A word from the founder,  
Jochen Zeitz  

Dear Friends,

It is a great pleasure to introduce this first newsletter of the Zeitz Foundation’s Long Run Initiative (LRI) that includes tourism destinations and organizations committed to sustainability. They support community well being premised on successful enterprise with a sense of responsibility to host cultures and environments. I also warmly welcome the readers and all others to visit, explore and experience these iconic destinations maintained for posterity through 4Cs.

I established the Zeitz Foundation and the LRI in 2008 to provide a platform for interested businesses, organizations and projects to come together in the pursuit of excellence and innovation in conservation, community, culture, and commerce (4Cs) to achieve the sustainable future we all cherish. This was inspired by my observations and experiences of some uniquely majestic landscapes and cultures that I encountered traveling around the
world as the head of a leading multinational business. The threats facing them were alarming and the thought of addressing them daunting. However, inaction was not an option. My resolve to act was strengthened by the many extraordinarily passionate business leaders in sustainable tourism whom I met during my travels. Their business acumen and entrepreneurship promised sustainable yet profitable use of nature, and their willingness to balance profit margins with long term sustainability would set examples for others to emulate.

I also knew “preaching” alone wouldn’t do. I therefore moved on to set up Segera Retreat – in Laikipia (Kenya) to learn about and experiment with and amplify good sustainable tourism initiatives, demonstrating positive changes on the ground and pilot testing sustainability innovations that could be scaled up elsewhere.

Last year, I left the multinational business world to dedicate my time and energy to help make business become more sustainable by providing more focused inputs to the work of the Zeitz Foundation, and to pursue other sustainability initiatives such as the B Team (http://bteam.org/) which my co-chair, Sir Richard Branson, and I launched globally on June 13.

I am gratified by the progress the LRI has achieved over the short period of four years, with an increasing number of destinations in its portfolio that together manage or support the sustainable management of about 7.2 million acres. The sustainability challenge is enormous and working together essential to address it effectively. Cooperation therefore lies at the heart of our mission, our unspoken 5thC!

I invite you to join us to spread the (4C) sustainability message and practice globally. The Zeitz Foundation and I personally remain committed to continue catalyzing innovation and collaboration that have brought us this far and that promise to ensure a sustainable future for our planet.

Jochen Zeitz
Are egos the barrier to corporate sustainability transformation?

by Jo Confino, The Guardian

There is an increasing danger that the sustainability movement is starting to reflect the very system it is seeking to change.

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

If we are prepared to look the problem in the eye, we see that these barriers tend to emanate from our egoic needs.

Practitioners in the sustainability movement often complain that those in power refuse to respond to issues such as climate change or water scarcity because they benefit from the current system in terms of maintaining their status in society, their material comforts and desire to be in control.

But those who are passionately engaged in helping move society towards a more sustainable future are also subject to the same egoic forces, which, if they were able to better understand and master, would have the effect of quickening the pace of change.

While there is obvious strength in diversity, the corporate sustainability movement is becoming so fractured that it risks losing some of its momentum and vitality.

Worse than that, as the sustainability "industry" expands, there are increasing dangers that it is starting to reflect the very system it is seeking to change.

A competitive mentality prevails

Collaboration may be the buzzword, but very few are really driving transformational change and there is a dark underbelly that is seeing sustainability-related organisations increasingly in competition and privately critical of each other.

How many organisations, NGOs and other groups in this space do you see trampling over each other to get attention for their particular pet idea or project, rather than searching for common threads? Probably
get attention for their particular pet idea or project, rather than searching for common threads? Probably quite a few.

On the other side of the equation, how many times have you seen people stand up and be vulnerable enough to admit they have reached a dead end with a particular idea and that maybe someone else’s approach is more effective? Not so many, I suspect.

The danger, of course, is the movement ends up becoming something akin to the Tower of Babel, with the cacophony of noise getting ever louder and the very people they are seeking to reach becoming increasingly confused by the myriad approaches.

A great illustration of this came at a two-day event run by Nike at its headquarters in Portland, Oregon.

The Launch 2020 event represented a bold move by Nike, bringing together experts from all over the world who represent every part of the sustainable materials system, ranging from regulators and designers to NGOs and chemists.

All were brought together to try to find a way of breaking through the incrementalism of change. Reducing impacts is critical when you consider the global apparel industry on its own is expected to produce more than 400bn sq metres of fabric each year by 2015, enough material to cover California.

There was something wonderful about seeing system thinkers, system mappers and system innovators working together with practitioners to break the deadlock and find common solutions to the way we design, manufacture and use materials.

All well and good. But what was also noticeable was the desire of individuals to blow their own trumpet, rather than deeply listening and holding the space open for new inspirations. I recognised it, because I also saw myself falling into that very trap.

**Championing individual interests over collective needs**

At the Brainstorm Green conference in California, I spent some time in a group that was looking at how to engage with consumers, but quickly the conversation started degenerating into people talking over each other to promote their own individual ideas and solutions.

For example, the representative from the world of arts talked about the importance of art, while the senior financier talked about the importance of finance.

While each participant was eager to get his or her valuable idea and insight across, was anyone really listening to what the others were saying, never mind integrating into it their own perspectives or letting go of some of their invested views?

It is understandable we want our voice to be heard. Each of us has invested an enormous amount of time, energy and commitment in seeking to understand the causes of the problems we face and the solutions to get us out of this mess. Our self worth is based partly on other people recognising that.

But, if we look more deeply, the egoic need to feel important is merely a clever mask that overlays something far more profound; our desire to be acknowledged, to be seen, to be loved and to feel whole.

Practitioners would do well to recognise a powerful pattern, which is that the work we do in the external world tends to be a perfect mirror of what we are seeking to heal within ourselves.

Sustainability represents a desire to move away from the ego's destructive and individualistic tendencies
Sustainability represents a desire to move away from the ego's destructive and individualistic tendencies towards a society that is based on trust, a sense of belonging and a common purpose.

But we can only create that externally if we first of all uncover those qualities within ourselves.

An "orbital perspective"

The astronaut Ron Garan took part in the event at Nike's HQ. He spent nearly six months on the international space station so had plenty of time to look down at our wonderful fragile planet and ponder on the challenges we humans face.

One day he spotted something unexpected, a bright orange line snaking for hundreds of miles across the earth's surface. It was only after some time he recognised it was the barrier separating India and Pakistan. This brought up in him all the barriers that prevent people from working together; the duplication of effort, the unhealthy competition, and the lack of communication; all key aspects of the ego.

He talked of how difficult it is to overcome these, but recognised "it is those people who have the courage to step outside of their comfort zones, step outside of the way they have always done things, that can create change on a big perspective. You do not have to be in space to have an orbital perspective."

Garan encapsulates a great truth. It is only by uncovering the wholeness in ourselves that we can have the courage to truly work for the wholeness of society and the planet.

Sustainability...Science 
or Common Sense
by Fiona Ngesa, Kenya Tourism Board

Steve R. Covey's book "7 habits of Highly Effective People" underscores the importance of starting with the end in mind as far as leadership and personal effectiveness is concerned. What kind of future do envisage for yourself? Your family? Your organization? Your industry? Your destination? Once you have the visual of what you want in the future, you then begin to work backwards and decide on what you need to do today. He argues that when the big issues are sorted out first and the foundation is well laid, then everything else will fall in place.

Sustainability is no different. It is necessary to identity what is really important in order to ensure that the goose that lays the golden egg is nurtured and protected to continue laying the golden eggs in the

Leveraging enterprise to achieve Conservation
By Brian McBrearity, director, conservation enterprise, African Wildlife Foundation (AWF)

Since the mid-2000s, AWF has been working with local communities in and around Amboseli National Park in Kenya to develop enterprises in return for their commitment to set aside land for conservation. As demands of livestock and agriculture, combined with increased development in the area, were threatening many of the wildlife corridors that allowed for movement of elephants and other species in and out of the national park, AWF focused on securing these threatened corridors, in order to protect the exit points from Amboseli National Park and allow the park's increasing wildlife populations to migrate.
Sustainable development refers to the ability of current generations to meet their own needs and aspirations without compromising the ability of future generations to meet their own needs. The concept has four key dimensions, which include economic sustainability, social sustainability, cultural sustainability and ecological sustainability. This is sometimes referred to as the 3Ps of sustainability i.e. People, Planet and Profits.

While it took a lot of scientific research to discover that the earth is indeed finite and that economic growth cannot continue indefinitely, the logic behind sustainability is pretty simple. People work on the environment to generate profits. Each cannot exist for long without the other, especially in the tourism industry, which highly depends on nature and culture as well as people to deliver memorable experiences to tourists. Thus, profits should be channeled towards environmental conservation and paying the people working in the various sectors of the industry. It is common sense, yet not so common in reality. At the same time, the 3Ps should be address and considered simultaneously because of their interdependence.

Building on existing relationships with the local community around one of the threatened corridors, AWF facilitated a partnership between the Elerai Group Ranch (the local community landowners) and Southern Cross Safaris (Kenya) for the development of a new tourism-based enterprise. AWF agreed to invest about US$500,000 in the facility's construction. In return for AWF’s investment, the community agreed to set-aside 4,350 acres of corridor and dispersal areas to help alleviate some of the wildlife pressures on Amboseli National Park.

GIS data has shown that the Elerai Group Ranch has kept to its conservation agreement with AWF and has limited development and agricultural cultivation to only those zones determined in land-use plans.

The area in question was traditionally used for livestock grazing and wildlife. Working closely with AWF, the Elerai Group Ranch developed a comprehensive land-use plan that provided for a systematic grazing scheme, identifying grazing areas for wet and dry seasons, calving areas, and land set aside for both settlement and wildlife protection—the key wildlife corridor that AWF was focused on securing.

In 2007, Satao Elerai Lodge was opened to the public—a facility wholly owned by the Elerai Group Ranch and operated by Southern Cross Safaris. The 28-bed lodge overlooks the plains of Amboseli National Park. While many individuals and organizations agree that it is good to consider the environment, social justice and cultural sustainability, very few practice what they preach. Just like leadership, sustainability calls for individuals, organizations and destinations to undertake self-assessment, question their values and paradigms and to take responsibility for creating and safeguarding the future they envisage.
The responsibility lies with everybody to ensure progress towards a sustainable future for our children and the future generation can be made. The government has a responsibility, as it is the custodian of the society, as have organizations due to their size power and influence. Individuals too have a role to play, and just like Wangari Maathai and the humming bird story, people can inspire millions around the world by fighting for what they believe in. Sustainability makes perfect sense and just like leadership, it must start from within. It begins with you.

By Fiona Ngesa, a tourism destination marketer at the Kenyan Tourism Board, who is passionate about sustainable tourism in Kenya and beyond. I can be contacted on ngesaf@gmail.com or twitter @fionangesa

Since its opening, the high-end Satao Elerai Lodge has provided in excess of US$300,000 in income to members of the Elerai Group Ranch.

Southern Cross’ 15-year operator agreement provides the group ranch with stability in management, and provides incentives for both parties to ensure that the partnership is effective in what is intended to do: provide financial benefits to the community in return for protected conservation land.

Satao Elerai’s performance has been steadily improving since inception. During its first full year of operation, occupancy rate was just under 10%; in 2012, occupancy was at 40%. Southern Cross began generating profits in the third year of lodge operations. Most importantly, the Elerai Group Ranch has been generating income from Satao Elerai since the lodge opened its doors in 2007. The group ranch earned US$24,000 in 2008; by 2012, that number had grown to US$90,000+. Since inception, the community has received in excess of US$300,000.

AWF understands that the generation of such income is indeed a benefit for the community… as long as it is used to enhance the quality of life and living standards of those within the community. AWF has worked closely with Elerai Group Ranch to develop capacity with the community leadership to manage and distribute the financial benefits effectively and transparently.

To date, the financial income generated from the southern Kenya, with Mt. Kilimanjaro as the ever-present backdrop. Since the opening, the 250+ households belonging to the group ranch have received benefits from Satao Elerai’s operation.
tourism operations has paid salaries for the group ranch staff and game scouts, maintained community assets, paid for education and other social support. However, almost half of the financial income has gone directly to the landowners within the community—providing both group and individual benefits, and incentivizing all to conserve and protect the wildlife and wild lands in the greater Amboseli ecosystem.

The African Wildlife Foundation is a leading conservation organization focused solely on the African continent. It is headquartered in Nairobi, Kenya.

Successfully Communicate Your Sustainability Efforts

by Dr Xavier Font, Respondeco, Leeds Metropolitan University, UK

Companies make great efforts to be more sustainable, but fail to communicate it convincingly to their customers in a way that it clearly shows how their experience will be superior. This is a great missed opportunity to increase revenue, reduce seasonality, retain loyal customers and increase customer satisfaction.

Taking seriously how you communicate sustainability will improve your overall efficiency, motivate staff and allow you to achieve more in less time.

Research has shown that there are many missed opportunities in communicating sustainability because firms are shy about greenwashing, but also because they haven’t thought how that sustainability helps create unique experiences that can be used to make customers feel good, provide new activities or attractions.

Trouble is, when sustainability is left to the
environmental engineer, you end up with a dry message (you wouldn’t trust your marketing manager to mess with your boiler, but why can the engineer mess with your sustainability communications?). When you leave it to your marketing team, they get carried away and greenwash. Where’s the middle ground? Here are some tips:

**WHO DO I TELL?**
Figure out your target audience. Is it clear who you have written your sustainability messages for? Picture the people that you want to be influenced by your message. You will have many types of customer, but that’s no excuse, you still need to identify a segment large enough to make sustainability communications a viable business proposition. The challenge for the marketer is to learn how to think like a customer and put the most favourable side of the story, the one that speaks to the selfish customer parting with hard earned cash. Why will sustainability be better for them, as a client?

**WHY DO I TELL?**
Write with a purpose. Is the intention behind communicating sustainability clear? If you can’t answer what do you expect your customers to do differently, then your message doesn’t make sense. And that’s for every message. In our research, customers thought a hotel using solar panels to heat hot water could only offer lukewarm showers and would avoid it. A message “with the air conditioning at 24 degrees you will sleep comfortably - at 20 you will catch a cold” is more likely to work than “turn down the air conditioning to save planet earth”. If you are not sure, use humour as opposed to really formal, doom and gloom, policing style messages.

**WHAT DO I TELL?**
It’s all about content. Is the message you put across appealing or listing facts? You want your customers to have better, more fulfilling experiences - so communicate first the aspects of sustainability that will help you achieve just that. What do you think your host will give you if they promote “sustainable food”? In our research, most clients would pass. But they bought the idea of “authentic, unadulterated honest food” – and explain the appeal of Jackson Pollock’s paintings.

Hosey, the chief sustainability officer at the architecture firm RTKL, discusses “why we love beautiful things” in this essay for The New York Times. - “It should come as no surprise that good design, often in very subtle ways, can have such dramatic effects. After all, bad design works the other way: poorly designed computers can injure your wrists, awkward chairs can strain your back and over-bright lighting and computer screens can fatigue your eyes.”

In modern use, "science" (from Latin scientia, meaning "knowledge") more often refers to a way of pursuing knowledge, not only the knowledge itself. It is often treated as the intellectual and practical activity encompassing the systematic study of the structure and behavior of the physical and natural world. And it is here that a connection can be made between science, ecoplanning and ecodesign.

Because of the effects of climate change, the ecosystem destruction that is caused by extraction and transport of building materials, and the damage to native species caused by invasive species, there is growing pressure on building architects and landscape architects to act and decide on the basis of a systematic body of scientific evidence.

Andrea Yip, a designer trained in biology and social science (health promotion), sees things in ways that transcend these perspectives to propose using science as a guide to inform the way we understand design. In doing so, she provides a bridge between the world of science, with its emphasis on evidence and strict adherence to protocols, and design, with its flexible, rapidly evolving, yet often non-specific methods.

The science of ecoplanning and ecodesign would look at evidence for things like prototyping, incremental change, group collaboration and creativity research — not always research that comes from design itself, but more tangential areas. Keith Sawyer’s work on creativity is a great example of research that fits design, however, this comes from psychology. In the case of ecoDesign and ecoPlanning, research and knowledge gained from ecopsychology.
of "authentic, unadulterated, honest food"—and put like that who would want the opposite?

WHERE DO I TELL?
Location, location, location. There are so many places to talk about sustainability, and yet too many businesses have only a simple tab on their website called environmental policy. Match the right contents with the most appropriate channels so you can say a lot more, where it matters. If you want me to recycle disposable coffee cups, write it in the actual cup. If you want to suggest ways your clients spend the day, use the placemats at breakfast to make suggestions which they are more likely to read than any leaflet (you may still offer the leaflet to take the information away).

WHEN DO I TELL?
Timing. Is your information appropriate for the decisions consumers need to make? Because you don’t communicate the same messages all the time… First time customers need different information to repeat customers. And all customers have different information needs before travelling, on arrival, during their stay, and most importantly, to encourage recommendations and repeat purchases. Your website would improve with fewer sustainability messages, and only those that help the customer learn why to choose you and the different activities they can do at different times of year so you can encourage longer stays and ideally out of the main season - every beach hotel should have lists of things to do and reasons for coming that are different in May to August for example, and too many hotel front pages seem to only promote peak season.

HOW DO I TELL?
Persuasiveness. It’s all about compelling language. Are your sustainability messages written in a way conducive to behaviour change? Are your messages clearly put across in a way that they can be understood? If so, do they help customers feel that they belong, help them be active? When customers are told the consequences of their actions, they are more likely to participate (one towel= one tree planted). And also when they feel a sense of belonging ("most clients staying in this room reuse their towels" meant 65% went on to actually do it.

ecoDesign:
Ecodesign is low-impact, practices non-violence principles and, as a practice in the ecotourism industry, plays a role in alleviating poverty in several rural villages of the world.

One aspect of ecoDesign is to use natural materials that have the least energy embodiment…..such as Bamboo.

In stark contrast with traditional design, ecodesign is intrinsically a state-of –mind, design approach that needs to come straight from the heart and soul. An ecodesigner will at the least also be a designer who:

- Is not only interested in aesthetics but in the substance – a beautiful design that is also economically, socially, environmentally and spiritually sustainable.
- Encourages integrated and participatory approaches in the design process and one who recognises local knowledge and uses it wisely in the design.
- Is egoless (unfortunately we have very few of them in the world!!) and practises a holistic approach to design.
- Considers passive design, water conservation, renewable energy and
towels" meant 65% went on to actually do it, compared to "most clients staying in this hotel..." (45%) or simply saying "please reuse your towels" (under 30%).

FROM STRATEGY TO IMPLEMENTATION
If you are comfortable with the six points above, it is time to apply these throughout your communication channels - and nowhere more important than your website and your social media. Without good communication platforms, you will struggle to put your message across. Here are three key principles:

BE RELIABLE
Quality is king. Your website’s contents must be accurate if you want to be taken seriously. This helps you for sustainability, but also for all your marketing efforts- too many hotel websites are bland, not updated, lacking in interactivity, without clear branding, inconsistent writing styles, typefaces and font sizes... you get the picture. It is hard to take a business seriously when they present themselves like this- and the truth is, too many do.

BE SMART
Performance. After accurate, your website must be user-friendly. It must do the job well, seamlessly taking your customers from one step to the next. If using your website is an effort, you will lose sales. You decide how much you want to hide or make sustainability prominent, where it belongs, how you use it, how you test different propositions. Information has to be placed where it helps the customer take decisions- if you tell us to come in public transport, why put it in the environmental policy and not in the "how to get here" section? And then you better give me a long list of things to do here without needing a car.

BE SOCIAL
Connectivity. You must use sustainability practices to market yourself through social media. Nobody likes spam, and too much web based content comes across that way. The good news is that sustainability gives you content, i.e. the reason to engage in a conversation with past and prospective customers. Whether you organise competitions, share photos, tell us about improvements in your destination or environmentally friendly sewage treatments

- Uses materials with the least energy embodiment, which are materials that have travelled the least distance and those that have as little energy as possible used to manufacture them. An ecoarchitect strives to use local natural materials and carries out research during the site analysis stage to identify local artisans and crafts person that works well with these local materials.
- Uses green technologies such as solar and wind power, low impact light fittings that give out warm glows, environmentally friendly materials for interior design that are made from recycled products and so on.

An Ecodesign by Hitesh Mehta for an ecolodge in Rwanda and which uses the principles of "non-violence".

Learning from ecodges:
There is so much to learn from ecodges, which are the environmentally and socially friendly tourist accommodation components of ecotourism. By definition, you can only find ecodges in natural locations. Neither in cities nor in towns. In short, ecodges are “low-impact, nature-based accommodations of five to seventy-five rooms that protect the surrounding environment, benefit the local community, offer tourists an interpretative and interactive participatory experience, provide a spiritual communion with nature and culture and are designed, constructed and operated in an environmentally and socially sensitive manner.” (Mehta, 2004).

The author of this article has over the course of fifteen years, established eleven basic criteria that should be used to determine an ecodoge.
about improvements in your destination or seasonal changes, it is your choice. If you have attracted plenty of birds to your gardens, show us the latest uploaded photos of current and past customers. If you attract families, offer the chance to upload 2 minute videos made by the children themselves on what was great about their holidays (which becomes your best social media advertising through word of mouth). The only limit is your creativity!

There’s a new online tool that allows accommodation providers to learn more - visit www.responsibletourismcommunication.com or contact Dr Xavier Font x.font@leedsmet.ac.uk

COMMUNICATE ALL THE TIME

Introducing: Cheli & Peacock (Kenya) is a luxurious safari lodge owned by Stefano Cheli and Liz Peacock. Since 1985 they have been involved in eco-tourism, hiring people from the local community and supporting both National Reserves and community conservation initiatives. In 2012 they were Conservation finalists at the Tourism for Tomorrow Awards.

What do they do: They provide specific information at each phase of the tourism consumption experience. In the contact page of their website you can see how they provide all the information needed and encourage interaction to help customers make decisions before their visit. They also have information on the website for customers to access while at the hotel. During their customers’ stay they give accurate and up-to-date information related to the country, activities, safaris and others topics related to their trip and the lodge. The lodge engages their customers to keep in touch and to re-experience their adventure after their visit.

Our tip: Communicate accurately according to which phase of the trip your customers are involved in. Make your website relevant to the whole experience of your customer’s trip; allowing visitors to become more independent in their decision-making processes. For further information please use the following link.

DESIGN FOR INTERACTION

First and foremost, an authentic ecolodge must embody the three main principles of ecotourism: 1) Nature must be protected and conserved; 2) Through community outreach and education programs, local community must benefit; 3) Interpretive programs must be offered to educate both tourist and employees about the surrounding natural and cultural environments.

Following these principles, then, an ecolodge must satisfy two additional criteria from this list of eight:

1. Use of alternative and sustainable means of water acquisition and at the same time reduce overall water consumption
2. Meet its energy needs through passive design and renewable sources
3. Provide for careful handling (reduce, refuse, recycle, reuse) and disposal of solid waste
4. Use of environmentally friendly sewage treatment systems
5. Befit into its specific physical and cultural contexts through careful attention to form, landscaping and colour as well as through the use of vernacular architecture
6. Use of environmentally friendly building and furnishings materials
7. Have minimal impact on the natural surroundings and utilize traditional building techniques during construction
8. Endeavour to work with the local community, including community members, wherever possible, in the initial physical planning and design stages of construction

The design of an ecolodge and the activities provided within the facility should encourage close interaction with the natural and cultural environment and have an atmosphere that is appropriate to the site’s specific setting. It is this metaphysical ‘sense of place’ that is one of the key ingredients in distinguishing ecologes from traditional lodges. Location and resource protection of the ecolodge operational environment is critical to its successful performance. Within these natural environments, what is important for an ecolodge’s general atmosphere is that sense of “isolation” and
DESIGN FOR INTERACTION

Introducing: Maliba Lodge (Lesotho) is a luxurious property where its owners have developed a community trust that helps empower the local community through employment and training. For its contribution to the region they were shortlisted at the Responsible Tourism Awards in 2012 for Best accommodation for the environment.

What do they do: They interact, in many ways. First, with a live camera allowing online customers to see the landscape surrounding the lodge. They also update the weather data every five minutes. They have promotional videos, virtual tours showing their facilities like the restaurant, rooms and more. There have instructional videos for tourists with local people explaining how to wear local traditional clothes. They also have galleries of pictures, free newsletters and blogs.

Our tip: Provide different reasons for your customers to come back. Customers want to interact with you, rather than feel they are buying from a corporation. In this case study there is no information about the people behind the business; there is no way to “see” who is behind it. Whether on purpose or not, they do not tell explicitly about sustainability. If they want to have more recognition specifically for being sustainable, they should make reference to it, after they explain how it is a better product for customers. For further information please use the following link.

SHOW WHO YOU ARE

Introducing: Campi ya Kanzi (Kenya) is a luxury eco-lodge owned by an Italian couple that have made this place their home. Since 1996 they have been offering a unique safari experience as they work hand-in-hand with the local Maasai community, preserving their culture and traditions as well as giving them jobs. In 2011 they were highly commended at the Responsible Tourism Awards.

What do they do: They tell their customers how their values drive their business. You can read all about them - from their love story in Italy to how they decided to leave their comfort zone to start a new business in Africa. This makes their "wilderness", and of being away from the impact of modern civilization.

The one ecoDesign project I have worked on which made use of many of the principles above was the international award winning Crosswaters Ecolodge, located in South China. It has now become the most published hospitality property in the world over the past five years and also one of the most awarded.

No trees were cut, all plants that were proposed in the planting plan were native to the region, all roofing tiles were reused and walls were built out of rammed earth... thereby creating an authentic villa arrival experience.
New business in Africa. This makes their business sound more trust-worthy and genuine-you sense you won’t be staying at an impersonal corporate venture. You can see their faces, their children and members of the community working with them. They have good coverage and scope of information divided into different sections that make you feel you want to be there.

Our tip: Picture how you want yourself and your business to be perceived- whether you are a small or a large business. For further information please use the following link.

ADD VALUE SOCIALLY
Introducing: Huilo-Huilo (Chile) is a Biological Reserve of 100,000 hectares of Patagonian temperate rainforest. They provide different types of accommodation for different market segments. They have been working with the local community to secure the conservation of the Patagonian forest. In 2012 they won the Responsible Tourism Award for Best conservation of wildlife and habitats.

What do they do: They have a good presence in social media. They have found a way to engage their customers through different social media channels. They have videos uploaded on YouTube, pictures from their customers in G+ and Flickr. They also interact with their customers through Pinterest, Facebook and Twitter. Most of the contents is about protecting the environment.

Our tip: Increase your presence in social media to attract your customers, but remember, quality is more important than quantity. The best time for posting will vary according to your business location and customers. If you want to know when the best time to post is, you can pay attention to the time of day and day of the week your customers respond most to your social media contributions. For further information please use the following link.

Nine different Chinese –inspired gardens were designed and each only used native plants that required very little water. The project has a wonderful play of ecoDesign and ecoPlanning.

Inside-outside relationships help create natural air-ventilation and there is no use of air-conditioning systems even in this humid mountain climate.

Another great example of ecoDesign is the Zeitz Foundation’s Long Run Destination – Chumbe Island Coral Park. The innovatively creative design was the result of a unique collaboration of three architects and conservationist / developer Sibylle Riedmiller. Each of the lodge’s seven bungalows is a self-sustaining unit that utilizes creative architectural design and a flair for the romantic. Decorated with Tanzanian art, colorful fabrics, and handmade furniture, and graced with views of the sea, the bungalows are truly a beautiful marriage of science and design. Outfitted with thatched, palm frond roofs and featuring an open-air design that uses sea breezes as a natural form of air-conditioning, each bungalow is designed to blend harmoniously with its surroundings. The lodge’s rooftop rainwater-collection system and solar-powered lights are just a small sampling of the “green friendly” architecture. Also in play are dry composting toilets to conserve water, plant beds that utilize gray water, and flashlights powered by...
photovoltaic (PV) cells, eliminating the need for batteries.

Section of one of the Chumbe Units showing several ecoDesign approaches.
Source: George Fiebig

decoPlanning:

decoPlanning is a holistic approach to master planning a large area of land and which is informed by both the natural and social sciences. It is planning that is guided by the surrounding environment, both physical and social both of which are interconnected. My office HM Design is a big proponent of participatory planning (criteria No. 8 above) and so in every one of our projects, we begin with a stakeholder planning workshop where we use the social science related to local knowledge and wisdom to guide planning and design. We also use these workshops to educate both the client and stakeholders on the benefits of ecotourism and ecolodges.

HM Design has been involved in the Sustainable Tourism Master Plans for two different Zeitz Foundation’s Long Run Destinations – Lapa Rios Ecolodge and Nihiwatu Resort.

The Conceptual Master Plan for Lapa Rios Ecolodge, prepared by HM Consortium.
Carefully keeping an eye on Costa Rica’s transformation, Karen and John Lewis, the owners of Lapa Rios Ecolodge and Reserve, have been cautious not to make the mistake of sacrificing their land to the aggressive development pressures characterizing many of the other coastal destinations in the country and region. However, the existing buildings and programmes are now over 19 years old and in order to keep competitive with other ecolodges from around the world and to cater to the new market demands and demographics, Karen and John commissioned HM Design to help them add value to the land and take Lapa Rios to the next level. Realizing the importance of maintaining the ecological integrity of Karen and John’s land in any future business developments, HM Design’s team in conjunction with local stakeholders developed a vision for their property that will attract like-minded investors, while conserving and enhancing the unique ecosystem of their beloved forest, beach and river reserve while at the same time ensure that local communities continue to benefit from the ecolodge.

Another best example case study of ecoPlanning is that of Nihiwatu Resort. To reach their goal of the 4 C’s of sustainability, Claude and Petra Graves, owners of the multi-award winning Nihiwatu Resort, had felt the need to develop an Ecotourism Master Plan for the 50 hectares allowable development area. They commissioned HM Design to prepare an overall Conceptual Expansion Plan called Nihiwatu 2.0, as well as detailed schematic site plans for the rental pool villas which needed to be sustainably planned and designed. The villas have been a very successful addition to the property.
HM Design was the Team planning and Design leader for Nihiwatu 2.0.

CONCLUSION

Design and Planning in this global age of heightened cultural and environmental sensitivity needs to be holistic in nature and sustainable in all aspects of the design and planning process. For the past fifteen years, I have practiced what I call a "quadruple-bottom line" in planning and design approach – one that balances economic, environmental, social and spiritual issues.

I have learnt that local knowledge and wisdom are invaluable and that having a formal architectural education cannot guarantee good ecoDesign; that having many years of experience in the professional world also cannot guarantee good design. Ecodesign is a state-of-mind and needs to be cultivated. It does not happen overnight.

HM Design’s latest ecoPlanning and ecoDesign project is an ecododge in the island of Dominica in the West Indies. The firm is introducing a whole new type of ecoarchitecture in the Caribbean called "Forest Caribbean Style".

The challenge is to design an ecoDesign...
The challenges in trying to create an ecoDesign product are indeed enormous. We, unfortunately, still live in a world where money is the top priority and the awareness of protecting nature and helping the less fortunate is looked upon as secondary and not important. EcoDesign and ecoPlanning are a win-win industry and if only developers looked at it as a long-term profit-making investment, we would see more Ecoconscious projects. It is all about awareness.

A great way to start would be to prepare an Overall Master ecoPlan (if none exists) and then take existing buildings and make them more eco-friendly. Eco-conversion of existing properties is taking place in many parts of the world and all these properties are saving money through the installation of water-saving fixtures, use of renewable resources of energy (solar, wind, hydro-turbines), use of recycled and environmentally friendly local materials, implementation of 4R’s (reuse, recycle, reduce and refuse) programmes and use of non-polluting sewage treatment methods. Saving money translates to making money!

Internationally renowned and award winning Kenyan eco-architect and eco-landscape architect, Hitesh Mehta President of HM Design (a firm started in Kenya in 1990 and now based in Florida, USA, has spent the past 25 years consulting in over 57 countries in the world. HM Design is currently the only Planning and Design based Long Run Supporter of the Long Run Initiative and has developed Sustainable Tourism Physical Master Plans for two of the Long Run Destinations. A recognised guru in Ecodesign and ecolodges, Hitesh was in 2006 mentioned as one of the world’s five sustainable tourism pioneers by National Geographic. HM Design is currently working on projects in Kenya, Galapagos, China, Australia, Mexico, Dominica and Puerto Rico.

Sustainability in Practice

This section is devoted to share with the readers recent developments in the practice of sustainability. These are contribution from our members of the Long Run Initiative demonstrating the philosophy of acting today for a better tomorrow on the ground. We welcome to hear of similar commitments and innovations from other organizations.
ZINDUKA! Harnessing the Power of Sports for Community Welfare in Zanzibar

ZINDUKA means “Wake up!” in Kiswahili and stands for a unique program that empowers community members and teachers to deliver an activity based curriculum that uses soccer language and analogies to deliver key messages and start conversations that promote healthy and responsible behavior among Tanzanian youth of between 10 to 19 years of age.

In February 2013, Chumbe Island Coral Park...got interested in the program after the Education Team, through a Peace Corps Environmental Volunteer, attended a Grassroots Soccer and ZINDUKA training in Iringa, Tanzania. Originally designed to use the power of soccer to educate, inspire and mobilize communities to stop the spread of HIV, Chumbe’s Education Team realized that the ZINDUKA training could add an entirely new dimension to Chumbe’s Environmental Education program, thus positively contributing to the students learning and overall experience with Chumbe educators. Combining health and environmental education could also help students understand the connections between the environment and themselves and further create positive changes in their personal lives. Since HIV and AIDS in Zanzibar are stigmatized topics, Chumbe’s existing education program could also serve as a platform for conversation thus further promoting healthy behavior.

Two months after the training, Chumbe’s Education Team decided to run the first ZINDUKA grassroots soccer camp in a local Zanzibari Secondary School called Kiembe Samaki. Over the course of one week students, from Form I through Form IV, spent their afternoons learning about healthy lifestyle choices, HIV, Malaria, goal setting, the signs of risky behavior, and gender equality. Most importantly, the Chumbe Education Team had made sure that all training concepts were adapted and delivered in a cultural appropriate way for Zanzibar, with amazing outcomes. Zanzibari students - especially young girls - who were shy and hiding behind each other since the first day of the camp, started to warm up and thoroughly enjoyed the soccer related activities and on day 5, spoke out in front of their group and shared ideas with the educators.

By the end of the week, 22 students graduated from the ZINDUKA Camp, which provided a fun, energetic, and different approach for Chumbe’s Education team to connect with Zanzibari youth and to address community health issues that affect all of us. Hopefully this is was only the first of many ZINDUKA Soccer Camps!
A Tale of Massive Waste Reduction from the Maldives

The tourism industry prides itself in the non-consumptive use of nature to generate business and support local economy but it has been often criticized, and not without reasons, for its environment footprint left mostly by the waste created at destinations. Soneva Fushi, the Maldivian luxury resort in the middle of the Indian Ocean, demonstrates how effective recycling can help destinations live their sustainability image.

Composting

Soneva Fushi developed an Eco Centro at the property with the recycling mantra Waste-to-Wealth. For the team working at Eco Centro, waste is seen as a resource. They try to create value of what others regard as waste.

The key to their achievement is taking care of organic waste. Typically 50% of waste for hotels is organic. For Soneva Fushi the figure is even higher as resort has one of the largest forests in the Maldives leaving a sizeable amount of garden waste.

The team has set up a forced aeration composting system that handles all food waste and parts of the garden waste. By adding air to the composting piles they are able to speed up the composting process and produce rich nutrient soil.

Herb & Vegetable Garden

With the nutrient compost, Soneva Fushi has been able to develop an extensive network of Herb & Vegetable Gardens - on what otherwise is sandy and salty soil not suitable for growing crops - supplying the kitchen with fresh produce. It is built on permaculture and organic principles.

100% of herb needs and about 30% of salads are supplied from the garden reducing carbon emissions from imports.

For the chef it is great to be able to work with fresh ingredients and one of our regular guest comments is how good the rocket salad taste. This is of course attributed to the fact that it comes straight from the garden and has not been transported for several days before it gets to the guest plate.

One of our restaurants – Fresh in the Garden - is even built over one of the Herb & Vegetable Gardens.

Recyclina
Soneva Fushi has also built an Adams Retort biochar oven, which is used to convert woody waste to biocharcoal used for the barbecues and biochar used to fertilize the soil.

Glass is crushed and used as aggregate cement in constructions. A hotwire cutter enables the team to cut up Styrofoam boxes that is reused for roof insulation.

Metal is collected and sent off the island for recycling.

**Eliminating waste**

Proper waste handling is more than dealing with the waste generated. It is also about reducing it in the first place. Soneva Fushi has taken several measures to do so.

*In 2008 the resort banned imported water and produced its own drinking water using reusable glass bottles. This practice has eliminated and estimated 450,000 plastic bottles.*

Soneva Fushi’s room amenities such as soap, shampoo and body lotion are offered in ceramic reusable containers, instead of plastic wrapping.

All these efforts have enabled Soneva Fushi to recycle 85% of its total waste volume, which is a solid increase from 2008 when only 27% were recycled.

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**Sustaining the Legacy of Creative Art in Sweden**

Since 1987, the sustainable tourism destination of Wanås has been behind the creation of a unique blend of art, history and nature with more than 225 Nordic and world-renowned international artists producing site-specific contemporary art installations.

Now a new year has started at Wanås. Artists have visited and new projects have been realised. Summer has finally arrived and the sun is shining at Wanås again after a long winter. Like migrant birds, artists are returning to make new exhibition and visitors fill the park with laughter, screams and shouts. Families sit on the lawns and share picnics, while children run around enjoying the freedom of nature. The festive mood marks the beginning of the season.
Among the visitors are David and Carol Butler, who arrived at Wanås after having won a visit to Wanås at Zeitz Foundation’s fundraiser event in November 2012, and enjoyed the festivities with the artists, assistants and directors during the opening weekend in May 2013. Marika Lagercrantz, the cultural attaché at the Swedish embassy in Berlin, gave the inaugural speech, while out on the lake, the art installation called ‘A smile for You’, consisting of a big cage by artist Danish Jeppe Hein, floats and a mirror casts its reflection on the medieval white fortress, the water and the flowers as well as the white benches.

At the same time, students actively engage in different educational projects using works by Jeppe Hein at the Art Gallery, which encourages them to create art, using paint from spinning bowls. Another room is filled with children, who marvel at the enlarged drawings from Maria Bajt’s new children’s book ‘Cows Can Also Dream’ while parents and grandparents cluster around the outdoor tables, eat organic meals and enjoy the sun flickering through the greenery.

Wanås is a truly special place where contemporary art can be experienced against a background of historical buildings and a romantic forest of beech trees. Special care is spent to explain and make contemporary expressions of culture and art understandable for a wide audience during a period from spring to fall, which focuses attention to the seasons and the passing of time.

An integrated approach to learn about and practice sustainability

Through leadership development of rural youth, Children in the Wilderness facilitate sustainable development in Africa as exemplified by the Toka Leya Camp running an annual five-day camp, introducing Eco-Clubs at the local school and developing community projects. Together these efforts demonstrate how integrated approaches can pay greater dividends.

The camp programme run at Toka Leya combines leadership skills, environmental education, life skills and recreation – all in a unique and safe environment. The programme aims at increasing the children’s
and recreation – all in a unique and safe environment. The programme aims at increasing the children’s understanding and appreciation of the diversity of natural environments, as well as encouraging and inspiring them by broadening their horizons. The programme is also designed to increase self-esteem, teach new skills and impart conservation and life skills to children.

At the same time the Children in the Wilderness ground team operate Eco-Clubs at the close-by Sinde village to address many of the challenges children face at home. The Eco-Clubs, which take place at the Twabuka Middle School, follow a structured curriculum and give all learners who are interested in the environment a chance to meet, learn, discuss and expand their knowledge of environmental issues. Through the Eco-Clubs, the programme is able to reach more children in the village on a regular basis. Toka Leya camp staff and local teachers have been trained to run the Eco-Clubs efficiently and effectively. This not only exposes the children to different mentors, but also increases the respect of the staff members within their community.

Community projects in Sinde village are largely organised through the Eco-Clubs, including the club itself but also other community members and teachers. The children and teaching staff are continuously encouraged to participate in the planning process and take ownership of their clubs and their projects by realising their own ideas. Through the Eco-Clubs, Children in the Wilderness also aims to develop leadership values to create leaders who are inspired to care for their legacy and show others the way.

To achieve these goals, Children in the Wilderness has also begun a number of other community initiatives in Sinde village, including building teacher’s accommodation, installing a borehole and water tank and assisting the school with books, stationery.

By combining Combining Conservation, Culture and Community in one programme - Children in the Wilderness - sustainable conservation around Toka Leya is carefully nurtured and encouraged. Much more is planned for the future and together with the community further projects will be realised on the ground to the benefit of everybody in the area.

Protecting Cultures by Celebrating them
Cattle ranching, practised for decades, is the main economic activity in the Pantanal, Brazil. Traditionally, cattle ranching had been the mainstay of the Pantaneiro 'cowboys' whose solitary lifestyle has been likened to that of the cowboys of the Wild West as seen in American pop culture. Pantaneiro cowboys and their cattle herds have all through history coexisted peacefully with Pantanal wildlife. In celebration of this rich culture, Caiman Ecological Refuge holds the 20th Lasso Festival this year.

As a Long Run Destination, Caiman views this festival as a key component of its 4Cs (conservation, community, culture and commerce) activities. Not only does it serve as an important tool to preserve the Pantaneiro cowboys' lifestyle – guaranteeing their income – and culture, but also enhances conservation in the area as the Pantaneiro cowboy is, by tradition, a conservationist. Through this event, Caiman has also been able to establish a great working relationship with its neighbours. Now 20 years old, this festival shows no signs of abating and keeps growing in popularity each year.

This festival is one of the most important in the Pantanal and it is held at different times on different ranches. Cowboys in traditional costume take part in the lasso competitions and form guitar-playing groups to entertain attendees. Animal safety is paramount at this event and Caiman ensures this by giving strict guidelines that must be followed by each participating cowboy.

The event is truly a community affair as it is organised in conjunction with Caiman’s neighbours who take on a number of responsibilities ranging from sending out invitations to preparing traditional foods. For three days, more than 30 teams of cowboys from several ranches in the region appreciate the customs and traditions of the “pantaneiro” man with dances and typical foods such as the “arroz carreteiro” and the famous Pantanal barbecue. In addition to the main lasso competition, traditional music and dance are celebrated at night during the Festival.

Extending the Leadership...

In May 2013, Karen and John Lewis, the visionary founders of Lapa Rios Ecolodge in Costa Rica, celebrated the realisation of a conservation dream that will result in the permanent protection of more than 900 acres of virgin rainforest in the Osa Peninsula, one of the most biologically rich regions in Central America.
Twenty-plus years ago the Lewis’s liquidated their assets in Minnesota to finance the purchase and preservation of 1,040 acres of virgin rainforest in Costa Rica and to build a small ecotourism project. Post university, they had both worked for the US Peace Corps in Kenya, where their conservation and sustainable tourism ethic first took hold.

“In 1990, we wanted to find a large enough piece of property that would make a significant contribution to forest conservation”, says Karen Lewis, about their decision to focus their energies on the Osa Peninsula.

They had big ideas but still weren’t sure how to get from A to B. Determined to achieve conservation goals in a manner that would involve and engage the local community, they set about building Lapa Rios Ecolodge, situated on roughly 10 acres overlooking the Golfo Dulce, and turning the rest of the property into a private nature reserve. The lodge quickly became a leader in ecotourism, employing locals as staff and guides while helping to fund and support conservation initiatives.

The Lapa Rios Reserve, some 900 acres in size, provides an important buffer for neighbouring Corcovado National Park and serves as a wildlife corridor for the incredible array of species endemic to the region. Because of its intense biodiversity, the Osa is one of the last strongholds of the jaguar in Central America, and is home to all four Costa Rican monkey species, including the squirrel monkey, white-faced capuchin, mantled howler and spider monkey. Other key species include the three-toed sloth, tamandua anteater, Baird’s tapir, poison dart frogs, 350+ bird species, as well as the venomous fer de lance and bushmaster snakes.

The Lewis’s wanted to take something personal and make it permanent and everlasting, regardless of who holds title to the land or owns the Eco Lodge business. That’s where the conservation easement comes in. Undertaken in partnership with The Nature Conservancy and the Costa Rican land conservation organization CEDARENA, the easement turns the Lewis’s personal commitment into rainforest conservation with a binding agreement that ensures the Lapa Rios Reserve is preserved in perpetuity.

The easement comes with strict guidelines around land use. It prohibits all extractive activities, such as mining, forestry and hunting, as well as further expansion of buildings, even putting a cap on trail construction to a maximum of 15,000 meters (there are currently 10 km of trail in the Reserve).

At the same time the easement encourages both scientific and educational activities on the Reserve, which fits well within the Lewis’s goal of setting a conservation example and their guiding motto: “No matter how you cut it, a rainforest left standing is worth more.”

“We hope that this conservation easement will set a precedent across the land, even globally, using land for other than extractive purposes,” says Lewis. “This signing is what we’ve been working towards from the very beginning and now I feel we have truly accomplished what we first intended.”
Football Scout finds talent in lakeshore village in Mozambique!

A Lake Star is Born! After almost a year of planning and preparation, not to mention exhaustive training, Robert Mphedzi, a young 17-year-old football talent from Likoma who was picked by a professional scout in 2012, has set off to Europe and potential football stardom. The story started in May 2012 when the Manda Wilderness Community Trust (MWCT), based out of Nkwichi Lodge, and Fit4Kids, a London-based kids sporting organization, persuaded... Base Soccer, one of Europe’s leading football scouting agencies, to come and witness some of the talent available in the Manda Wilderness area. Base Soccer agreed, a tournament with some of the surrounding teams was organized, and Base sent their top scout, David Hodgson, an ex-Liverpool player who played alongside other greats including Ian Rush, on his first foray into African football. Accustomed to spotting South American talent, David had been expecting to find a ramshackle collection of farmers running around in a field but the boys raw ability soon blew this perception out the veritable lake water.

Close, hard-fought but impeccably behaved matches gave the team from Lichinga the tournament victory, but it was 2 players - Robert from Likoma Island and Yassine from Metangula - who David picked as having the makings to craft a professional career from their talents. It was unfortunately discovered that Yassine would be too old to be accepted overseas but preparations began to find a place for Robert to flaunt his flair.

Robert first heads over to Sweden to attend a 3-month training programme at the European Introduction Football School in Holmsund, giving him the chance to train with other young talent from around the world. If all goes well, Robert will be invited back to join a Swedish professional team, which may sign him on full-time.

MWCT and Fit4Kids are now hoping to expand the programme with Base Soccer, potentially building a proper pitch and football academy, with regular tournaments organized to show off some of the future stars of the lake.
About Nkwichi Lodge

Nkwichi Lodge is a hidden, hand-built lodge located in the north-western corner of Mozambique, on the eastern side of Lake Malawi (or Lake Niassa as it is called on the Mozambican side). Nkwichi Lodge has been recognized as a pioneering eco-tourism establishment and has been awarded many accolades, including Africa’s Leading Responsible Tourism Company and Best Small Hotel/Accommodation at the Virgin Responsible Tourism Awards. The most recent achievements include the Overall Winner and Best in Community Empowerment of the Kutoa Community Impact Awards 2012, as well as the Condé Nast Traveler World Saver Award in the ‘Doing it All’ category for small resorts 2012.

www.mandawilderness.org

For additional information, contact:

Kim Rossi
Nkwichi Lodge
Sales & Marketing
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www.mandawilderness.org

Artist in Residency Fellowship Award

Art is a primary source of innovation and problem solving. Lessons learned in art can be applied beneficially throughout human experiences. To make these lessons real in its local community, Monte Azul, a renowned destination in Costa Rica, in partnership with the Michael Martin Galleries Foundation (MMGF) of the United States, has established an Artist in Residence Fellowship Award.

“We have come to realize the importance of not only identifying talented artists, but nurturing them as they reach critical acclaim. In support of this mission, we have established the Artist-in-Residence Fellowship Award in partnership with Monte Azul in Costa Rica.” –Michael Martin, Director MMGF.

As initiator of the Michael Martin Galleries Foundation (MMGF) almost two decades ago, Michael brings her experience as an Art Dealer and Philanthropist to Monte Azul’s expanding Artist in Residency
Program. MMGF also supports the local school near Monte Azul with a special program, Visual Thinking Strategies (VTS). VTS offers a positive impact on the education of the area’s children, including an increased awareness of environmental issues and solutions through the use of art as a point of departure.

CONCEPT
Monte Azul is conceived as a center for art and design where artists can pursue their craft, and where collectors could better understand the artists’ work in process.

MMGF joins forces with Monte Azul to offer a Fellowship Award to selected artists who are invited to come to Monte Azul as resident artist. Artists are challenged to consider the impact of their work on the environment and to incorporate their experience in Monte Azul and Costa Rica into their body of work produced on site. The Fellowship Award is granted to artists by invitation only.

LOCATION & FACILITIES
Built in a 100 acre private nature preserve in the Chirripó River valley of Southern Costa Rica, Monte Azul facilities include art studio facilities, art gallery, a boutique hotel and a fine restaurant. It is a unique environment where invited artists stay and work, and pursue their craft using environmentally friendly techniques.

Resident artists enjoy the same exceptional service, food and lodging that have earned Monte Azul praise from its hotel guests alike and experts such as Condé Nast Traveler, Food & Wine Magazine, and TripAdvisor.

THE EXPERIENCE
We have witnessed firsthand how the peace and solitude of this place, amid the enormity of life emanating from the surrounding primary rainforest, has led to new directions and experimentation in our resident artists’ work. The magic of the place extends to all guests who come for relaxation and rejuvenation.

THE MMGF FELLOWSHIP AWARD
The Monte Azul Resort and Artist in Residence Program in Costa Rica is a magical place, perfectly suited for inspiring a visual artist. In partnership with Monte Azul, MMGF has arranged for an ongoing, 10-day Artist-in-Residence Fellowship designed for visual artists [painters, sculptors, etc.] to give them renewed energy and produce a body of work which will benefit the Foundation and Monte Azul.

Each artist's residency supports the creation of new work for exhibitions internationally, including gallery partners in the United States. Sales of art fund VTS programs delivered globally by MMGF and the residency fellowship program, itself.

VISUAL THINKING STRATEGIES
For over a decade, the MMG Foundation has implemented the VTS program in the San Francisco Bay Area of California. MMGF also offers the VTS program in partnership with all the major art museums in
Area of California. MMGF also offers the VTS program in partnership with all the major art museums in Northern California.

The VTS training programs offered in schools and museums teach educators to facilitate student-centered discussions, engaging them in a rigorous process of examination and meaning-making using age-appropriate visual art. Art selections are carefully curated using strict program, age and developmental guidelines.

Experience with VTS produces growth in all students, regardless of developmental abilities, individual achievements, language spoken or language proficiency. Teachers also enjoy the process and benefit from this approach to critical thinking, since it applies equally well to adult learners. Educators find VTS experiences useful throughout their professional practice.

Now VTS is coming to Costa Rica benefitting the local schools around Monte Azul. For further information please follow this link.

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Tourism Conserving Chilean Heritage

Founded at the turn of the century at the Los Ríos Region of the Patagonian Rainforest in Chile, Huilo Huilo Biological Reserve covers 100,000 hectares of temperate rainforest with beautiful lakes, rivers, glaciers and unique flora and fauna. Magic Mountain lodge is playing a vital role in sustaining this national heritage of Chile.

Huilo Huilo is a pioneer in a new concept of sustainable development based on three pillars: Conservation through research and projects such as the Patagonian Huemul Conservation Center that focuses on the protection of the Huemul deer - the Chilean national emblem - which is threatened with extinction; Integration of the local community into Huilo Huilo’s activities which generates a significant number of jobs and training in different disciplines; and Sustainable Tourism - a new economic activity for the area, which includes accommodation at the unique Magic Mountain lodge and amazing expeditions operated by local people.
The integration of local communities has been highly important and the Huilo Huilo Foundation has played a central important role in achieving that. By working with the local community, projects and ideas for the future are developed while continuously promoting local economic development through beekeeping entrepreneurship workshops, Magic beings workshops and embroidery workshops. The foundation also reinforces the community’s identity and promotes their culture and development through school workshops, arts school, bakery and chocolate making school workshops, wood carving and rustic furniture workshop, music and violin workshops and poetry making workshops. Through the Etno-mapuche Route, their craftwork and ceremonial centers can be visited, providing guests and visitors with a close interaction with the community; and the Cultural Route provides them with the opportunity to appreciate the social and cultural life of Neltume and Puerto Fuy towns.

The innovative and unique aspect of the Huilo Huilo is, however, that not tourism but the conservation of this unique place for future generations has been the driving force for the reserve, which became a UNESCO Biosphere Reserve in 2007.

To achieve this, Huilo Huilo has been focusing to add value to this natural and cultural heritage in numerous ways. All the constructions are influenced by nature (e.g. the Magic Mountain Lodge is located amidst the Rainforest, Nothofagus Hotel was built as a tree house), extensive research on the flora and fauna has been carried out and books have been published (e.g. the Ferns book, the Huemul book, the Birds primer), educational centers have been built (e.g. Vulcan Museum, Darwin Frog Center), cultural events have been reintroduced (e.g. Forrest Festival in October, Scenic Arts Festival in August) created magical spirits based on our nature, and many more. These allow Huilo Huilo to showcase the uniqueness of the reserve and its culture to visitors and guests and create a unique and magical experience so they become ambassadors by learning about the importance of conserving our planet and applying this knowledge in their normal lives back in their home countries.

From all these efforts, Huilo Huilo was honored by Virgin Holiday’s Responsible Tourism Awards at the World Travel Market 2012 as the Best of Conservations of wildlife and habitats among 1600 applicants. It also won the EcoTrophy award given by the German Travel Association, DRV, on November 15, 2012, in Montenegro.

Together with other private protected areas and areas of indigenous people throughout Chile, Huilo Huilo is leading the way in the conservation of the natural and cultural heritage of the country. To strengthen their collective efforts the organisation "Así Conserva Chile" was founded with the aim to conserve these territories for future generations. Huilo Huilo clearly demonstrates that tourism can represent an effective tool for conservation. Combined efforts will ensure the sustainable development of Chile for The Long Run and its leadership role in sustainable Tourism.
Innovative School Design Selected for Sustainia 100 Award

In keeping with its aim to innovate and develop sustainable solutions, a project of the Zeitz Foundation - The WATERBANK School buildings at Uaso Nyiro – just outside Segera Retreat in Laikipia County, Kenya - has been selected as one of the worlds most sustainable building designs through inclusion in the Sustainia 100 guide. This selection is in recognition of the WATERBANK school buildings’ positive social, economic and environmental impact on the local community.

Designed and conceived by Long Run Supporter and Zeitz Foundation partner, PITCHAfrica, this innovative school design addresses water scarcity, educational, social and health requirements of the students and surrounding communities in an area which receives less than 600mm of rainfall annually.

The WATERBANK school buildings, which opened its doors to 700 students in January 2013 at Greater Segera, is a first of its kind in Africa and provides an alternative and low cost approach to school construction that accommodates social, economic and environmental pressures that beset so many schools on the continent.

The WATERBANK School buildings are built from local materials with local labor. It has a 600m² roof catchment area that can harvest more than 350,000 liters of water annually providing students with 5 liters a day all year round. This access to clean water means a reduction in illness and malnutrition, fewer school absences and improved study results. The school also achieves greater gender equality as the girls in the community who typically spend hours collecting water are able to attend school and do homework instead. Every child is also able to learn about economically and environmentally sustainable rainwater harvesting, water filtration, sanitation and agricultural practices while at school. The WATERBANK School buildings embody the very knowledge the children need in order to survive and improve their circumstances.

The area of accommodation provided by the WATERBANK School building is more than twice the size...
The area of accommodation provided by the WATERBANK School buildings is more than twice the area provided by a standard linear 4-classroom rural school building. In addition to 4 full-sized indoor/outdoor classrooms, the WATERBANK School buildings include protected vegetable gardens for the children, 4 teacher’s rooms, community spaces and a workshop, a courtyard theater and a water reservoir with integrated water filtration.

Explore & Experience

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

Explore these destinations...


Soneva Fushi (Maldives): Stay longer. Save more: Receive up to 30% discount on Best Flexible Rate for your next stay.
Nkwichi Lodge (Mozambique): Stay for 4 nights, you will only pay for 3! This is valid ALL year. For further information please contact: info@mandawilderness.org.

Caiman Ecological Refuge (Brazil): New tour experiences: The Jeep Safari and the jaguar tracking during the Onçafari Tour.

**Nihiwatu (Indonesia):** Special Rate at US$ 450++/night/person all inclusive based on double occupancy (25% off normal rate). More info contact info@nihiwatu.com.

**Soneva Kiri (Thailand):** Enjoy Soneva Kiri’s ‘Back To Nature’ package which includes a host of luxurious experiences designed to showcase the island’s unique environment.

**Campi ya Kanzi (Kenya):** 50% discount on Kanzi House for a 6 days stay (total cost for 6 nights $22,500), save $21,000.
Nihiwatu (Indonesia) – featured in Conde Nast Traveller as Indonesia’s new wave!

Monte Azul (Costa Rica) - selected as the world's best boutique hotels by MSN Travel, UK.

Grootbos Private Nature Reserve (South Africa) - featured in Andrew Harper Hideaway Report.

Great Ocean Ecolodge (Australia), Duma Tau (Botswana), Pacuare Lodge (Costa Rica) and Chumbe Island Coral Park (Zanzibar) - selected by National Geographic Traveler as some of the very best ecologdes in the world!

Segera Retreat (Kenya) - featured in the Financial Times for its holistic approach to sustainability that rehabilitates the local area and develops a new type of tourism.

Nirox Foundation (South Africa) - featured in Mail and Guardian highlighting how its outdoor sculptures encapsulate the fragility of humankind.

Heritance Kandalama (Sri Lanka): Receive a special rate for your MICE and wedding bookings. For further information please contact: dinal@aitkenspence.lk

Huaorani Ecolodge (Ecuador): Free Kayak Journey for every booking made in July. For further information please contact: manager@tropicoco.com.

Hot from the Press
Chumbe Island Coral Park (Zanzibar) - selected as 'A Model of Financially, Ecologically and Socially Sustainable Marine Park Management' in the World Environment Day Special Edition of UNIDO's COAST Project Newsletter.

Nikoi Island (Indonesia) - has been awarded a Certificate of Excellence for 2013 from Trip Advisor.

Wanås (Sweden) - "What is happiness to you?" - Jeppe Hein asks in his book A Smile for You is now available Wanås Konst and through Koenig Books. This catalogue is published on the occasion of the exhibition with Jeppe Hein at Wanås Konst.

### News and Events

#### At the Long Run Destinations...
- **Chumbe Island Choral Park (Zanzibar):** Responding to Climate Change and Reef Resilience, June 10th - 14th.
- **Lapa Rios (Costa Rica):** Lapathon Jungle Run, June 10th 2013.
- **Wanås (Sweden):** Look, listen, read – take part in the new season or go to Paris - Mark your calendar – new exhibition season, May 19th – October 27th 2013.
- **Comrie Croft (Scotland):** Comrie Fortnight, Loads of village events for all ages every day for two whole weeks, July 20th - August 3rd.
- **Nkwichi Lodge (Mozambique):** 2013 Manda Wilderness Choir Festival, a unique cultural extravaganza on Saturday, July 27th 2013.
- **Caiman Ecological Refuge (Brazil):** Lasso Festival, July 2013.
- **Huilo Huilo (Chile):** 10th Congress of Private Nature Reserves of Latin America, August 19th - 24th.
- **Wilderness Safaris (South Africa):** Annual Wilderness Heritage Day-celebration of the Culture C, August 30th 2013.
- **Nirox Foundation (South Africa):** Rueben Riffel - Chef's residency, workshop and pop-up restaurant, September 2013. Rebecca Chesney will be the artist in residency in September and the Indian sculptors Zulheika Chaudhari in July/August and Priyanka Choudhary in September 2013.

#### Around the world...
- **Sustainable Development Conference 2013,** 21st - 23rd June, Bangkok, Thailand.
- **Fifth Africa Carbon Forum,** 3rd-5th July, Abidjan, Côte d'Ivoire.
- **6th International Conference on Sustainable Tourism,** 8th-10th July, Opatija, Croatia.
- **International Conference on Sustainable Tourism Management,** 22nd - 23rd July, Oslo, Norway.
- **15th Annual BIOECON Conference Conservation and Development,** 18th - 20th September 2013, Cambridge, UK.
- **Ecotourism and Sustainable Tourism Conference,** 24th-27th September, Nairobi, Kenya.
- **7th International Conference on Responsible Tourism in Destinations,** 01st - 04th October, Barcelona, Spain.
- **UNWTO World Tourism Conference,** 21st - 23rd October, Melaka, Malaysia.

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