addition to the website described in Project 5, the Zeitz Foundation produced a film for the media launch that explains the motivation behind the Foundation and answers the question “Why?”. The Foundation was honored to get approval from Yann Arthus-Bertrand, Director of the movie “HOME” and photographer and author of “Earth From Above”, to use footage and music from HOME for the film.

HOME is a documentary about environmental issues, which was filmed across fifty countries and shot entirely from the sky in high definition. It offers a powerful commentary on the major environmental and social issues challenging our world and calls for a new awareness that protecting the earth is indispensable. The company Erasmus assisted with film cutting and production of a new voiceover for which the actor Steven Berkoff could be recruited. The result is a high-quality film that can be watched on the homepage of www.thelongrun.com.

PROJECT 7: ZF LAUNCH

The official launch of the Zeitz Foundation and its initiative The Long Run took place in Munich, London and Nairobi on three consecutive days from 27-29 October 2009 with a four-day continuation of events in Kenya. Founder and Chairman Jochen Zeitz was supported by Zeitz Foundation Ambassador Usain Boltand Specialist Colin Jackson during the three press calls and the subsequent events in Kenya.

PR agencies were contracted in all three locations as well as in the U.S.A to distribute the press release to key newspapers and agencies. Around 70 journalists, agencies and camera teams attended the Munich and London events respectively, while the event in Nairobi attracted more than 100 journalists from print media and TV.

The press conference in London was professionally video-documented by a camera team from Erasmus. The same team was also tasked to take opportunity of Usain’s Bolt presence and interview him in London for a future movie on the Zeitz Foundation.

The presence of Usain Bolt could be utilized to the maximum in Kenya to create awareness for the Zeitz Foundation and its cause. At a well-attended ceremony in the National Museum, Foreign Minister, Hon. Moses Wetangula, endorsed the Zeitz Foundation and offered support for future activities. His statement represents crucial political support for the Foundation and for the Segera programme in particular.

The group spent four days in Kenya and travelled to Segera, where a series of events were organised to showcase the inclusive management concept behind Segera and to promote tourism in Laikipia District.

These events also strengthened Segera’s relationships with local leaders, such as MPs, local government authorities and Chiefs and Councillors. Local schools and cultural groups were also involved in various events, which embraced environmental education messages, and both Usain Bolt and Colin Jackson were honoured by the local Maasai elders by a ceremony to induct them into the tribe as Maasai Moran (Maasai warriors).
The final stage of the visit took place in Nairobi, where the Zeitz Foundation party met with the H.E., the Honorable President Kibaki and senior ministers. At a ceremony attended by the Rt. Honorable Prime Minister Odinga, Bolt adopted a cheetah, and Jackson adopted an eland antelope. At the ceremony, Jochen Zeitz was made an Honorary Warden of Kenya and a Trustee of the Kenya Wildlife Service Endowment Fund.

The launch and events in Kenya resulted in considerable attention focused on the Zeitz Foundation and its activities both in Kenya and internationally, including four front page stories in the local dailies and dozens of feature articles. The big international media agencies such as Reuters, AFP and AP all covered several events and coverage was global, including on BBC and CNN.

In preparation for the media launch, the Zeitz Foundation Website was translated into German and necessary technical changes were made to enable the bilingual site. The Foundation also had to upgrade its webhosting option to a larger package in order to accommodate increasing email volumes.

As a follow-up to the main events during the launch, the PR agency in Munich and a freelance publicist based in Canada pursued media requests from German and English-speaking media respectively.

ACHIEVEMENTS IN 2009

Project 1: “Global Ecosphere Retreats” certification

- A first draft of tools required for the G.E.R. certification was finalized and presented to the founding members of the Global Ecosphere Retreat alliance.
- Their feedback was used to refine the tools. The self-assessment tool was then pilot-tested in four G.E.R. locations.
- A demo website provided a first visual impression of the future G.E.R. site. A volunteer intern from a partner university in the USA developed it.
- The internship programme with a German university was initiated with a first placement in the G.E.R. in New Zealand.

Projects 2 and 3: Hanns Seidel Foundation and African Conservation Projects

- Appropriately qualified staff (Rihoy and Njenga) were recruited.
- Comprehensive conservation and community outreach plans were developed and implementation commenced.
- Community institutions were established to provide the mechanisms by which institutionalised relationships can be established with neighbours.
- Existing infrastructure was upgraded to ensure that the carbon footprint of Segera was minimised.
- Construction of the necessary infrastructure to support the Foundation HQ on Segera was commenced.
- Various projects to improve/strengthen relationships with neighbours were initiated, e.g. support to local schools and women's groups, and negotiations with various NGO and commercial neighbours.
- Systems for conservation monitoring were strengthened and revamped. This is an ongoing activity.
- Foundation launch activities were utilised as a platform to further strengthen links and relationships with various different stakeholders throughout Laikipia and with the immediate communal authority structures.
Project 4: Workshops in London

The founding members of the Global Ecosphere Retreat alliance were invited to a first workshop of the alliance in London in June 2009. Workshop objectives: a) to establish a personal relationship with the founding members; b) to present the 4C-approach of the Zeitz Foundation and the Global Ecosphere Retreat certification system. These objectives were met. Technical feedback from the members was subsequently used to further develop the certification tools.

The Ambassadors and Specialists of the Zeitz Foundation met in London in December 2009. The purpose was to discuss the draft strategic framework and in particular to refine the Foundation’s mission and objectives. As a result of this workshop, the strategic plan could be drafted and objectives clarified.

Segera’s ability to function as a model GER was developed with the completion of the E4C self-assessment process.

Project 5: Global Ecosphere Retreat Website Project

A visually appealing and technically advanced G.E.R. website was developed in time for the media launch of the Zeitz Foundation. The Foundation also benefitted from a branding phase that preceded the website development. The concept and master idea of the “Long Run” as a brand name emerged and was adopted for the launch.

Project 6: “Why?” Film Production

A high-quality film was produced in time for the media launch, which answered the question “Why?” about the motivation behind the work of the Zeitz Foundation for the wider public. The film is available on the G.E.R. website.

Project 7: ZF Launch

The Zeitz Foundation publicly launched in October 2009 and created major media awareness through a sequence of events in Germany, UK and Kenya.

The 4-day launch in Kenya was particularly successful and met several key objectives: a) to create public awareness; b) to get endorsement for the work of the Foundation from high-level politicians; c) to promote Segera Ranch as part of the Laikipia District and to showcase the inclusive concept of the Foundation.

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