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1) INTRODUCTION

The year 2011 saw a significant increase in the programme and activities of the Zeitz Foundation as we strove to consolidate, expand and improve upon the strategies and existing programme of activities established from 2008-10. The structure and progress reported in this year’s annual report reflects the structure, outcomes, outputs and activities outlined in the five year Strategic Plan for the Zeitz Foundation.

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 the Greater Segera programme. Implementation of these programmes is carried out with the support of communications and administration departments.

Highlights of the year included:

- The Long Run Initiative was conceptually refined and appropriate methodologies and tools were developed.
- 9 Long Run Supporters joined the Long Run Initiative.
- 15 Long Run Alliance members joined the Long Run Initiative.
- 4 Founding LRDs were GER® certified, bringing to 7 the total of certified LRDs, with certification of the 8th imminent.
- The Greater Segera area saw the expansion of the Zeitz Foundation headquarters were expanded and local schools renovated; several major programmes and projects were developed; many innovative projects implemented and the conservation programme on Segera considerably enhanced through the establishment and training of a dedicated Conservation Unit.
- Two new Ambassadors for the Zeitz Foundation, Vivienne Westwood and husband Andreas Kronthaler, became active supporters and advocates and a third Ambassador, Xia Yu (one of China’s leading actors) has accepted the invitation to join the other Ambassadors in 2012.
- The human, financial and physical resources of the Foundation were improved and expanded;
- The Zeitz Foundation further developed its network, profile and reputation as a leader in the field of applied approaches for sustainable development.
All activities for each of the Key Result Areas identified by the Strategic Plan have been successfully implemented within the budgeted allocation, with the exception of KRA 1.4 ‘Fund raising plan prepared and implemented’. The reasons for failure to deliver comprehensively on this KRA are outlined under KRA 1.4 below.

(2) DESCRIPTION OF OUTCOMES, ACTIVITIES AND SPENDING 2011

The following section describes the Zeitz Foundation programme, outcomes and activities in 2011. The Zeitz Foundation five year Strategic Plan identifies 8 different Outcomes, which if achieved will enable the Foundation to achieve its mission and goals. The ZF Strategic Plan was revised during a Specialists workshop in November 2010 and these revisions were elaborated on further in ZF staff planning retreat in May 2011. These revisions are reflected here.

The 8 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 makes progress towards better ecosystem management.

**Outcome 4**: New LR Supporters, LR Alliance Members and LRDs join the LRI network.

**Outcome 5**: LRAMs and LRDs have adopted the principles and are working towards adopting the 4C’s approach to sustainable management.

**Outcome 6**: LRS and other donors are providing support to ‘payment for ecosystems services’ to various projects within LRDs. (Timeline: Commencing 2013 but 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: Commencing 2013)

**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 2013 onwards and are therefore not reported on below.
OUTCOME 1:
THE ZEITZ FOUNDATION IS FULLY OPERATIONAL, STAFFED AND FUNDED TO PURSUE ITS GOALS.

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

Significant progress was made during 2011 in the development of the ZF HQ on Segera. Complimenting the 4 buildings/compounds that had been renovated in 2010, a new office building was also renovated in 2011 and equipped with appropriate communications systems, solar electricity and rain water harvesting facilities.

Various equipment was purchased including:

- 1 motorbike
- 1 tractor and trailer
- 1 weather station
- 1 computer
- 2 binoculars
- Uniforms, solar lights, energy efficient stoves and books for Conservation Unit Rangers.
- Furniture and Equipment for Nairobi office and Segera accommodation.
The result is a fully operational HQ, which has minimal impact on the environment, ensures maximum benefit to the local economy and reflects local culture, in keeping with the 4Cs principals of the Foundation. All equipment and infrastructure is insured and an inventory kept.

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

The 5 year strategic Plan has been finalized and annual activity plans for 2011 were developed at a Staff Retreat on Segera and successfully implemented. The budget for 2011 was prepared and we have successfully completed the anticipated activities for 2011 within budget.

Significant expansion of the programme and activities in 2011 led to new recruitments. These have included the hiring of:

- a part-time Communications Coordinator in May (to replace the previous Communications Advisor, who continues to play an advisory role on an ad-hoc basis as required);
- a full-time Administrator in October;
- a tractor driver in July.

Bringing total ZF staff compliment to thirteen. Eight of these are junior support staff based on Segera (Programme assistants, housekeeping, driver, maintenance). In addition, a part-time Head of Fundraising, based in London, was also appointed in March. Unfortunately this appointment proved unsatisfactory and this position is now vacant.

In addition, a short-term consultant was hired to provide inputs to the development of the Laikipia Abandoned Lands Initiative. A Financial Advisor also provides inputs and these have increased since the Foundation assumed full responsibility for all financial matters in November 2011. Once financial systems are fully operational and core staff trained in these, these services will reduce once again.

Additionally, five individuals undertook internships with the Foundation for periods varying from two to six months: three on Segera, one in the communications department and one to assist in organizing the LUC 2012.

Staff development was undertaken for existing staff to enable them to deliver their programmes more effectively. This included:

- Training of trainers for environmental education at Laikipia Wildlife Forum.
- Advanced GIS analysis training at ESRI headquarters, Redlands California.
- All staff on Segera had their motorbike licenses upgraded thus ensuring all staff are mobile and can move into villages with motorbikes.
- Training in Quickbooks and PAYE submissions for administrator.

Comprehensive training was also provided to all CURs and ZF staff on Segera. This is elaborated on in the relevant sections in Output 2.
A 3 day ZF staff retreat was held on Segera in May 2011, this enabled all staff to familiarize themselves with the foundation, its strategies and programme and collaboratively develop an annual activity plan.

Zeitz Foundation staff members at retreat held on May 2011

1.3 Operational and financial procedures established and implemented.

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

Since inception in 2008, the Zeitz Foundation in Kenya has been operating under an administrative and programmatic arrangement with Hanns Seidel Foundation. This was amicably terminated in November 2011 as a result of the growth and evolution of the ZF Kenya programme. In March 2011 the Zeitz Foundation Kenya was formerly registered with the Kenyan NGO Coordination Board. The three officials of this board are Jochen Zeitz (Chair), Ali Kaka (Treasurer) and Liz Rihoy (Secretary). All necessary procedural and operational requirements have been put in place to ensure that ZF Kenya is in compliance with Kenyan requirements, including: KRA PIN registration; registration with NSSF and NHIF; transfer of ownership of vehicles and other equipment; closure of existing and opening of new bank accounts with CBA and handing over of financial operations from HSF to ZF; transfer of those staff employed in Kenya from HSF consultant contracts to ZF employment contracts.
From the commencement of their employment in 2010, the 8 ZF junior staff employed on Segera had been directly employed by Segera Ltd and seconded to ZF. With the registration of ZF Kenya and upgrading of administrative capacity it became more efficient to employ these staff directly. Work permits for the two non- Kenyan staff, Executive Director and LRI Coordinator, have been applied for. On receipt these personnel will also be provided with ZF Kenya contracts and will relocate to Kenya. Currently they remain on ZF Germany consulting contracts. All personnel are provided with one year contracts and detailed TORs. These contracts are extended on an annual basis.

1.4 Fundraising strategy prepared and implemented.

In March 2011, a Head of Fundraising was appointed on a part-time basis, based in London. This individual developed a fundraising strategy for ZF. However, for personal reasons she was unable to fulfill the terms of her contract and her contract was terminated in September. This termination meant that the ZF Fundraiser 2011, planned for September, did not go ahead. Whilst a Fundraising Strategy is developed, implementation of this in its current form is dependent on having a part-time senior fundraiser in place. The strategy requires modification as this position may be dropped (decision pending revision of fundraising strategy) as fundraising activities may now revolve around Segera guests and fundraising activities in China.

Despite the non-performance of Head of Fundraising and the cancellation of the Fundraising event, significant funds were raised from a variety of donors for activities in Laikipia. These included:

- $156,000 from Hubei Dadu Corporation, China, for conservation and community development activities around Segera.
- GBP 29,800 from Guernsey Overseas Aid for renovation of Endana Primary School.
- Euro 4,000 from German Embassy, Nairobi for conservation agriculture plot, Endana Secondary School.
- $3,000 Maliasili Trust for support to development of Laikipia Abandoned Lands Initiative.

The foundation also received a donation of Euro 300,000 facilitated by the Founder. In addition the Founder gave 4 paid speeches at Euro 20,000 each, all proceeds of which he kindly donated to the Foundation.

Various proposals have been developed and submitted to donors, funding for which is anticipated in 2012/3. These include several proposals that will raise funds to support the overall ZF programme around Segera but for which partner organisations will be the grant recipients. Of note amongst these proposals are the Laikipia Abandoned Lands Programme ($1.5 million over three years), PITCH Africa (GBP650,000) and three individual proposals of $50,000 each, submitted to UNDP small grants programme. Several smaller proposals have also been developed and submitted to appropriate donors, funding decisions pending.
1.5 Comprehensive communications strategy in place and implemented.

A comprehensive communications strategy was developed in early 2010 and implementation has been ongoing. The strategy was revisited during the staff retreat and amended to include new targets as well as mechanisms to further promote The Zetiz Foundation, The Long Run Initiative and Segera programme.

This revised strategy has seen marked improvements in key areas including:

1. Improved internal communications with the establishment of a monthly Zeitz Foundation staff conference call and the institutionalisation of the quarterly Specialists Review call.
2. Improved information-sharing between members of The Long Run Initiative and the Zeitz Foundation Communications Department as a result of pro-active engagement with members of the Initiative.
3. Increased use of publicity opportunities to promote The Long Run Initiative by members themselves.
4. Development of new tools to distribute Zeitz Foundation communiqués with the e-newsletter format, which lends itself better to social sharing, adopted across the board.
5. A steady increase in the fan base of the Foundation social media pages, with greater user engagement and reactions to posts.

Major achievements in 2011 have included:

- The revision and upgrade of The Long Run website (www.thelongrun.com).
- The distribution of biannual Newsletters for both Segera and the Zeitz Foundation.
- Media reports on the LRI resulting from activities of the members.

A significant strengthening of the Communications strategy and marketing abilities of the ZF resulted from the development of the Corporate Identify Guidelines. These guidelines provide clear guidance on the use of the Zeitz Foundation, The Long Run and the Global Ecosphere Retreats® (GER®) Logos and also define the Foundation corporate colours and layouts for any materials produced. Following these guidelines, standardised communications materials and corporate documents. Members of The Long Run Initiative have also been encouraged to follow these branding guidelines, particularly those related to The Long Run and GER® logo (where applicable). The adherence to these guidelines has been included in the MoUs signed by Long Run Destinations to ensure the continued promotion of The Long Run Initiative as a whole, and in particular, GER® certification.
1.6 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. No funds were raised in the US during 2011. The feasibility of establishing ZF UK has been investigated and it has been decided to postpone establishment of ZF UK given the high cost and administrative/human capacity required when it is not clear at this point what the financial return would be. As and when it becomes clear that establishing a UK charity, the principal reason for which would be fundraising, becomes a cost-effective option, the decision will be reviewed.

The trademark for 'Ecosphere' and 'Global Ecosphere Retreats' has been applied for (via Dr Gosdin) in 18 countries. It has been successfully registered in 13 countries, is pending in a further 4 and the application in the US has been put on hold until such time as there is a US member and proof of use can be demonstrated (a legal requirement in the US). Original certificates are held at the PUMA Nürnberg office.
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 were until October 2011 implemented in collaboration with the Hanns Seidel Foundation and their support proved invaluable in achieving the notable advances of the Segera and Laikipia programme of activities prior to the mutually agree upon termination of this agreement.

Projects and activities throughout the year focused on identifying, resourcing and implementing, with our neighbours and partners, a relevant practical programme which responds to both human and environmental needs in innovative and sustainable ways, and a corresponding portfolio of projects within the framework of the 4Cs; whilst simultaneously further developing the profile, reputation and outreach of the Zeitz Foundation in Laikipia and Kenya. The Foundation played a key role in conservation activities on and around Segera and related activities with communities neighboring the ranch and more broadly throughout the Laikipia District as these are an essential component of the holistic approach adopted by the Foundation in its community outreach and development programmes.

2.1 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.

Segera management and Zeitz Foundation jointly developed a draft E4C plan for Segera during joint planning meetings in March and June 2011. Additionally, these meetings reviewed the wildlife monitoring system and established the timelines for recruitment of a dedicated conservation unit and development of a training programme for the unit.

The majority of the components of the E4C plan are being implemented on an on-going basis.

Conservation Unit Rangers at training workshop
2.2 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 both on and around Segera.

Community activities are focused upon the four community areas neighbouring Segera; Endana, Northern Approaches, Suguroi and Sukutan. Facilitated by the Zeitz Foundation, each of these areas elected a Jirani na Mazingira Committee (Neighbours and Environment Committee), which is responsible for communications with Segera/Zeitz Foundation and natural resource management planning, conservation and identification of community priorities. Each of these areas, with the exception of Suguroi, has completed a comprehensive Resource Use Assessment (RUAT) and Community Action plan. These RUATs are the first step and form the basis of future planning for the pilot initiatives outlined in the Abandoned Lands Programme that the Zeitz Foundation is facilitating for Laikipia District. The pilots for this programme are ongoing in Sukutan and Suguroi, with a possible extension to Northern Approaches/Endana.

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 for their areas. These plans then guide any interventions or requests for assistance/inputs. As a result of the RUATs, two of the JMCs successfully registered with the Ministry of Social Services as Community Based Organisations (CBOs) and therefore are legally recognized community institutions. With facilitation from the Zeitz Foundation, the CBOs developed comprehensive funding proposals submitted to the UNDP/GEF Small Grants Program (SGP). Funding for these is anticipated in 2012. The activities range from capacity building, environmental awareness raising, renewable energy initiatives, conservation agriculture and rainwater harvesting.
The committees undertook a look and learn trip to Kalama community conservancy in Samburu to get exposure to the community and conservation model in Northern Kenya. A range of other initiatives were undertaken.

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 hct 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. The eventual outcome would be establishment of sustainable diversified land use practices, including the creation of Community Conservancies throughout Laikipia.

Building on work undertaken in 2010 by the Foundation and other stakeholders, the Foundation developed a five year concept and project documents in 2011 and submitted these to various donors. Funding for this programme has not yet been sourced, although several donors have indicated they will consider this for their 2013 programmes. Despite, the lack of funding for the district wide programme, the Foundation began implementation of a pilot initiative in Sukutan, based on the resource use assessment undertaken there. This pilot will be expanded in 2012 to incorporate Suguroi and possibly Northern Approaches with limited funding provided by the Foundation, LWF and The Nature Conservancy.

Engagement with the Green Development Initiative (GDI) and a meeting on Segera of their international team, also led to GDI inviting submission of a proposal to support activities relating to the Abandoned Lands pilots around Segera. However, GDI may be terminating their activities and it is unlikely that they will provide financial support.
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, the 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. In April 2011, a local women's group – SATUBO – underwent training and produced their first order for a European fashion house. Later in the year the group underwent further training with a Kenyan based weaving and beading company and developed a new range of products in household decorations. The group is now producing beaded curtain and other household accessories. Their success attracted the attention of renowned fashion designer Vivienne Westwood. Following a visit by Vivienne and a group of other designers from Ethical Fashions to Segera in June 2011, SATUBO received an order for the creation of beaded accessories for a range of Vivienne Westwood handbags. The Foundation worked with SATUBO developing quality control checklists and pricing checklist throughout the year.

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.

The Foundation and Segera have continued with the policy of local hires for all non-skilled positions and this was formalised in Segera Policy Manual in January 2011. A significant number of Segera employees are now from our immediate neighbouring areas. Hundreds of days of casual labour have also been forthcoming to stimulate the local economy. This has continued to greatly improve communications and relations as more local people identify with the goals and objectives of Segera. This local employment has also demonstrated that sound management of natural resources can create livelihoods.
4. Education and Environmental Awareness:

- Following receipt of a request from Endana Primary School, the Foundation sourced financing from Guernsey Overseas Aid for the construction of five additional modern classrooms at the school. This has transformed the school into a model facility in the Greater Segera area. Enhancing educational facilities and opportunities, and therefore standards of education, around Segera is a basic prerequisite to improving livelihoods and creating income generating opportunities that do not rely on unsustainable use of the natural resource base, eg. Charcoal burning which is leading to rampant deforestation. To further such educational opportunities the foundation also invests in bursaries and provides other support to local schools as below.
- The Foundation provided bursaries to enable 10 primary school students from local schools to attend secondary schools.
- A local neighbouring school, Uaso Nyiro Primary, was supported to participate in the national Music festival where they successfully achieved 4th position in Kenya. This activity is specifically geared towards ensuring local children maintain and take pride in their traditional cultural songs and dances.
- Two field days were held for JMCs on the conservation agriculture plot at Endana secondary school.
- An Environmental Education programme has been established in four neighbouring schools and 'Eco-clubs' have been set up in each. 172 children are now involved in these clubs and undergo weekly training in accordance with the curriculum that has been established.
- School ‘incentives’ (prizes for top scorers) were provided to Endana and Uaso Nyiro Primary schools. All prizes were aimed at reinforcing environmental messages, eg. Solar lights, low energy stoves, etc.
- PITCH Africa, in collaboration with ZF, undertook a site visit and survey at Uaso Nyiro Primary School and have committed to developing the first ever ‘PITCH for Africa’ here. If this project is successful in fundraising efforts in 2012, Uaso Nyiro will become home to an innovative pilot project, the first of its kind in Africa, which will see the school transformed into a model facility for Kenya, incorporating an environmental resource centre, rainwater harvesting of 1,000,000 litres, conservation agriculture plots, first class sports facilities and provision of 8 additional classrooms.
In collaboration with Resource Africa UK, ZF staff were trained in developing photo-stories. Neighbouring community members produced 8 photo-stories that explored the impact of climate change on their lives over the last 20 years and a video on the impact of and means to adapt and mitigate climate change. These photo stories and video presented at the COP 17 Climate Change Conference in Durban in 2011.

ZF provided financial sponsorship of Ksh50,000 to the University of Laikipia's inaugural annual Marathon. The Foundation entered a team consisting of Foundation and Segera staff and members of the local community. This team won the overall team title for the Marathon with one of our community members registering a record breaking time for his age group in Laikipia. Such activities serve to enhance community relations with Segera.

A delegation from the Chinese Ghanzu Rain water harvesting institute visited Segera for a site assessment of RWH potential and needs of neighbouring areas. Following this, they have selected the Segera area as a site for their Africa wide RWH pilot project and activities will commence in developing demonstration RWH pilots in villages neighbouring Segera in 2012.
5. Bio-enterprises:

Following the installation of 204 beehives on Segera by the Foundation in 2011, the first harvest of 8 hives was successfully undertaken. Lessons learnt from hives inside Segera will be transferred to community initiatives outside of Segera to enable an increase in honey production to diversify livelihoods. In collaboration with partners Desert Edge Ltd, institutional assessment and business skills training activities have been carried out in neighbouring areas prior to the introduction of hives in 2012. As November 2011, management of hives was handed over to Segera management.

2.3 A comprehensive conservation plan for Segera established and implemented.

The Zeitz Foundation and Segera staff continued to implement the 5 year conservation plan developed in 2010. Activities throughout 2011 have included:

- Production of two biannual conservation monitoring reports which comprehensively detail the movements and occurrences of wildlife on Segera and especially the key species identified – Patas Monkey, Grevy’s Zebra and Lion. Monthly reports were also produced throughout the year. All reports included recommendations for management interventions to improve conservation outcomes and activities. Mpala continues to conduct an annual wildlife transect on Segera which serves to provide scientific verification of the monitoring system.

- In May 2011, the Foundation established a dedicated 20 strong team of Conservation Unit Rangers, who have been trained and equipped for conservation and ecological monitoring. The Foundation organised the following training for them:
  - Elephant ecology and behaviour training from members of Amboseli Elephant research project,
  - Predator monitoring and human predator conflict resolution from the Laikipia Predator Project.
  - Primate monitoring and behavioural analysis.
  - Basic ecology, flora recognition and monitoring fire burns.
    They have also benefited from training from visiting researchers from Princeton, Rutgers and Cambridge University.

- Ongoing implementation of the invasives species eradication and removal programme, focusing on datura stratamonium, opuntia exaltata and lantana camara.

- Small-scale reafforestation efforts have been ongoing in Riverine areas in Segera with the intention of replacing those trees, mainly Yellow Fever, that were lost during the 2009 drought. Approximately 1,500 seedlings have been planted on Segera and 5000 in neighbouring areas.
• Maintenance and clearance of wildlife fences from Uaso Nyiro to Elands Downs corner thus reducing breakages and human wildlife conflict in neighbouring communities.

• Continued patrols along the boundaries with community areas have also contributed to the anti-poaching effort with desnaring efforts by staff.

• A Foundation manager was awarded the 2011 International Conservation Scholar by ESRI/conservation Society for Conservation Geographical Information Systems (SCGIS) and made a presentation focusing on conservation activities on Segera and use of Participatory GIS at international conservation conference in San Diego, US.

• A peer reviewed article co-authored by a Foundation manager was published in Oryx Journal focusing on the use of mobile phone technology as a tool for solving human wildlife conflict.

• The Foundation developed a environmental management plan and recommendations for Segera, focusing on the 3 ’R’s - Reduce, Reuse and Recycle – to ensure effective management and reduction of Segera’s environmental footprint. This plan has yet to be acted upon by Segera management for the property as a whole, the ZF HQ is managed in accordance with its recommendations.

• Photographic identification databases were established for key species on Segera. The information in these databases is shared with relevant collaborating organisations in Laikipia and internationally to ensure more effective management of these species ecosystem wide.

• Continued collaboration with a wide range of conservation partners both within Kenya and internationally on a range of conservation issues. Most significantly these include the Laikipia Wildlife Forum, Mpala Research Centre (and through them a various different research projects), Laikipia Predator Project and University of California, Davis.

• The Foundation, in collaboration with LWF, OPC and Mugie, brought various high level Chinese visitors to Laikipia in 2011 to expose them to the escalating problems of rhino poaching and seek their active support in developing a Chinese led awareness raising campaign in China to stem the demand for rhino products there. These exposure visits proved remarkably successful, several Chinese NGOs, UNEP, the state media and a leading Chinese movie star have now launched a campaign in China to raise awareness and stem demand.

• The BBC natural history unit shot a documentary focused on Pata’s In Segera in August facilitated by the Zeitz Foundation.
2.4 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 neighbourhood 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. As a result of popular demand, the LUC will now take place on a biennial basis. Planning and organisation for the 2012 event began in October 2011.

The objectives of LUC 2012 will be:

- To promote unity and understanding amongst diverse groups within Laikipia and beyond, contributing to peace building efforts in the run up to the 2012 general elections and local community development;
- To raise awareness of environmental and conservation issues amongst Kenyan youth;
- Delivery of health care to marginalised communities in Laikipia;
- To promote Laikipia as a tourism destination internationally.

Leveraging theatre as a platform for intercultural exchange and a light-hearted way to address serious issues, ZF collaborated with Resource Africa UK (RAUK) under the Community-based Climate Change Adaptation Programme (CCCAP) theatre initiative. This initiative builds upon the oral traditions already present in the communities around Segera with the added elements of stage and costume design as well as script writing. Segera’s staff members often attend local gatherings and perform skits addressing pertinent issues such as climate change and human-wildlife conflict. In this way, communities are educated in a language they understand on the impact of climate change on their lives and the importance of conserving the environment.
In order to preserve traditional knowledge for posterity, the Foundation, in conjunction with neighbouring traditional healers is producing a book that documents a number of traditional medicinal plants. It has also set up a small garden of these medicinal plants along with an informative display indicating the names and usage of these plants.

ZF Specialist, Mark Coetzee, and ZF staff members are advising Segera on the development of the C4C (Centre for 4C’s). Amongst other functions, this centre will showcase and explain local culture and traditions to visitors, as well as activities that the Foundation is involved in around Segera and internationally.

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

2011 saw further preparation on Segera of its tourism infrastructure. The Foundation plays no direct role in tourism developments. It has been indirectly involved in an advisory capacity on environmental management and conservation related aspects such as use of appropriate indigenous plants for landscaping and other aspects as requested and relevant to the development of Segera as a Long Run Destination. As of November 2011, Segera management has indicated that such advisory inputs are no longer required from the Foundation.

The viability of beekeeping for honey production was investigated and 204 beehives introduced onto Segera in 2011. Management of these was handed over to Segera in November.

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, most notably with the Green Development Initiative (GDI). Segera as an individual 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 2012 onwards.
2.6 Activities throughout Greater Segera area regularly communicated to relevant stakeholders locally and internationally through the website, newsletters and other relevant communications media.

Building on the efforts of 2010, regular stories have continued to be shared with an expanded following. These stories have been posted on the Foundation websites as well as the newly established Greater Segera Facebook page on which more of the day-to-day activities are posted. A second edition of the Segera Newsletter highlighting activities in each of the 4Cs (conservation, community, culture and commerce) was distributed in August 2011 and the draft of the January 2012 Segera newsletter prepared.

With Wilderness Holdings taking over the management of the tourism facilities on Segera, a new website (www.segera.com) has been developed to which the Zeitz Foundation Communications Department provides content upon request.
OUTCOME 3:
THE LRDS HAVE INTEGRATED THE 4CS APPROACH INTO THEIR STRATEGIES AND MAKE PROGRESS TOWARDS BETTER ECOSYSTEM MANAGEMENT.

3.1 The ZF communications platforms are regularly updated with news about the LRS, LRAMs and LRDs.

In December 2011, the newly designed and upgraded TLR Initiative website was launched to reflect the changes introduced with the launch of The Long Run Initiative which is now built around Long Run Supporters (LRSs), Long Run Alliance Members (LRAMs) and Long Run Destinations (LRDs) - GER® certified. The revamped website includes:

- An overview of all members of the Initiative (LRSs, LRAMs and LRDS – GER® certified) with links to their websites, logos and/or pictures showcasing their activities.
- A summary of the 4Cs activities of LRAMs and LRDS – GER® certified.
- Booking links to LRAM and LRD-GER® certified websites to encourage visitors who are interested in sustainability and the 4C’s approach.
- A map showing the global distribution of members of the Initiative.
- A projects section highlighting the 4Cs projects undertaken by LRDS – GER® certified.
- Expression of interest forms through which potential LRSs and LRAMs can submit information for consideration to join the Initiative.

All the members of the Initiative were involved in the development of their content. The Zeitz Foundation website and Facebook page and TLR website are regularly updated with information on new members and news stories and updates from members. Monitoring indicates that there has been a slow but steady increase in hits throughout the year.
3.2 E4C plans and assessments completed for founding LRD members by end 2011 and annual monitoring of progress thereafter.

Four founding Long Run Destinations - Caiman in Brazil, Lapa Rios in Costa Rica, Wolwedans in Namibia and Wanås in Sweden - completed the rigorous GER® certification process to become Long Run Destinations - Global Ecosphere Retreat® (GER®) certified in 2011. These four have joined those three LRDs GER® - Tahi, Chumbe and Monte Azul - who were certified in 2010, bringing the number of GER® certified LRDs to 7. Additionally, in December 2012 the external assessment of Nihiwatu in Indonesia was undertaken and certification will be forthcoming following the Specialists Review in March 2012. The only founding member for which GER® certification is outstanding is Segera Ranch. As indicated above, Segera have decided to postpone the certification process until 2013, they have however almost finalized their E4C plan. All external assessments have been undertaken by the consulting company, Conservation and Development Centre, led by Rob Malpas, and in 2011 the ZF LRI Coordinator, Dr Anne Zschiegner, actively participated in all assessments.

One of the intentions of the Long Run Destination GER® certification scheme is to provide LRDs - GER® certified with a framework in which to plan and then monitor progress in accordance with each of the 4Cs and to demonstrate that the LRDs - GER® certified are implementing their E4C plan and continuing to conform to the standards required of the GER® certification. To achieve this, the E4C Annual Activity Plan and the E4C Progress reporting template have been developed. It does not only capture the impacts, outcomes and results as outlined in their individual E4C Plan but also states their targets, activities, indicators and responsibilities. All existing LRDs - GER® certified have completed their E4C Annual Activity Plan and Chumbe Island in Tanzania, Tahi Beach in New Zealand and Monte Azul in Costa Rica are in the process of completing their progress report for 2011 as the first year of their GER® certification advances in March 2012. Signing of the MOU between ZF and all founding members has ensured that all LRDs have committed to annual reporting and monitoring.

3.3 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

During the Zeitz Foundation Fundraising event in June 2010, $60,000 was raised and earmarked for the development of innovative ecosystems management projects in three Long Run Destinations. Three projects were selected to receive support, these were Tahi (biodiversity – invasive species), Monte Azul (grey water management) and Nihiwatu (improved cook stoves, avoided deforestation). Financial support to both Tahi and Monte Azul was disbursed in late 2011 and both projects are now well underway. Nihiwatu appear to have raised sufficient funds to cover their project costs elsewhere and ZF will not be required to support this project.

Standard criteria for ZF project support and monitoring and reporting frameworks have been developed and distributed to Tahi and Monte Azul and both will provide one report mid way through the project and a final report at termination.
Informal monthly updates and information will also be provided and shared with other members of the Long Run Initiative via the Zeitz Foundations intranet – Socialcast.

In anticipation of the ZF 2011 fundraiser, a further call for projects was sent to all LRDs in September 2011. 6 proposals were received from 4 LRDs of which two (Wolwedans and Lapa Rios) were selected for support. However, the ZF fundraiser was postponed and funds to support these projects were therefore not raised. Nevertheless there is still an outstanding amount of $20,000 from the fundraiser in 2010 and this was therefore earmarked to support the project put forward by Wolwedans. Unfortunately, for internal reasons Wolwedans are no longer certain that they will be able to implement the project in 2012. They will confirm this in March 2012. If they are unable to do so, funds will revert to the Lapa Rios project.

3.4 A mechanism is established for LRDs/LRAMS to share their experiences and learn from one another, effectively becoming centres of excellence

The Zeitz Foundation intranet, using a platform called Socialcast, 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 which to post information discrete to it (e.g. plans, reports, protocols, etc); whilst a main page enables all member of the Long Run Initiative to participate in inter-active learning exchanges; and various resource sections (e.g. volunteers, awards and prizes) are also included. At least one member of staff from each new Long Run Alliance Members has been invited to join Socialcast to represent their destination. To date Socialcast has 54 active members which is expected to increase further in 2012 due to growing number of members in the Long Run Initiative. To enhance members’ understanding of each other’s businesses, challenges and achievements in relation to the 4Cs a monthly focus on one particular Long Run Alliance Member or Long Run Destination is planned for 2012 which will further improve Socialcast’s usage.

3.5 The value of LRI network is effectively communicated to other potential members and drives demand from others for membership

Expansion of the LRI network leads to an increasing number of members who commit to adopting the 4C’s approach to sustainability, thus ensuring that improved and sustainable approaches to ecosystems management are expanded into geographically expansive natural habitats which contain significant biodiversity throughout the world. Rapid uptake therefore drives enhanced conservation, community development and cultural activities and contributes to opportunities for reciprocal learning processes globally.

Following the development of a three-tiered approach for the Long Run Initiative in late 2010, (see diagram on page 20) efforts to identify appropriate new LRS and LRAM members - and therefore encourage greater adoption of sustainable approaches to tourism - became a significant focus of activities for 2011.
The process and tools to enable effective identification and selection of members were developed in early 2011. This involved elaboration of criteria for the identification and review of potential members, preparation of a self-assessment form and the institutionalization of the review process, involving ZF Specialists. Throughout the year pro-active efforts were made to identify and solicit appropriate members, relying on comprehensive research and recommendations following which ZF personnel approached potential members and maintained continuous personal interaction. Through the investigation of existing awards schemes (e.g. Tourism for Tomorrow Award (WTTC), Responsible Tourism Award, World Travel Awards etc.) 46 tourism businesses were identified as potential Long Run Alliance Members in 2011.

The revised benefits and requirements document for the three-tier approach considerably contributed to attracting attention and so did the revised process determining how LRAM’s progress to GER® certification. The result has been nine Long Run Supporters and fifteen Long Run Alliance Members joining the LRI in its first year. However, now that a critical mass of members has been achieved, the profile of the LRI is slowly gaining global recognition and the benefits of membership are becoming self-evident, the strategy to engage with potential new members can become demand driven going forward.

To ensure that the process does become demand driven, with potential members actively requesting membership, the following activities are planned for 2012:

- Membership with key global sustainable tourism organization (e.g. GSTC, GPST, WTTC) will be reviewed and specific areas of engagement pursued to further help to increase awareness about the Long Run Initiative internationally.
- Consistent use, as required by the MOU, of the Zeitz Foundations corporate identity (including TLR and GER® logos) among the members of the Long Run Initiative will ensure greater profile, recognition and demand for sustainable tourism from an increasingly discerning market.
• Attendance at key tourism trade fairs and conferences in 2012 to increase the profile of the LRI and its membership and therefore drive demand for and interest in those destinations that can demonstrate that their activities are sustainable.

In 2012 the Zeitz Foundation will exhibit at the ITB Berlin with four LRDs co-exhibiting (Monte Azul, Tahi Beach, Chumbe Island and Caiman Ecological Refuge) and participate at Rio+20 and the IUCN World Congress. Attendance at other international conferences is also under consideration.

• Continued use of the media to promote and raise awareness of the LRI.
OUTCOME 4:
NEW LR SUPPORTERS, LR ALLIANCE MEMBERS AND LRD’S JOIN THE LRI NETWORK.

In order to drive rapid up-scaling and widespread adoption of best practice and innovation in sustainable technologies, process and governance arrangements, expansion of the LRI network is an imperative. Hence significant effort this year has focused on developing and expanding the network and the processes and tools which enable this.

4.1 New LRAMs encouraged to engage with process to become LRDs.

The process and tools to enable Long Run Alliance Members to progress to LRD GER® certified status was developed in late 2011. GER® certification requires the signing of the Long Run Charter and a Memorandum of Understanding that states the terms and conditions under which the Zeitz Foundation grants GER® certification. Long Run Alliance Members wishing to become LRDs GER® certified must then undertake four steps:

1. Completion of the 4Cs Benchmarks Assessment: a self-assessment by the LRAM of their compliance with a range of rigorous criteria, by which the LRAM is able to demonstrate their commitment to and activities in accordance with the 4Cs approach.
2. Independent development by the LRAM of a comprehensive E4C plan: an E4C plan is a strategic planning document which outlines outcomes, results and activities within the 4Cs over a three year period and which will lead to sustainable management of the destination.
3. On-site assessment: After approval of the E4C plan the LRAM will undergo an on-site assessment by the Zeitz Foundation to assess compliance and compile assessment report.
4. Evaluation of assessment report, E4C plan and recommendations by international experts on the Zeitz Foundation Specialists’ committee to determine whether GER® certification will be granted. Certification is provided to those LRAMs that can convincingly demonstrate that their destinations are managed and comprehensive activities undertaken that ensure sustainable management.

Once the above steps are completed LRAMs receive GER® certification and become LRDs.

To retain certification, LRDs must submit annual reports and agree to possible compliance/verification visits by Foundation experts. The final tool required to facilitate this process, the self-help manual, is under development and will be available by end April 2012.

These new tools and system for GER® certification should produce a stream-lined, cost-effective and straightforward yet rigorous certification process. This process encourages the spread and rapid uptake of sustainable business management practices, leading to improved conservation, community development, cultural and commercial practices in significant areas throughout the world.
4.2 At least 20 new LRAMs confirmed in 2011, with 10-15 members joining thereafter.

In 2011, 46 tourism-related ventures were invited in to apply for membership of the Long Run Initiative as Long Run Alliance Members. Of these eventually 15 were invited by the Zeitz Foundation to become Long Run Alliance Members, whereas the remaining concerns either provided insufficient information, were rejected on the grounds that they did not meet the minimum criteria required or did not respond to the initial approach sent to them. The following LRAM members are now part of the Long Run Initiative: DumaTau and Mombo Camps in Botswana; Huaorani Ecolodge in Ecuador; Nkwichi Lodge in Mozambique; Toka Leya Camp in Zambia; Pacuare Lodge in Costa Rica; Campi ya Kanzi, Cottars Camp and Lemarti’s Camp in Kenya; NIROX Foundation and Grootbos Nature Reserve in South Africa, Heritance Kandalama in Sri Lanka, Spannocchia in Italy, Vista Alegre in Brazil, and Comrie Croft in Scotland. These are all leading examples of well managed tourism enterprises in areas of important biodiversity that have clearly demonstrated their commitment to improving their management practices and enhancing ecosystems management in the areas that they manage and/or influence within the framework of the 4C’s.
4.3 At least 4 new LRS members join in 2011, thereafter a minimum of 5 new members join annually or as per demand.

Long Run Supporters contribute to the Zeitz Foundation’s drive to support sustainable, ecologically and socially responsible projects around the world. They are leaders around the world in diverse fields who have a keen interest in supporting biodiversity conservation, social entrepreneurship, community development, and cultural stewardship. After the development of selection criteria for potential Long Run Supporters in the first quarter of 2011 and the development of the Long Run Charter, extensive research complemented by recommendations from the Zeitz Foundations Specialists and Management have been instrumental in the identification of numerous potential Long Run Supporters. At the end of 2011 nine Long Run Supporters have joined the Long Run Initiative. These include: PPR, the leading Luxury, Sport & Lifestyle holding company (France), Wilderness Holdings, the premier safari operator in Africa (Botswana); Atopia Research (USA), UniquEco, (Kenya) Green Destinations, (UAE); Earthmind (Switzerland), Waponi (Ecuador) and Six Senses (Thailand).

Long Run Supporters sign The Long Run Charter. In the longer term it is intended that the LRS support projects centred on the 4Cs in LRDs.
4.4 The value of LRDs is communicated to the travel industry with the objective to improve demand for LRAM and LRD membership.

As discussed in 3.4 above, in 2011 ZF focused efforts on pro-actively seeking out and engaging with potential LRAM and LRD members. Now that a critical mass of credible members has been achieved and the LRD GER® certification process undertaken by founding members, we are in a position to ensure that the expansion of the LRI membership becomes demand driven by potential members themselves. To further this, efforts have been made to ensure that the profile and reputation of the LRI is heightened with the travel industry.

This has/will involve the following:

- In late 2011 a review of key strategic partners within the tourism industry was undertaken and efforts to engage with them in a manner that strengthens the profile of the LRI are ongoing.
- Branding and corporate identity of all LRI members was developed and efforts are ongoing to monitor and encourage compliance by members.
- Key tourism marketing venues have been identified and ZF will be attending the ITB and Slow Conferences in 2012. Comprehensive materials, focusing on the 4Cs and sustainability, for exhibitions at these venues and other venues will be developed in early 2012.
- Other relevant forums, including RIO+20 and IUCN WCC will be attended and exhibitions and discussions held.
- Ongoing efforts to ensure media coverage of the LRI, notably in 2011, LRDs began promoting membership and their efforts to become sustainable with the 4Cs framework, with their media contacts.
OUTCOME 5:
ZF FACILITATES THE DEVELOPMENT AND IMPLEMENTATION OF INNOVATE PROJECTS WITHIN THE LRDs, ENHANCING THEIR ABILITIES TO FUNCTION AS ROLE MODELS FOR THE 4C APPROACH TO ECOSYSTEMS MANAGEMENT.

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

Criteria for selecting projects within LRDs for ZF support have been developed, as have the monitoring, reporting and communications frameworks. Criteria focus on outputs within each of the 4Cs.

5.2 In consultation with LRDs, project implementation plans in place for four LRD related projects by end 2011, expanding thereafter.

As detailed in KRA 3.2 above, 2 projects (in Tahi and Monte Azul) have received financial support and are currently being implemented. ZF also provided technical assistance and advice in the development and finalization of proposals.

- 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.

Two others (in Wolwedans and Lapa Rios) are pending but provision of financial support is dependent on these LRDs resolving internal issues prior to ZF making a final decision to provide financial support.

Segera also implemented 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 and by RAUK. Additionally, preliminary studies were undertaken, concepts developed and potential collaborators identified for a PES projects focusing on biodiversity and carbon in the Central Laikipia Conservancy area.

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.
5.3 Private sector sponsors (including LRS) are approached for project funding.

The downturn in the global economy has resulted in a reduction in the interest and financing available from the private sector across the board to support initiatives that do not directly affect their core commercial business activities and financial bottom line. This situation is in marked contrast to the pre 2008-9 when the global discourse on climate change and environmental sustainability was at the fore and financial resources were more readily available within the private sector to allow them to engage in innovative and philanthropic activities with long-term investment horizons. This situation has led to a short-term reduction in prospects of receiving project financing for innovative ecosystems management initiatives in LRDs from the private sector. It has also been reflected in the increasing difficulties to raise funds from the private sector to support initiatives such as the LUC.

Nevertheless, as detailed in Outcome 2 above, the ZF has developed several significant project proposals for Segera and several of these are under discussion with private sector sponsors. Most notably is the PITCH-Africa project, a collaborative project between ZF, Atopia Research (an LRS) and the local community neighbouring Segera. Funding for this project is being sought from a multitude of private sector companies. The ZF-Atopia Research collaboration on PITCH Africa is a model for the future development of partnerships between LRDs and LRS, by which the LRD is supported by an LRS member in the development of innovative approaches to ecosystems management and in sourcing financing for these.

The LRS network is not yet sufficiently established or operational to enable greater interactions between LRS and LRAMs/LRDs. A focus of activities for ZF in 2012 will be the further expansion and development of strategies and tools to encourage greater engagement between LRS and LRAMs/LRDs, with the objective of ensuring that LRS provide support to these in the development and implementation of ecosystems management initiatives.

5.4 LRDs are monitoring implementation and are supported with information from service providers and ZF to enable adaptive management.

The 2 LRDs with ZF supported projects have been provided with a monitoring and implementation framework which is being utilized. Relevant information is passed on the LRD's by ZF in an ad-hoc manner to support project implementation, eg. Suggestions for co-financing partners.

5.5 Systems to synthesise and share project lessons in place and operational.

The reporting and monitoring framework provides the tools for LRDs to analyse and share project progress. This information is then shared with other LRAMs/LRDs through Socialcast and websites. Individual LRDs have also approached each other informally to gain more information on the individual initiatives and how they can apply similar approaches.
OUTCOMES 6 and 7:
Activities and results areas relevant to Outcomes 6 and 7 have been rescheduled to commence from 2013 onwards. This will enable the consolidation of progress and activities to date in the other Outcomes, prior to engaging in additional but complimentary activities. Notably, it will enable the development of a comprehensive network of LRS as well as strategies and tools to encourage greater collaboration between LRS and LRAMs/LRDs. Input will be sort from the Specialists in early 2012 in advising in this respect.

OUTCOME 6:
LRS ARE PROVIDING SUPPORT TO PAYMENT FOR ECOSYSTEMS SERVICES TO VARIOUS PROJECTS WITHIN LRDs.
(Timeline: commencing 2013 and to build upon pilot projects established under outcome 5)

6.1 Potential private sector partners and their needs/priorities regarding PES identified.

6.2 Structured negotiations pursued with LRS partners to source funding.

6.3 The value of working with LRDs is disseminated with the business sector with the aim of attracting more LRS.

6.4 Negotiations with LRDs to develop comprehensive PES initiatives.

6.5 Appropriate partner organisations identified (research or NGO) to provide technical expertise on PES.

OUTCOME 7:
NEW MECHANISMS FOR PRIVATE SECTOR FINANCING AS PES ARE INTRODUCED AND ADOPTED WITHIN THE LRDs AND OTHER ZF INITIATIVES.
(Timeline: commencing 2013)

7.1 LRDs report to the ZF on lessons learnt from their projects and cooperation with the private sector

7.2 The private sector reports to the ZF on their work with LRDs

7.3 Results are effectively analysed, synthesized and communicated to relevant stakeholders amongst the private sector, research, NGOs and policy makers, which ensure new financing mechanisms are rapidly adopted to facilitate improved ecosystems management globally.
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 the LRI programme 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 and the philosophy of the Zeitz Foundation.

8.1 LRT and ZF websites, Facebook, YouTube, Twitter regularly updated by ZF personnel, LRI members and AandS.

The Foundation is using all its communications channels to promote and raise public awareness of the philosophy and 4Cs approach and therefore promote engagement with sustainable lifestyles from individuals to large international corporations. The Foundation and LRI members on ZF Facebook, websites, newsletters and Twitter reach out to the broader public, communicating messages about sustainability to thousands.

To increase the use and following on these platforms, various strategies have been employed such as posting comments to relevant discussion boards and submission of articles and resources to online sustainability networks, and sustainable architecture sites, blogs and the Creative Africa network. These methods will be further built upon in 2012 to continually raise public awareness about The Long Run Philosophy.

8.2 Systematic monitoring demonstrates increasing use and interest in websites/FB/Twitter, etc.

Use of all communications platforms is monitored on a quarterly basis. Such monitoring demonstrates a gradual increase in new users of all these communication mediums. Monitoring of LRI member websites indicates that there is increasing compliance with the LRI branding requirements. However, this can still be strengthened further and will be in 2012.

8.3 ZF and LRI representation in appropriate media

The Foundation has received good media coverage throughout 2011 and significantly much of this has been generated by the GER® certified LRDs themselves. Three events, accompanied by media releases, the signing of Vivienne Westwood as an Ambassador, the signing of PPR as the first LRS and the certification of the first two GER® LRDs generated positive coverage in the media.
(3) CONCLUSION

2011 was a year of significant progress for the Zeitz Foundation. In and around our Headquarters on Segera we were able to consolidate activities of earlier years and ensure that many interesting projects and programmes were developed and implementation initiated, thus 'leading by example' in implementation of the 4C’s approach to sustainable development; whilst simultaneously consolidating and improving the conceptual framework, methodologies and tools, networks, profile and membership of all aspects of The Long Run Initiative. At the same time the Foundation has: developed its human resource base, recruiting a capable staff compliment now centralized in Kenya which has ensured more effective internal communications and management; developed its physical infrastructure and operating capacity; developed and maintained relationships and programmes that provide the framework and opportunities to enable an expansion of the financial resources available to the Foundation. 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.

Building upon this, activities in 2012 will focus upon appropriate expansion of the LRS component of the LRI and development of the strategies and tools for developing innovative financing mechanisms for payments for ecosystems services for the LRI network. As well as a focus upon developing the profile, heightening awareness of and expanding the LRAMs, GER® certified LRD and 4C’s approach to sustainable development through participation and exhibitions at various appropriate international fora.

Within the Greater Segera Programme, activities in 2012 will focus upon sourcing financing for and implementation of the major programmes around which activities will hinge in future, including the Laikipia Abandoned Lands Initiative, PITCH Africa, development of the C4C (Centre for 4C’s), hosting the LUC 2012 and introducing the Laikipia Unity League.

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