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

2010 ANNUAL REPORT

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1) INTRODUCTION

The year 2010 saw a significant increase in the activities of the Zeitz Foundation as we strove to consolidate, expand and improve upon the existing programme of activities established in 2008/9. This process commenced with a comprehensive strategic planning exercise, involving the review of operations, programmes, human resources and progress made in 2008/9 and resulting in the development of a draft 5 year Strategic Plan to guide future developments. The structure and progress reported in this year’s annual report reflects the structure, outcomes, outputs and activities outlined in this draft Strategic Plan.

The vision of the Zeitz Foundation 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. The mission of the Foundation is to create and support sustainable, ecologically and socially responsible projects and destinations around the world to achieve long-lasting impact and sustainability through the holistic balance of conservation, community, culture and commerce (the 4Cs) in privately managed areas. The goal of the Foundation is to maintain or improve the integrity of ecosystems through effective, sustainable management practices, which enhance the ability of ecosystems to deliver services for the benefit of mankind.

The Foundation strives to deliver on this vision, mission and goal through two principal programmes - the Long Run Initiative and Segera programme. Implementation of these programmes is carried out with the support of communications, fundraising and administration departments.

Highlights of the year included:

- **The Long Run Initiative** benefitted from being restructured and expanded, and from some of the founding Long Run Destinations (LRD) becoming certified under the Global Ecosphere Retreat® (GER) certification scheme;

- Within **Segera**, the new Zeitz Foundation headquarters were built and local schools renovated, whilst conservation efforts saw a growth in populations of species that are endangered;

- The inaugural **Laikipia and Beyond Unity Cup** (LUC) football tournament, hosted by the Zeitz Foundation in Kenya, was an outstanding success;

- The human, financial and physical resources of the Foundation were improved and expanded.

- The first biennial **Zeitz Foundation Fundraiser** in London reflected increasing support for the Foundation, as did new high-profile ‘Friends’ and ‘Patrons’;

- The Zeitz Foundation created and upgraded its **communication platforms**, including revisiting the Long Run website, launching of the Zeitz Foundation website, Facebook page, Twitter profile and YouTube Channel.
2) DESCRIPTION OF OUTCOMES, ACTIVITIES AND SPENDING 2010

The following section describes the Zeitz Foundation programme, outcomes and activities in 2010. The Strategic Plan identifies 8 different outcomes, which if achieved will enable the Foundation to achieve its mission and goals. These outcomes are as follows:

- **Outcome 1:** The Zeitz Foundation is fully operational, staffed and funded to pursue its goals.
- **Outcome 2:** Segera demonstrates the 4Cs approach in practice and plays a key role as a founding member of the LRDs.
- **Outcome 3:** The LRDs have integrated the 4Cs approach into their strategies and make progress towards better ecosystem management.
- **Outcome 4:** New LRDs join the network and a new category of LRDs is created.
- **Outcome 5:** The ZF facilitates the development and implementation of innovative projects within the LRDs, enhancing their abilities to function as role models for the 4C approach to ecosystems management.
- **Outcome 6:** Private sector companies are providing financing as 'payment for ecosystems services' to various projects within the LRDs.
- **Outcome 7:** New mechanisms for private sector financing as payments for ecosystems services are introduced and adopted beyond the LRDs and ZF initiatives.
- **Outcome 8:** The Long Run philosophy is promoted and raises public awareness of and engagement with sustainable lifestyles.

Each Outcome has Key Result Areas and activities and progress is monitored and reported in accordance with these. Activities and results areas relevant to Outcomes 6 and 7 are scheduled to commence from 2012 onwards and are therefore not addressed in detail here.

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1. At a Specialists Workshop on Segera in November 2010 the Long Run Destinations Programme was significantly revised and expanded to become the Long Run Initiative. This revision led to a subsequent revision of the draft Strategic Plan during a Staff Retreat in early 2011. This has resulted in changes to the Strategic Plan and its Outcomes which will be reflected from 2011 onwards. However, this report reflects the Outcomes identified in the earlier draft as these were relevant in 2010. The changes are as below (1 and 2 remain the same):

- **Outcome 3:** The LRDs have integrated the 4Cs approach into their strategies and make progress towards better ecosystem management
- **Outcome 4:** New Long Run Supporters (LRS), Long Run Alliance Members (LRAM) and LRDs join the network
- **Outcome 5:** LRAM have adopted the principles and are working towards adopting the 4Cs approach to sustainable management
- **Outcome 6:** LRS and donor are providing support to ‘payment for ecosystems services’ to various projects within LRDs. (Timeline: Commencing 2013; builds upon pilot projects established under Outcome 5)
- **Outcome 7:** New mechanisms for private sector financing as payments for ecosystems services are introduced and adopted beyond the LRDs and ZF initiatives. (Timeline: Starting in 2013)
- **Outcome 8:** The Long Run philosophy is promoted and raises awareness of and engagement with sustainable lifestyles.

[www.zeitzfoundation.org](http://www.zeitzfoundation.org)
OUTCOME 1:
The Zeitz Foundation is fully operational, staffed and funded to pursue its goals.

Offices and accommodation for ZF HQ renovated, operable and equipped appropriately:

Significant progress was made during 2010 in the development of the ZF HQ on Segera. This included the renovation of 4 buildings/compounds resulting in the building and equipping of the Community and Conservation Programme Managers house; office accommodation for 8; junior staff accommodation for 8; a four bedroomed guest house and garaging. All these buildings have been equipped with appropriate communications systems, electricity is provided exclusively by solar and water is provided through rain water harvesting.

Various equipment was purchased including a new vehicle (Suzuki Maruti), a motorbike, 2 new computers, staff uniforms and furniture for the offices and accommodation. Most furniture was constructed using recycled cedar posts from Segera and where ever possible materials were recycled, labor and materials were drawn from local communities.

The result is a fully operational HQ (although requiring further expansion) which has minimal impact on the environment, ensures maximum benefit to the local economy and reflects local culture and traditions, in keeping with the 4Cs principals of the Foundation.

Operational plan and associated budgets prepared, including organisational structure, staffing requirements and TORs.

A 5 year strategic Plan has been finalized and annual activity plans for 2010 and 2011 developed for all components of the programme. The 2010 budget was developed in a participatory manner and an interim organizational structure was agreed upon and recruitment process initiated (see Annex 1). Recruitments in 2010 included a Communications Advisor, based in Italy (part-time); a Publicist (part-time); a Special Projects Officer, based in Nairobi; recruitment of 5 Programme Scouts, a housekeeper and maintenance person on Segera. A short-term consultant was hired for four months to undertake various programme development activities on Segera. Additionally, five individuals undertook internships with the Foundation for six month periods, three on Segera and two assisting in the communications department. All personnel are provided with contracts and detailed TORs.

In October the LRD Programme Coordinator terminated her employment with the Foundation and her replacement was recruited, commencing employment in February 2011. These recruitments compliment the existing Foundation staff recruited in 2009, consisting of the Executive Director and the Segera Community and Conservation Programme Manager.

Operational and financial procedures established and implemented.

Policies and procedures governing all aspects of Foundation operations and financial management have been developed. These are detailed in the Zeitz Foundation policies and procedures manual, a copy of which is distributed to all new staff members.

www.zeitzfoundation.org
The existing administrative and programmatic arrangement with Hanns Seidel Foundation in Kenya was maintained throughout 2010 and this proved invaluable to operations. However, due to changing circumstances and evolutions within the Zeitz Foundation, this will be reviewed in 2011.

NGO registration in Kenya was applied for in early 2010, with the three Kenyan officials being identified as Jochen Zeitz, Ali Kaka and Liz Rihoy. It is anticipated that registration will be finalized in early 2011.

**Fundraising strategy prepared and implemented.**

The development of a comprehensive fundraising strategy was not undertaken in 2010, however the decision was made in November 2010 to recruit a part-time dedicated fundraiser for the Zeitz Foundation. A competitive recruitment process was undertaken and an individual identified, based in London, who will commence activities in March 2011. Her initial task is to develop a fundraising strategy to guide fundraising activities for the next five years.

Despite the absence of a fundraising strategy, various fundraising activities were undertaken. Most notably, the Zeitz Foundation Fundraiser held in London in June 2010. This event raised both funding for and awareness of the Zeitz Foundation, serving as a great platform around which to build further fundraising activities. A total of $86,821 was raised by this event, with $60,000 ($20,000 per destination) of this committed to projects in Monte Azul, Tahi and Nihiwatu LRDs.

Additional funds were raised on an ad-hoc basis to support various events, eg. Safaricom provided financing of Ksh3,500,000 for the LUC; Kenyan based Embassies provided additional support to the LUC totaling $5,000; and the Nation Newspaper Group provided $10,000 to support the Launch of the Zeitz Foundation. These funds were paid directly into the ZF/HSF account in Nairobi. In addition the Laikipia and Beyond Unity Cup received in-kind support worth approximately $100,000 from a broad range of different supporters.

Several project proposals were submitted to potential donors in 2010 for Segera related activities, eg. Guernsey Overseas Aid, for which responses are only due in 2011 and relationships were established with many other bilateral and multilateral donors, which will be built upon and consolidated going forwards.

**Comprehensive communications strategy in place and implemented.**

A comprehensive communications strategy was developed in early 2010 and implemented effectively. Major achievements included:

- The promotion of the Zeitz Foundation and awareness raising with regards to its mission, objectives and activities, and the promotion of the Long Run Destinations as centres of excellence in the field of sustainable ecosystem management.
- The revision and upgrade of The Long Run website (www.thelongrun.com).
- The redevelopment of the Zeitz Foundation website (www.zeitzfoundation.org).
- The distribution of biannual Newsletters for both Segera and the Zeitz Foundation.
- Coverage of the Zeitz Foundation and the Long Run Destinations in several major international print news outlets, e.g. Harpers Bazaar, Elle, Vanity Fair, Vogue.
- Establishment of Zeitz Foundation Facebook, Twitter and Youtube pages.
• New PR tools prepared and distributed, e.g. Factsheets, media pack and the Update (Annex 4).

• Effective use of the Laikipia and Beyond Unity Cup football tournament as a communications platform for the Zeitz Foundation both in Kenya and internationally.

All the Zeitz Foundation communications channels are regularly updated with relevant news and their use is showing a gradual increase. However, more remains to be done in 2011 to maximize usage of the social media tools.

Legal agreements in place to enable ZF fundraising in USA and UK and elsewhere if appropriate.

The Zeitz Foundation maintained its existing relationship with the Walter Link Foundation (formerly Global Academy Foundation) in the US, which facilitated its fundraising potential in the US. However, no funds were raised in the US during 2010. Attempts to establish a similar relationship with a partner NGO in the UK proved unsuccessful as the stringent requirements of the UK Charity Commission ensure that it is not feasible to secure a similar relationship in the UK. The Zeitz Foundation plans to register independently with the Charity Commission in the UK in 2011.
OUTCOME 2:
SEGERA DEMONSTRATES THE 4CS APPROACH IN PRACTICE AND PLAYS A KEY ROLE AS A FOUNDING MEMBER OF THE LRDS

All projects and activities in and around Segera are implemented in collaboration with the Hanns Seidel Foundation and their support has been essential in achieving the notable advances of the Segera and Laikipia programme of activities throughout 2010.

Much of the activity and achievements of the year in and around Segera focused on identifying, with our neighbours and partners, a relevant practical programme which responds to both human and environmental needs, and a corresponding portfolio of projects within the framework of the 4Cs; whilst simultaneously developing the profile, reputation and outreach of the Zeitz Foundation in a strategically targeted manner to enable us to move forward and develop the programme in 2011 and thereafter.

Strategic planning and management system for Segera in place and operational and encompassing E4C planning process and certification, conservation, community outreach and commerce (tourism/cattle/bioenterprise/PES) strategies.

A joint Segera and Zeitz Foundation E4C planning meeting in November 2009 provided the basis for the development of a strategic plan and collaborative management approach for Segera. This meeting led to the collaborative development of a comprehensive wildlife monitoring system to facilitate adaptive conservation management approaches on Segera, which was operationalized in July 2010. Regular weekly coordination meetings between Segera and Zeitz Foundation management take place to ensure effective collaboration and communications.

A comprehensive community outreach strategy developed and implemented.

A comprehensive community outreach strategy was developed in late 2009 and has been implemented effectively since this date. This has resulted in a dramatic improvement in communications and community relations with Segera’s immediate neighbours and with partners throughout Laikipia, reflected in reduced conflict and illegal use of natural resources in Segera. Community activities are focused upon the four community areas neighbouring Segera; Endana, Northern Approaches, Sugeroi and Sukutan. Facilitated by the Zeitz Foundation, each of these areas elected a Jurani na Mazingira Committee (Neighbours and Environment Committee) in 2009, which is responsible for communications with Segera/Zeitz Foundation and natural resource management planning, conservation and identification of community priorities. Segera/Zeitz Foundation then facilitate implementation where feasible. In 2010 the Foundation undertook capacity building activities with JMC members and implemented or planned a variety of different projects aimed at improving livelihoods, diversifying incomes and improving environmental stewardship.

These initiatives included:

1. Resource Use Planning and needs assessments:

Comprehensive community resource use assessments were facilitated in 3 neighbouring communities, Sukutan, Northern Approaches and Endana. These 5 day exercises resulted in the development by communities of their own natural resource use and development plans

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for their areas. These plans then guide any interventions or requests for assistance/inputs. On request and where relevant, these plans, and the corresponding needs assessments, were then developed by the Foundation into project proposals for the areas, legally recognized Community Based Organisations (CBOs) established to administer projects and funds, and proposals submitted to various donors for financing. The outcomes of these proposals are expected in 2011.

2. Facilitation of ‘Laikipia abandoned lands’ initiative:

In June 2010 the Zeitz Foundation was invited by the District Commissioner and MP of Laikipia West to facilitate local government and civil society efforts to develop effective plans for the consolidation and development of the approximately 250,000 hcts of Laikipia consisting of ‘abandoned lands’ and affecting approximately 85,000 people. These abandoned lands are widely perceived to be one of the major drivers of conflict, impoverishment and natural resource degradation in Laikipia. Effective and equitable resolution and outcomes will contribute dramatically to conservation and improvement of livelihoods in the District.

The Foundation hired a consultant, Dr Simon Anstey, to undertake this exercise over a four month period. The outcome was a report produced in collaboration with the district administration, NGOs and CBOs that outlined various scenarios for the development of these lands. This report will subsequently be developed into a comprehensive project proposal to seek financing from a major donor to take this process forward. Simultaneously and informed by the findings of the initial study, the Foundation is undertaking a pilot project in Sukutan, on the northern boundary of Segera, to initiate this process on the ground.

3. Promoting Local Livelihoods:

In an effort to empower communities, improve livelihoods and reduce reliance on unsustainable use of the natural resource base in and around Segera Long Run Destination, the Zeitz Foundation collaborated with Ethical Fashion, a programme of the United Nations and World Trade Organization’s International Trade Centre, in the development of a project aimed at creating employment for local women’s groups. Guided by fair labor
principles, this project aims to move dozens of families out of poverty by engaging the
traditional beading skills of local women in the production of high fashion items and provision
of a guaranteed market for the goods they produce. Community members taking part in the
project received training in making craft items for which there is a guaranteed international
market.

Similar projects aimed at generating local employment through sustainable use of local
traditional skills and the natural resource base, such as beekeeping and production of
various ethno botanicals are being explored and piloted in partnership with local NGO Desert
Edge. An MOU has been signed with Desert Edge, which governs the nature of this
relationship and anticipated activities.

4. Local Employment:

The Zeitz Foundation recruited 7 new personnel to facilitate
its operations on and around Segera. All these people were
recruited from neighbouring villages and have been given
comprehensive appropriate training. In addition, the
Foundation assisted Segera in the development of a local
hire policy, identification of appropriate local recruits, and the
development of Segera’s policies and procedures handbook
and contracts. An intern, a qualified lawyer, Emma Day, was
recruited for a two month period for this purpose.

5. Health:

In addition to the comprehensive health care treatment provided to over 12,000 citizens of
Laikipia as a component of the Laikipia and Beyond Unity Cup (detailed below) the ZF organized free medical health clinics in
each of the four communal areas neighbouring Segera in
collaboration with the Nanyuki District Hospital.

Free drugs (valued at approx. $1,000 and provided to the ZF as
an in-kind donation) were provided to the Segera clinic on 3
occasions in response to medical emergencies and transport
was provided on an ad-hoc basis to neighbours in need of
medical treatment.

6. Education:

• The Zeitz Foundation provided bursaries to enable two primary school students from
local schools to attend secondary school (this is a pilot and it is anticipated 10 students
per year will be supported in future).

• Teachers accommodation at neighbouring Uaso Nyiro primary school was renovated

• Development of a Conservation Agriculture demonstration plot at Endana Secondary
School, including provision of rainwater harvesting facilities and the installation of a
greenhouse.

• Environmental education activities with three neighbouring schools and the
establishment of ‘Eco-clubs’ in each. Various activities were undertaken with these
clubs, including the planting of 5,000 indigenous tree seedlings in schools.

• School ‘incentives’ (prizes for top scorers) were provided to Endana and Uaso Nyiro
Primary schools.

Relationships have also been strengthened with other relevant national entities such as
Kenya Wildlife Service (KWS), the two relevant local MPs, local government and other
NGOs, research units and commercial operators and institutions operational in
www.zeitzfoundation.org
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 2011.

A comprehensive conservation plan for Segera established and implemented.

The Zeitz Foundation developed a comprehensive 5 year conservation plan for Segera in January 2010, implementation of which was ongoing throughout the year. The objectives of the plan are to:

• Ensure wildlife populations of Segera contain sufficient representative examples of species commonly occurring in the area today, both fauna and flora, to support the top quality tourism enterprise.

• Maintain or restore certain populations of endangered species of fauna, initially focusing on Lion, Grevy’s Zebra, Wilddog and Pata’s monkeys.

• Maintain or restore crucial wildlife habitats, specifically riverine woodland and whistling thorn.

• Identify, monitor and eradicate invasive species.

• Optimize balance between cattle and wildlife.

• Develop appropriate wildlife research and monitoring systems which ensure an adaptive management approach to conservation.

• Ensure NRM practices of Segera’s neighbours are not detrimental to conservation within Laikipia or Segera.

• Determine feasibility of establishing PES activities to introduce new revenue streams.

• Facilitate the creation of community conservancies in Sugeroi and Sukutan.

Implementation in 2010 saw a focus on the development and implementation of a wildlife monitoring system to ensure that accurate information on wildlife (fauna and flora) status and trends on Segera and its surrounds are available. Reliable information of this nature is essential if adaptive management is to be undertaken effectively. The monitoring system produces monthly reports indicating the location, numbers and age/sex ratios of all mammals on Segera.

This is analyzed and compiled on a biannual basis into comprehensive reports detailing the status and trends of all mammals, with particular attention paid to Grevy’s, Patas, Lions and Wilddogs. Overtime this data will be analyzed for trends and the appropriate conservation activities/inputs planned accordingly. Data to date indicates that trends for the populations of the four key species are improving and some activities to strengthen these are already taking place, e.g.

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Provision of safe, clean water for Patas monkeys. Mpala continues to conduct an annual wildlife transect on Segera which serves to provide scientific verification of the monitoring system.

In addition to species monitoring, the monitoring system has also produced a comprehensive vegetation map for Segera and a poster indicating all large mammals (see Annex’s 2 and 3).

All plans, reports, maps and posters are available upon request and are posted on Socialcast to share information and serve as a resource for others.

Ongoing conservation related activities include a major programme to control and where feasible eradicate invasive species. The three major invasives on Segera are Opuntia, Datura and Lantana. Significant effort involving coordination by Foundation staff and all Segera security personnel has resulted in a dramatic reduction and control of Datura, although it is unlikely it will ever be entirely eradicated and ongoing but less intensive control measures will be necessary. Opuntia has been eradicated from the South of the property, although it remains in use on Segera as internal and external fences. Measures are now in place to control its expansion from these areas. In the long term, plans are in place to remove these fences once alternative means to protect infrastructure from wildlife damage are in place.

To ensure effective conservation and capacity building of staff, all staff have attended the following training courses, and where relevant have undertaken training of neighbours in these areas:

- Predator monitoring.
- Primate behavior.
- Improved methods of charcoal production.
- Beekeeping.
- Environmental education.
- Resource Use Assessment Facilitation Training.
- PR, communications and report writing.
- Advanced GIS and mapping courses.

Cultural understanding and representation ensured and cultural platform sustained.

Respect for local culture and traditions are an integral element of all activities undertaken by the Foundation in and around Segera. This extends to the exclusive employment of locally hired staff, with representation from all major ethnic groups in the immediate neighborhood on staff; integration of ‘citizen science’ approaches into all tools and methodologies adopted for community interactions; integration of local arts and crafts into the interior design of buildings; inclusion of local songs and dances into all educational and outreach activities; and promotion of traditions and local forms of artistic expression in livelihood generating projects such as the women’s group beading projects; and exposure of visitors to the local ways of life, customs and cultural activities.

In addition, the Foundation organized and hosted the inaugural Laikipia and Beyond Unity Cup in June and July of 2010, the Patron of which was international football star, Samuel Eto’o. Whilst this event had several different objectives spanning the 4Cs, one of the primary objectives was the promotion of peace and unity amongst the many different ethnic groups and corresponding cultures in Laikipia. Highlights of the LUC included:

www.zeitzfoundation.org
• 32 football teams, 100’s of matches, 5 separate 3 day weekends, involved in a range of peace, environmental and health activities.

• Over 20,000 people representing all ethnic groups in Laikipia participated in events

• Most major institutions in Laikipia - including KWS, commercial ranchers, local government, politicians and line ministries, BATUK (British Army Training Unit in Kenya), Kenya Air force, Nanyuki District Hospital, Universities - participated in events and were involved in organisation.

• Positive media coverage highlighting environmental conservation, peace and unity in local and international media

• Attendance of Samuel Eto’o at the finals and his participation in the final match.

• Thousands of people participated in environmental education sessions and activities, ranging from tree planting, town/village ‘clean up’s’ to water conservation activities and predator proofing.

• Over 12,000 people received free medical treatment, especially women and children.

One of the characteristics that made the LUC stand out was that throughout the whole event there was not a single disruptive incident either on or off the field, despite almost a thousand young men and women being brought together and living in close proximity, with thousands of their supporters attending. The behaviour and spirit shown by all teams was exemplary and a credit to the communities and institutions they represent, demonstrating the power of inter-cultural activities in bringing about peace and unity.

Financial viability for Segera improved and responsible business practices in place and diversified income sources from 2011 onwards.

2010 saw Segera start to develop its tourism infrastructure. Whilst the Zeitz Foundation plays no direct role in managing the development of tourism, it is indirectly involved in an advisory capacity on environmental management and conservation related aspects. For example, it provided advice on appropriate energy and water management technologies; reuse and recycling of materials; use of appropriate indigenous plants for landscaping and other aspects as requested and relevant to the development of Segera as a Long Run Destination GER® certified.

The viability of beekeeping for honey production was investigated and beekeeping will be introduced in Segera in 2011 as a result. The viability of commercially producing aloe for the international Aloe Vera market was also investigated and trial plots established. However, the huge loss to wildlife on these plots clearly indicated that this would not be a viable revenue generating option, either on Segera or for neighboring communities, and further activities will not be forthcoming. Various other trials with ethno-botanicals are scheduled for 2011.

Options for generating additional income streams for Segera were also explored. This included an investigation into the feasibility of establishing a conservation easement programme on Segera. However, it was concluded that this would foreclose other, more effective options in future that may be present themselves through Payment for Ecosystems Services (PES). Potential PES opportunities for Segera were explored and partners to further these identified. However, Segera as an isolated land unit is too small to be viable. Expanding PES activities beyond Segera is possible but moving this forward depends on the success of resolving the issue of ‘abandoned lands’ as discussed above. PES options will continue to be explored in conjunction with land and resource use assessments that will take place under the ‘abandoned lands’ project from 2011 onwards.

www.zeitzfoundation.org
Activities on Segera regularly communicated to relevant stakeholders locally and internationally through the website, newsletters and other relevant communications media.

Regular stories about Segera activities, with a focus on the 4Cs and on Segera as a Long Run Destination, were posted online, including on the Zeitz Foundation Facebook page and on the websites. Segera and the Zeitz Foundation received considerable media attention arising from the LUC. A first edition of the Segera Newsletter was also distributed in October 2010 to some 200 recipients and positive feedback was received.
OUTCOME 3:
THE LRDs HAVE INTEGRATED THE 4CS APPROACH INTO THEIR STRATEGIES AND MAKE PROGRESS TOWARDS BETTER ECOSYSTEM MANAGEMENT

The LR website is regularly updated with news about the LRDs.

The Long Run website (Annex 5) was modified further to reflect changes required early in the year and thereafter was updated on a regular basis with stories/articles from LRDs; including features on LRD founder members Segera, Lapas Rios, Monte Azul, Chumbe and Nihiwatu, and ongoing projects within LRDs. In addition the website was regularly updated with interesting and relevant reports and information, eg. The TEEB report. Interviews with the following Ambassadors, Usain Bolt, Francois Pinault and Miriam and Amadou, and ZF Founder Jochen Zeitz, were also conducted and put on the website and in Newsletters.

Close monitoring of the website indicated, unsurprisingly, that usage peaks immediately following high profile events, such as the global launch of the Foundation, the Laikipia and Beyond Unity Cup and the Fundraiser. However, there has been a slow but steady increase in hits throughout the year.

Self-Assessments completed for founding members.

A comprehensive self-help manual was developed to guide LRDs in the development of their own E4C plans and several LRDs - Caiman, Monte Azul, Wolwedans, Tahi and Segera - used this as the basis on which to begin developing their E4C plans, with assistance from the LRD Coordinator. However, it became apparent that most LRDs lacked the management planning and technical expertise that this approach relied upon to be feasible. This was confirmed by findings of the independent assessors and an alternative means to enable these self-assessments was identified in late 2010. This alternative approach has been successfully adopted in 2011. However, this did delay progress in finalizing the self-assessments of all founder members in 2010.

Assessments completed for 3 LRDs in 2010.

In June 2010 a competitive bidding process was initiated with three consulting companies to source external expertise to undertake 3 independent assessments of LRDs in 2010. The company selected, the Kenyan based Conservation Development Company (CDC), was selected on the basis of demonstrated expertise in the relevant area as well as submission of the most financially competitive bid.

CDC undertook external assessments of Chumbe and Monte Azul in October and December, in the process developing a framework to guide future assessments. In January 2011, Tahi was also assessed. All three received Global Ecosphere Retreat® certification soon thereafter.

A mechanism is set up for LRDs to share their experiences and learn from one another, effectively becoming centers of excellence.

Zeitz Foundation intranet, using a platform called Socialcast (Annex 6), was established and became operational in October 2010. This provides a secure space enabling all LRDs to share their experiences and engage in reciprocal learning. Each LRD has its own section on

www.zeitzfoundation.org
which to post information discrete to it (eg. Plans, reports, protocols, etc); whilst a main page enables all LRDs to participate in inter-active learning exchanges; and various resource sections (eg. Volunteers, Awards and prizes) are also included. Use and uptake has been relatively limited and plans have been developed to introduce topic focused Webinars to encourage further use in 2011.

During the Zeitz Foundation Fundraising event in June 2010, $60,000 was raised and earmarked for the initiation of Foundation supported Payments for Ecosystems Services Projects in three destinations. The selection of these three projects involved inviting all LRDs to submit proposals and the eventual selection of three against established criteria, foremost of which was the projects ability to serve as a learning process for other destinations. The three projects selected for support included: Tahi (biodiversity - invasives), Monte Azul (grey water management) and Nihiwatu (improved cook stoves, avoided deforestation). A major requirement for financing was sourcing of co-financing by the LRDs and a commitment to sharing information.

The value of LRDs and private sector involvement are communicated to other potential LRDs, with the aim of creating more LRDs.

The mainstream media attention - coupled with the websites, other social networking tools, ‘word of mouth’ and awareness raising events (such as the Zeitz Foundation Fundraiser) - focused on the Zeitz Foundation and Long Run Destinations throughout the year met with some limited success in generating interest from sustainable tourism destinations to become LRDs. However, in itself this failed to generate sufficient interest to grow membership to the extent required/anticipated, resulting in a review of the LRD programme mid-year.

The elaboration of the LRD programme into the Long Run Initiative, decided upon in November 2010, provides a more effective framework through which the result area can be achieved. The Long Run Initiative encompasses three categories of Long Run Members; Long Run Supporters (primarily international private sector companies); Long Run Alliance Members and Long Run Destinations Global Ecosphere Retreat® certified (See Appendix 7 for a comprehensive overview of the Long Run Initiative). This ensures that relationships between the three categories can be developed and that LRAMs can be supported by the Foundation to improve their activities in relation to the 4Cs, thereby developing their capacity to become sustainable businesses and thus ‘progress’ to becoming LRDs which embrace the 4Cs philosophy and aspirations to become fully sustainable businesses.

Relationships were also established with a variety of strategically placed, relevant institutions, eg. University of Exeter School of Business Studies, UN Global Partnership for Sustainable Tourism and Global Sustainable Tourism Council, to enable further outreach and exchange of lessons learnt.

The value of working with LRDs is disseminated within the business sector with the aim of attracting more private sector partners.

Efforts by the Founder, Specialists and Ambassadors met with some success in generating private sector interest, however, it is anticipated that these will largely bear fruit in the longer term. As with attracting more LRDs, it became evident that the existing LRD programme did not provide a sufficient structure through which private sector partners could be effectively engaged. This has now been addressed through development of the Long Run Supporters component of the LRI and further rapid progress is anticipated in 2011, which will capitalize upon the efforts of the Founder, Specialists and Ambassadors undertaken in 2010. The Zeitz Foundation intranet is up and running in its pilot phase.

New potential Long Run Destinations have been contacted.

Your news, interviews and other interesting stories are featured online.

We sent out the first edition of the Zeitz Foundation newsletter.

The Zeitz Foundation fundraising strategy is in place and working. At the July 2010 fundraiser alone we brought in $86,821 that helped support projects in Monte Azul, Nihiwatu and Tahi.

Our Facebook, Twitter and You Tube sites were launched. They are being followed by an increasing number of fans and include updates on the Long Run Destinations and on our Ambassadors & Specialists.

The Zeitz Foundation Fundraiser 2010

Alternative Cookstoves Project

Zeitz Foundation Fundraiser 2010

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Foundation Fundraiser served as a particularly effective platform to enable interactions with the private sector.

The departure of the Long Run Destinations Coordinator, Ms Britta Klemmer, in September 2010 inevitably slowed progress to some degree in achieving integration of the 4Cs into the strategies of the LRDs. However, her replacement was identified before the year’s end and rapid progress and expansion is anticipated in 2011, effected in part by the development of the LRI, which facilitates this more effectively.
OUTCOME 4: NEW LRDs JOIN THE NETWORK AND A NEW CATEGORY OF LRDs IS CREATED.

At least 5 new LRD members confirmed in 2010. (With 5-10 members joining each year.)

Efforts were undertaken to identify new members, with desk reviews of Spannochia in Italy; Los Gasquez in Spain; Omega Institute, USA; the Centre for Human Development, Costa Rica; and site visits to Tresco Island in UK and the Narada Tropical Lodge in China being undertaken. However, Tresco, Narada and Los Gasquez were rejected on the grounds that they had insufficient biodiversity value, whilst Omega and the Centre for Human Development did not wish to follow-up at this point. At the end of 2010 only one new member, Spannochia in Italy has joined and given the introduction of the LRI this was as a Long Run Alliance Member.

The identification and agreement on new members was hampered by the lack of a systematic identification and selection process. This was addressed in November 2010, with the establishment of a methodology for identifying potential members and the introduction of an open and transparent system for selection, involving the establishment of clear criteria and review by the newly established ‘Specialists Review Committee’. Implementation of this system resulted in the identification of 20 potential new members and issuance of letters inviting their interest in December 2010. This resulted in 2 new LRAMs in January 2011; Vista Allegre in Brazil; Cottars Camp in Kenya. With the introduction of the new system, it is anticipated that at least 15 LRAM members will be joining in 2011.

The establishment of the Long Run Initiative will ensure a more effective framework and process to engage potential new members at all levels going forwards (see Appendix 7). With the establishment of the Long Run Initiative the following result areas identified under the 2010 strategic plan have become redundant and have been replaced by revised areas in the 2011 revised Strategic Plan2.

It was decided that the communications activity should only be concentrated upon once the founding LRDs had been certified and therefore comprehensive activities in this area were only scheduled to begin in 2011. However, media coverage in a range of travel, in-flight and leisure magazines (eg. Vogue, Elle, Finch’s Quarterly, Msafiri (Kenya Airways inflight magazine), Tout Va Bien, Vanity Fair, Harpers Bazaar) assured some exposure within the travel industry. The Foundation also joined the Tourism Sustainability Council and the UN Global Partnership for Sustainable Tourism. Key relevant conferences/fora to attend were reviewed, with the International Tourism Exchange (ITB) in Berlin being identified as the priority and 2011 will see the commencement of attendance at such venues.

2 These new result areas will be reported against in the 2011 Annual report as activities in relation to them commenced too late in 2010 to be of relevance here:

- ZF maintains a growing roster of potential LRDs worldwide.
- One new LRD-category developed, encompassing the personal LRDs of the Zeitz Foundation Ambassadors and members of the public. (Starting in 2010).
- The value of LRDs is communicated to the travel industry with the objective to attract more tourists and to interest more agents and operators.

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**OUTCOME 5:**
**INNOVATIVE PROJECTS WITHIN THE LRDs, ENHANCING THEIR ABILITIES TO FUNCTION AS ROLE MODELS FOR THE 4Cs APPROACH TO ECOSYSTEMS MANAGEMENT, ARE DEVELOPED AND IMPLEMENTED.

Project facilitation structure and processes in place and operational including for monitoring and evaluation.

All founding LRDs were provided with guidelines and invited to submit innovative proposals that encompassed all 4Cs and enhanced ecosystems management in their locations. Three of these proposals were then selected, against established criteria, for funding of US$20,000 per proposal. The $60,000 required to fund these was raised during the Zeitz Foundation Fundraiser and significant support was forthcoming. These projects include:

- **Tahi, New Zealand**: Removal of alien invasive species and regeneration of indigenous vegetation to enhance biodiversity conservation.

- **Monte Azul, Costa Rica**: Installation of grey water recycling systems utilising reedbeds as natural filtration systems to improve water management.

- **Nihiwatu, Indonesia**: Introduction of alternative, low energy cooking stoves to reduce deforestation and improve health.

Segera also initiated a project to raise awareness of environmental issues and enhance local culture through the use of traditional forms of communications such as song, dance and theatre. Whilst this project is included in the portfolio of projects, it was funded directly from core funds of the Zeitz Foundation. Additionally, preliminary studies were undertaken, concepts developed and potential collaborators identified for a PES project focusing on biodiversity and carbon in the Central Laikipia Conservancy area, of which Segera lies at the heart.

Each recipient is required to raise matching funds for their projects prior to Zeitz Foundation funding being released. Once project implementation has commenced, significant emphasis will be placed on monitoring and reporting to ensure that they serve as effective learning experiences for all LRDs. All these projects have scope to develop into significant Payments for Ecosystems Services projects, (encompassing biodiversity, water management and carbon/deforestation) should the pilots prove successful and appropriate opportunities prove forthcoming.
Activities and results areas relevant to Outcomes 6 and 7 are scheduled to commence from 2012 onwards. The development of the Long Run Initiative has once again encompassed these outcomes, which have been adjusted accordingly in the revised Strategic Plan for 2011 onwards, and enhanced means to achieve them identified through the development of the Long Run Supporters membership category. Progress in this respect will be reported in 2011 Annual Report. These outcomes are:

- Private sector companies are providing financing as ‘payment for ecosystems services’ to various projects within the LRDs (from 2012 only).
- New mechanisms for private sector financing as payments for ecosystems services are introduced and adopted beyond the LRDs and ZF initiatives (from 2012 only).
OUTCOME 8: 
THE LONG RUN PHILOSOPHY IS PROMOTED AND RAISES PUBLIC AWARENESS OF AND ENGAGEMENT WITH SUSTAINABLE LIFESTYLES.

The Long Run philosophy runs through everything the Zeitz Foundation does, from its projects around the headquarters to activities around the world. The Long Run is at the core of the Long Run Initiative and as such, all members of the Initiative have embraced the approach and engage daily in promoting and furthering sustainable lifestyles. On the ground, this translates into Long Run Destinations being at the forefront of sustainable actions and thinking; Long Run Alliance Members committing to sustainability; and Long Run Supporters signing up to the Long Run Charter.

The Zeitz Foundation is using all its communications channels to promote and raise public awareness of the philosophy and therefore promote engagement with sustainable lifestyles from individuals all the way to large international corporations. As an example, the Zeitz Foundation and Long Run Initiative members on Facebook reach out to the broader public, sending out messages about how to be sustainable to thousands across the world. The Zeitz Foundation and the Long Run websites and YouTube Channel are other public platforms that enable more in depth pieces underpinning the philosophy to be posted and browsed. The internet, coupled with more traditional communications media such as magazine and newspaper articles or conferences further contribute to raising awareness.

The Zeitz Foundation has also used events as a way to disseminate its philosophy. Of note, the fundraiser and Laikipia and Beyond Unity Cup football tournament both contributed vastly in this respect, impacting very different audiences, from donors to local Kenyan communities.

Starting 2011 a public outreach strategy will be further developed and implemented to increase public awareness and methodologies are defined for achieving the Long Run philosophy.

Usain Bolt, 
Ambassador for Culture (Sport)
3) CONCLUSION

2010 represented a very successful year for the Zeitz Foundation. We were able to make significant progress in the development and implementation of the 4Cs approach to sustainable tourism in and around our Headquarters on Segera and thus ‘lead by example’, whilst simultaneously consolidating and improving the conceptual framework and implementation of The Long Run programme.

Whilst this required a comprehensive review and restructuring of this programme - which inevitably delayed progress in implementation of some anticipated activities – it has nevertheless resulted in the development of a considerably more robust and strategically focused initiative and approach which will be more effective in delivering the goals and mission of the Foundation over the next few years.

At the same time we have developed our human resource base, recruiting an extremely capable staff compliment; developed our physical infrastructure and operating capacity, both at the Headquarters and elsewhere around the world; developed relationships and programmes that provide the framework and opportunities to enable an expansion of the financial resources available to the Foundation to assure its continued ability to function effectively over the coming years; and implemented several extremely successful ‘flagship’ projects, such as the Laikipia and Beyond Unity Cup.

We are now poised to make considerable progress in effectively and efficiently delivering on the longer term objectives of enhanced ecosystems management within Long Run Destinations GER® certified and Long Run Alliance Members with support of the private sector over the longer term.

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www.zeitzfoundation.org
ANNEX 1:
ZEITZ FOUNDATION ORGANISATIONAL CHART
ANNEX 2:
MAMMALS OF SEGERA
ANNEX 3: VEGETATION MAP OF SEGERA

Vegetation Map of Segera

1. Wait-abit-Thornbush - Ngoja Kidogo
2. Whistling Thorn Bush - Ruai Refu
3. Open Grassland - Nyasi Nyingi
4. Thick Mixed Bush - Nginyei
5. Bomas
6. Riverine - Murera Donga
7. Dwarf Bush Grassland - Ruai Fupi
8. Tanks
The Update
A Zeitz Foundation potpourri to keep you in the loop

With so much going on this past year, we wanted to bring a few points of interest to your attention.

- Chumbe, Monte Azul and Tahi have completed their Self-Assessments and are well on the road to becoming Global Ecosphere Retreat Certified!

- The Zeitz Foundation facilities in Kenya are coming along in leaps and bounds with the headquarters close to completion.

- The Zeitz Foundation website went through a drastic makeover.

- The Long Run website had some nips and tucks.

- The Zeitz Foundation and the Long Run Destinations received coverage in major outlets, in a number of languages, such as Harper’s Bazaar, Elle, Vanity Fair and Vogue, as well as travel magazines such as Traveller’s world.

- Coverage is great publicity and also sparks peaks in website visits.
The Zeitz Foundation intranet is up and running in its pilot phase.

New potential Long Run Destinations have been contacted.

Your news, interviews and other interesting stories are featured online.

We sent out the first edition of the Zeitz Foundation newsletter.

The Zeitz Foundation fundraising strategy is in place and working. At the July 2010 fundraiser alone we brought in $86,821 that helped support projects in Monte Azul, Nihiwatu and Tahi.

Our Facebook, Twitter and You Tube sites were launched. They are being followed by an increasing number of fans and include updates on the Long Run Destinations and on our Ambassadors & Specialists.
| The Zeitz Foundation launch and the Laikipia and Beyond Unity Cup football tournament establish the Zeitz Foundation in Kenya and globally. |
| The 4Cs approach is being demonstrated by Segera. |

More information:
http://www.zeitzfoundation.org/  
http://www.thelongrun.com/
ANNEX 5: THE LONG RUN WEBSITE

www.zeitzfoundation.org
ANNEX 6:  
SOCIALCAST
ANNEX 7:
COMPREHENSIVE OVERVIEW OF THE LONG RUN INITIATIVE