FOREWORD

A WORD FROM THE FOUNDER

As you read this newsletter, botanists in Kew Gardens, London, are growing a plant that was thought to have gone extinct sixty years ago! Some positive news as scientists remind us that between 150 and 200 species of life become extinct every 24 hours.

At times, the outlook for our planet seems bleak. People are at war, the Gulf of Mexico is filling with oil, we are dealing with a global economic crisis... Yet this current climate is an incentive for us to do more.

At the Zeitz Foundation, we put our energy and resources into making our Long Run philosophy a reality. We believe in an approach to life geared at acting today for a better tomorrow. We strive for improvement.

Our work is about sustainable development, for a better planet, considering the 4Cs – conservation, culture, community and commerce - holistically as areas that need to be balanced.

In this first issue of the Zeitz Foundation newsletter, we hope to draw your attention to important events such as the Laikipia and Beyond Unity Cup. This football tournament is about a lot more than kicking a ball around, it is about promoting environmental awareness and unity through sport.

This newsletter will tell you about our work this year, give you updates from the Long Run Destinations and open a window into the minds of two of our Ambassadors, Usain Bolt and François-Henri Pinault. As with all ‘first issues’, this is a starting block and we look forward to your feedback and contributions to shape and improve the way we keep you in the loop!

Best regards
ZEITZ FOUNDATION NEWS

Other than working with the Long Run Destinations, primarily on their Global Ecosphere Retreat (G.E.R.) certification, as detailed below, and drawing on our Ambassadors and Specialists, the Zeitz Foundation is focusing on the Laikipia and Beyond Unity Cup football tournament that kicked off in parallel to the World Cup on the 11th of June, on a fundraising event on the 14th of July and on new websites for the Foundation and for Segera. Other than that, here we explore our new role with the Tourism Sustainability Council and provide feedback on the Win-Win Strategies conference.

LAIKIPIA AND BEYOND UNITY CUP

An entire series of football matches bringing together in peace and unity different ethnic groups that have been in conflict over access to natural resources as well as a range of diverse national and international institutions; thousands of people provided with free medical treatment; and an equal number of indigenous trees planted as well as a host of other environmental activities – this is the Laikipia and Beyond Unity Cup (LUC) football tournament taking place until 22 July at the four corners of Laikipia, in Kenya.

Samuel Eto’o, captain of the Cameroon national team and Inter-Milan star striker, is LUC Patron.

The LUC promotes unity and understanding amongst diverse groups within and outside Laikipia, contributing to peace building efforts, conservation and local development. The tournament aims to inform Kenyan youth about environmental and conservation issues, and the contribution to conservation made by Laikipia, particularly in the context of the UN International Year of Biodiversity. More importantly for the local economy, the LUC seeks to promote Laikipia as a tourism destination.

To make the Zeitz Foundation organised tournament more holistic, a Nanyuki District Hospital medical camp, set up at every tournament venue, caters for poor and disadvantaged rural communities who would otherwise not have access to proper medical screening and treatment, whilst qualified medics provide HIV/AIDS awareness training to all the hundreds of players.

Sponsored by Safaricom and supported by the United Nations Environment Programme, the Laikipia Wildlife Forum, the South African High Commission, the Ministry of Youth Affairs and Sports, the Kenya Airforce and British Army, and various diplomatic missions based in Nairobi, the tournament is set to become an annual event.

For more information on the LUC, check Facebook:
The Zeitz Foundation has recently been accepted as an interim member of the “Destinations” working group of the Tourism Sustainability Council (TSC), which will be officially launched later in 2010.

The Destination working group was borne out of an open forum focused on defining how the travel and tourism industry can and should support destination stewardship. Destination stewardship is an approach to tourism development in which local communities, governmental agencies, NGOs and the tourism industry are dedicated to taking a multi-stakeholder approach to maintaining the cultural, environmental, economic, and aesthetic integrity of their country, region, state, or town through sustainable policy and management frameworks. The Zeitz Foundation is looking forward to learning from this group and to sharing information about the Long Run Destinations.

The TSC is a newly formed organization aiming to increase the knowledge and understanding of sustainable tourism practices; the adoption of universal sustainable tourism principles, and the offer of sustainable product to markets. The vision of the TSC is to maximize tourism’s potential as a driver of conservation and economic development for communities and businesses around the world, and as a tool for poverty alleviation.

As a global membership-based organization, the TSC represents key stakeholders from the private sector, such as tourism-related businesses, associations, and tour operators; government and inter-governmental bodies; certification schemes; NGOs; media and communications groups; and consumer associations. All members form part of a membership council which provides a unique opportunity to shape the future of the industry.

For more information: http://www.sustainabletourismcriteria.org

As a reminder, anyone wanting to contribute to the work of the Zeitz Foundation can do so by making a donation online (check the support section of www.zeitzfoundation.org) or contacting us directly at info@zeitzfoundation.org.
WIN-WIN STRATEGIES, THE ZEITZ FOUNDATION’S INPUT

During the “Win-Win Strategies for Sustainable Development” conference held in Cairo in April, the Zeitz Foundation described how Long Run Destinations (LRDs) contribute to sustainable development.

With kind support from the Hanns-Seidel-Foundation Kenya, Britta Klemmer, Zeitz Foundation Programme Manager, explained how the Global Ecosphere Retreat certification helps LRDs maximize the positive and minimize the negative impacts of their activities, whilst encouraging them to strive for higher-order learning and long-term achievements.

Ms Klemmer presented the “Long Run Destinations and the Global Ecosphere Retreat Certification of the Zeitz Foundation”. The audience was interested to hear what the added value is for LRDs to get certified and how new destinations could join. Participants from Egypt and Lebanon made suggestions for potential destinations, while another commended the impact orientation of the Zeitz Foundation. The feedback was positive and encouraging.

The conference, held at the American University and hosted by the Hanns-Seidel-Foundation, closed on 30 April 2010 with a summary of reports from all parallel sessions and the official launch of the website www.winwininitiative.net.

It is estimated that for an annual investment of US$45 billion into protected areas alone, the delivery of ecosystem services worth some US$5 trillion a year could be secured. The Economics of Ecosystems and Biodiversity (TEEB) study.

A full report is available on: www.thelongrun.com

KEEPING IN TOUCH

In an effort to improve the way the Zeitz Foundation communicates, we are working on a new foundation website, with improved structure and updated content. The site will be the place to visit to find out what we are working on, browse resources that are of interest to you, and link to important initiatives such as the Laikipia and Beyond Unity Cup. In the interim, you can also follow us on Facebook, Twitter and our You Tube Channel.
AMBASSADORS, SPECIALISTS AND FRIENDS

The Zeitz Foundation is proud to count on the support of its Ambassadors, Specialists and Friends around the world. Indeed we are fortunate to draw on and learn from such high-profile and well-respected people in the fields of conservation, community, culture and commerce.

A WORD WITH...

Zeitz Foundation Ambassadors help raise awareness and shape activities in their respective dimension. Here we gain insight into the world of two leading figures.

Usain Bolt

Zeitz Foundation Ambassador for Culture (Sport), Jamaican sprint superstar and three-time Olympic gold medallist. Usain Bolt holds the world record for the 100 metres, the 200 metres and, along with his team-mates, the 4x100 metres relay. He also holds the Olympic record for all three of these races.

Why did you accept to become a Zeitz Foundation Ambassador?

The Founder of the Zeitz Foundation, Jochen Zeitz, is a good friend and I believed in what he is trying to do with The Long Run and his Foundation. It's a very good cause and a very good mission. I thought if I could do my part as an individual and get involved and help raise awareness for the need for environmental and social sustainability, it could only be a good thing to help contribute to a more sustainable world. It has been very rewarding to be a part of this and know that my own contribution is helping.

What kind of link do you see between sport and ecological and social engagement?

I think in everything important, hard work is involved. Sport is my passion and focus, and to reach my goals I have to remain focused. This is similar to The Long Run and we believe that if we stay focused then we will make a difference to our world and the environment the best way we can.

There are currently nine Long Run Destinations but none in Jamaica. What are you doing for your own country?

Of course I would love it if Jamaica had a LRD and I know the Foundation is always looking to find new destinations! Other than that, I have started doing charity work in Jamaica, working mainly with a children’s hospital. At the end of the day, it is all about putting a little bit back!

How was your November trip to Kenya for the launch of the Zeitz Foundation?

It was my first time in Africa and it was an incredible experience. Seeing the wildlife and the land up close is something I will never forget and knowing that I am helping to ensure that this is being conserved really made me realize what an honour it is to be part of The Long Run. Being made an honorary Maasai moran (“warrior”), especially because I am an athlete, and interacting with such a strong culture of people was truly amazing. We went on a game drive at the amazing place where I was staying, Segera Ranch which is one of the Long Run Destinations, and I was really face to face with elephants, giraffes, zebras and loads of other animals. I also spent some time playing football with the local Maasai and danced with the school children. It really made me feel a part of the environment and culture. Everyone was so welcoming everywhere I went and I look forward to going back to visit and see how my adopted cheetah ‘Lightening Bolt’ is getting along. I’m hoping to go back in July for the Laikipia Unity Cup Football tournament organized by the Zeitz Foundation and which my friend Samuel Eto’o is involved with.

If you look at your life up to now, do you have any regrets?

I am very grateful for the people in my life. I was very close to my mother growing up and my family, my coach was there for me everyday to teach me and keep me focused on what I could achieve and also individuals like
Jochen Zeitz who have supported me by sponsoring me in regards to his company, PUMA, but also supported me as a good friend as well. With all these people helping me along the way and having achieved some of the goals I had only imagined were possible when I was younger, there is nothing I really do regret.

If you hadn’t become the «fastest man in the world», what would you have become?

From a very early age in Jamaica, like 6 and 7 years old, I was very into Sports already. Especially cricket. I always enjoyed Sports and it seemed to come to me naturally. I would probably play another sport – cricket, basketball or football.

What's your secret to run so fast?

You have to train hard to compete well. When I was younger I won every race, and as the competitions started to get harder I started losing once in a while – at that point I wondered if I was really good enough. My coach taught me a life long lesson: you have to lose first in order to win. This is one thing I have taken to heart, I learned that I am not going to go out every day and win. That is a big part of it, as long as I am ready and focused …and have a wise coach to keep me on track! And also you have got to experiment and feel good about yourself.

What would you suggest to children that want to become like you?

I would say stick to your goals, keep the good values you learn from your family and work to get what you want. Also constant learning and education is very important and something I always have considered important to my life.

With the Africa Cup of Nations, the World Cup and the Laikipia Unity and Beyond tournament, 2010 is the year of football for Africa. How do you see less developed countries faring?

Next to track and field, football is Jamaica’s most popular sport. It has global appeal. No other sport attracts more fans in more countries...whether they’re super powers or less-developed nations. Like running, you don’t need much to play football. A ball, a pair of shoes and the love of competition. It’s an inclusive sport - it’s open to everyone. I’ve had the good fortune to meet a few of the world’s best footballers and they are truly talented athletes. I will be making my first trip to the World Cup when it’s in South Africa this June, as a guest of PUMA. It’s going to be quite an adventure I think. I’m looking forward to it.

Also the Zeitz Foundation just launched the ‘Laikipia and Beyond Unity Cup’ football tournament which raises awareness about environmental issues amongst the youth in Kenya. This is very interesting to me as well because it’s a great example of how sports can be used to spread environmental messages and bring people together.

François-Henri Pinault

Zeitz Foundation Ambassador for Commerce, François-Henri Pinault is the Chairman and Chief Executive Officer of PPR, the French multinational which owns a remarkable portfolio of leading brands and companies including the Gucci Group and Yves Saint Laurent.

Mr Pinault, why did you accept to be a Zeitz Foundation Ambassador?

When Jochen invited me to be an Ambassador for his Foundation, I immediately accepted because I trust him and I know we share the same ambition for the planet. I have the same philosophy that is all about ensuring we leave future generations with as many opportunities as our fathers left us.

How do you interpret the Zeitz Foundation’s Long Run philosophy; an approach to life geared at acting today for a better tomorrow?

It is about thinking before we act, it is about making sound choices, without being selfish or disrespectful of those coming after us. Everything we do has an impact, on people, on the environment, on our surroundings, and, as individuals, we have a duty to do our best to make this impact positive rather than negative.

As Zeitz Foundation Ambassador for Commerce, how do you see businesses engaging to safeguard the environment and secure a sustainable future for the world?

Businesses have an important leverage and their decisions can have an impact. Big corporations for instance can lead by example, enacting changes that can be beneficial for the environment, well before governments or the public take a stance.

Businesses usually have an environmental footprint. Some tread lightly, others are more damaging to their
surroundings. Nowadays, it is good practice, and within the realms of corporate social responsibility, to engage to ensure a minimal impact. Long Run Destinations for instance demonstrate that a sustainable future, based around a business, is possible by balancing commerce, culture, community and conservation.

**Long Run Destinations are nine very special locations around the world. Have you visited one? And how do you see these places making a difference to the planet?**

No, not yet but I need to take some vacations for that!

Long Run Destinations are spearheading what is becoming a global movement. They are locations where every decision is weighed up, where commercial benefits that disregard the environment or surrounding local communities are never deemed essential. These areas are centres of excellence in the fields of sustainable ecosystem managements. With the Zeitz Foundation as a whole, they are demonstrating that living sensibly does not have to be a hardship – on the contrary, it can be a very pleasant experience!

**2010 is the International Year for Biodiversity, how do you see this resonating with the general public and the business community?**

The United Nations declared 2010 the International Year of Biodiversity to draw attention to the value of the variety of life on earth and to prompt everybody to act to safeguard it. I hope that by becoming more aware, the general public and business community will realise that having a biologically-diverse environment is both an immediate and long-term asset. "International Years" should keep a topic centre-stage for at least 365 days and therefore help a message be understood and taken on board. I hope this year will thus see more activities related to biodiversity that the general public and business community can relate to and translate into their day-to-day lives.

As CEO of PPR, your outreach is extremely broad. In line with the Zeitz Foundation’s vision 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; what choices is PPR making that will trickle down to its many consumers and ultimately support this vision?

CSR is addressed at the highest level of PPR’s organisation, notably through a dedicated Group CSR Department, which reports directly to me and is represented within the PPR Executive Committee. To turn the CSR strategy into concrete initiatives, PPR have defined 7 key strategic priorities related to its business activities. They concern the supply chain, and notably suppliers and methods of transportation, but also stores, offices, warehouses and of course the products we sell, for which we want to reduce the environmental impact. Our community commitment is an essential part of our CSR business strategy. These priorities represent a common frame of reference for all the PPR branches, but the subsidiaries are each responsible for determining objectives and action plans compatible with their specific imperatives, their position on the CSR learning curve, and their activities and geographical presence. 2010 marks the first publication of specific measurable objectives for each subsidiary.

Just to mention one best practice, let me recall the PPR support to the worldwide release of Yann Arthus-Bertrand’s documentary “HOME”, coproduced by EuropaCorp and Elzévir films and financed primarily by PPR. Through their support, each PPR brand was able to raise customer awareness of the challenges our planet is facing, particularly in terms of sustainable development. The brands endeavoured to promote HOME to the general public, providing information on the film through their sales support material, on their websites and directly in the stores worldwide. To date, the film has been seen by more than 150 million people.

**Where do you see the most pressing areas for investment to guarantee the planet’s health?**

Globally, we need to balance what is taken out and what is put back in to the environment. Those, be it the private sector, governments or individuals, that use resources, should ensure in one way or another, that they are replenished. To guarantee the planet’s health, gratuitous and inopportune uses of the environment should be halted and compensated, and a holistic approach to life followed. Payment for ecosystem services should therefore be enforced to help guarantee the planet’s health.
NEWS

CONSERVATION

Stephen Hopkins

Our Ambassador for Conservation has been busy filming in London. Mark Billingham’s Sleepyhead, directed by Hopkins, will be broadcast as a six-part drama series this autumn on Sky.

Holly Dublin

Our Specialist for Conservation has been keeping a close eye on the international environment scene, attending the Convention on International Trade in Endangered Species meeting in Doha and the Convention on Biological Diversity meeting (SBSTTA) in Nairobi, amongst others.

CULTURE

Usain Bolt

After adopting a cheetah during the Zeitz Foundation launch, our Ambassador for Culture (Sport) has been busy with his running career. Indeed, in May Bolt ran a 200m race in Shanghai at the 2010 IAAF Diamond League, bringing him back to China where he shone during the 2008 Olympics. He then injured his Achilles tendon but should be back on the track in July of this year.

Mariam & Amadou

Our Ambassadors for Culture (Art) performed at the official FIFA World Cup Kick-Off Celebration Concert on Thursday 10 June. The duo appeared alongside other African and international acts including Alicia Keys, Black Eyed Peas, BLK JKS and Shakira, at the Orlando Stadium in Johannesburg the night before the opening match. They also launched their autobiography “Away from the Light of Day” on 17 May.

Colin Jackson

Another attempt was made to break the standing record of our Specialist for Culture (Sport). The men’s 60 metres hurdles competition at the 2010 IAAF World Indoor Championships in Doha, Qatar, in March, saw Dayron Robles set a Championship record with 7.34 seconds coming close to Colin’s record of 7.30, set in 1994. This year, Jackson is also presenting athletics for BBC 2.

Mark Coetzee

Our Specialist for Culture (Art) has been busy with various puma.creative activities including the Sustainable Futures exhibition, their partnership with the Sydney Biennale and puma.creative Mobility Award etc. Mark is also involved in the organization of the Zeitz Foundation fundraiser.

COMMUNITY

Gregory Roberts

The script of our Ambassador for Community’s book is set and the cameras are ready to roll. Internationally acclaimed filmmaker MiraNair is waiting for Hollywood superstar Johnny Depp to give the green signal to her dream project Shantaram. Depp, who is also producing the film, is set to play the lead in the movie which also casts Bollywood icon Amitabh Bachchan.

Auret van Heerden

Our Specialist for Community will be part of the TEDGlobal 2010 – And Now the Good News’ show on 15 July. As head of the Fair Labor Association, he will take a practical approach to workers’ rights, persuading corporations and NGOs to protect labour in global supply chains. The programme explores the undercurrent of good news just below the surface of today’s troubling headlines.

Sign up for the webcast: http://conferences.ted.com/TEDGlobal2010/program/guide.php
**COMMERCE**

**François-Henri Pinault**

Our Ambassador for Commerce recently awarded three financial grants of €15,000 along with business sponsorship and guidance from a PPR member of staff through his Foundation for Women’s Dignity and Rights. The three social entrepreneur nominees promote women’s empowerment and helping to fight violence against women.

**Derek de la Harpe**

Our Specialist for Commerce is settling into his new position as Chief Financial Officer of Wilderness Holdings. Wilderness Holdings builds sustainable conservation economies through responsible tourism, which shares the benefits of tourism with local communities and ensures that pristine wilderness areas are protected profitably.

**FRIENDS**

**Yann-Arthus Bertrand**

Photographer Yann Arthus-Bertrand recently founded Good Planet, a French NGO. [http://www.goodplanet.info/](http://www.goodplanet.info/) offers information, news and opinions on environmental topics, such as food and agriculture, biodiversity, and pollution.

**Luc Besson**

Writer, producer and director, Besson is due to start directing an untitled love story he co-wrote. The film he hopes to start shooting later this year will be his first English-language directorial outing since 1999’s Joan of Arc.

**Samuel Eto’o**

International football star and captain of the Cameroon national team, Eto’o is Patron of the Laikipia and Beyond Unity Cup (LUC) football tournament organised by the Zeitz Foundation. Taking time out from his usual schedule, he will attend the LUC finals this July.

**Waris Dirie**

Our Friend’s film “Desert Flower” continues to make waves. Screened this year for women’s day in a variety of locations, the account of her journey from Africa’s desert to international catwalks fascinates whilst the details of female genital mutilation shock.

**Angelique Kidjo**

Grammy-award winning singer, Kidjo performed at the FIFA World Cup concert in Johannesburg. Her new album ‘Oyo’ is also just out and she is currently touring North America.

**Micheal Poliza**

Friend of the Zeitz Foundation and best-selling author Michael Poliza has captured the Rainbow Nation’s richly diverse land and people in his stunning ‘South Africa’ coffee table book. He also invited some of the country’s most famous photographers, including Vanessa Cowling, Chris Fallows and Thomas P Peschak to contribute.
FROM THE LONG RUN DESTINATIONS

The Zeitz Foundation’s Long Run Destinations (LRDs) work on sustainable, mostly tourism-driven enterprises, whilst fostering community development and cultural stewardship. Selected for their involvement in the fields of conservation, community, culture and commerce – what the Foundation calls the 4Cs, the LRDs are engaging in a number of activities:

PROGRESS ON GLOBAL ECOSPHERE RETREAT CERTIFICATION

The LRDs in Brazil, Costa Rica, Indonesia, Kenya, Namibia, New Zealand, Sweden and Tanzania have all been working on their Global Ecosphere Retreat (GER) certification. The G.E.R. certification aims to provide a driving force in promoting and developing sustainable thinking around the globe, ensuring that best practices in sustainability are adhered to and innovative approaches experimented with.

Technical approach

The technical approach of the GER certification is focused on identifying value-adding solutions rather than on defining problems. It consists of several steps, the first of which is a self-assessment where LRDs analyse their status quo against requirements laid out within the assessment criteria. This analysis is then verified locally by an independent expert team and includes follow-up reviews. The certification represents a first step in a joint long-term learning process between the Zeitz Foundation and the LRDs.

Benefits

G.E.R.-certified LRDs benefit from: access to a network for learning and exchange; a quality seal that attracts guests; and support from the Zeitz Foundation in identifying potential project sponsors.

Where we stand today

Currently, half of the founding members are about to complete their self-assessments and are looking forward to the external assessments later in 2010. The assessors’ task will be to verify that the LRDs are making progress towards outcomes across the 4Cs. The LRDs are not expected to prove that they have already achieved outcomes – rather that appropriate strategies are in place and being implemented. In a feedback session with the assessors, LRD management will receive technical feedback and guidance on next steps such as the completion of management plans. Pending a positive review of their assessment results and planning documents, these LRDs will be the first “G.E.R. certified Long Run Destinations”.

THE LONG RUN

The Long Run is the Zeitz Foundation’s philosophy: an approach to life geared at acting today for a better tomorrow. The Long Run is the flagship initiative of the Zeitz Foundation, built around the LRDs, but reaching out, into every aspect of our day to day life.
In 2009, the Zeitz Foundation became the first non-profit member organisation to join the Fair Labor Association (FLA) and adopt its Workplace Code of Conduct. Long Run Destinations benefit by gaining access to the FLA’s comprehensive know-how, resources and training materials on how to improve working conditions. They also have the opportunity to benchmark their performance in relation to the various code elements through independent external assessments.

The mission of the FLA is to combine the efforts of industry, civil society organizations, and colleges and universities to protect workers’ rights and improve working conditions worldwide by promoting adherence to international labour standards. This mission is well aligned with the Zeitz Foundation’s efforts to achieve long lasting and sustainable impact in privately managed areas – the Long Run Destinations.

The FLA’s President and CEO, Auret van Heerden, also functions as the Zeitz Foundation’s Specialist in the “Community” dimension. In the understanding of the Zeitz Foundation, the term “community” refers to all persons who have a socio-economic relationship with a Long Run Destination, including staff. In fact, the Long Run Destinations themselves stress the importance of good working conditions and a positive relationship between staff and management and highlight their staff as a key success factor. Auret has supported the Zeitz Foundation from the beginning and joined our first global meeting of Long Run Destinations in June ‘09. He also participated in the ZF Strategy Workshop in December ’09 and continuously provides advice and guidance based on more than 30 years experience in international human and labour rights.

DISPLAY OF LRD WEBSITES

The Zeitz Foundation and The Long Run have gained visibility on a number of websites! If you have not yet done so, we would like to encourage you to use our logos on your websites and link back to us on www.thelongrun.com and www.zeitzfoundation.org

Ideally, The Long Run logo should be placed on your homepage and the Zeitz Foundation logo on your ‘partners’ page. For your brochures, websites or other promotional material, we suggest you use the following text:

XXX is a Long Run Destination. This means that we strive for the highest standards in sustainability through the balance of conservation and commerce, whilst fostering community development and cultural stewardship. The Long Run is a Zeitz Foundation initiative. The Zeitz Foundation aims to transform all that we do into ways and means to move this world forwards in a sustainable manner.

We appreciate your support in building the Long Run Destination identity together with us.
NEWS FROM THE LONG RUN DESTINATIONS

Lapa Rios, Costa Rica

Wildcat Research and Conservation Experience 2010
This spring, Lapa Rios Long Run Destination offered a unique chance to learn more about jaguars and pumas, two species of wildcats teetering on the brink of extinction. Having supported a local team of researchers for several years, Lapa Rios opened its doors to guests wishing to take part in wildcat conservation efforts.

Monte Azul, Costa Rica

Condé Nast and artist programmes
As well as making it onto the Condé Nast Traveller’s Hot List 2010 in April, Monte Azul Long Run Destination has also organised a number of encounters with artist Federico Herrero.

Caiman Ecological Reserve, Brazil

Ribbon Festival and workshops
Caiman Long Run Destination is busy gearing up for the Ribbon Festival taking place at the beginning of July across the Pantanal region. Photography and astronomy workshops will also be held in July and August.

Wolwedans, Namibia

Art and coverage
Wolwedans Long Run Destination adorned the cover of Ralph Lauren’s spring edition magazine. It also hosted photography workshops with Bruno Frangi and unveiled an exhibition by Luzius Ziermann.

Chumbe, Tanzania

Expanding education and conservation
Chumbe Long Run Destination is making the most of the prestigious ReCoMap grant they were awarded to further their education and conservation programme. They are currently reaching out to ten communities in southern Zanzibar, delivering environmental education, creating useful resources and bringing in books.

Segera, Kenya

New Conservation Plan
Sefera’s new Conservation Plan focuses on enhancing and maintaining the integrity of the Ewaso ecosystem, from engaging with neighbours to targeting Segera’s priority species: Lions, Grevy Zebra and Pata’s Monkeys, and critical habitats in which they thrive. Segera is also at the heart of the Laikipia and Beyond Unity Cup football tournament taking place until 22 July.
Worldwide, it is estimated that nearly 3 billion people use fuelwood as their primary source of energy, and, according to the United Nations Environment Programme/World Health Organization Global Environment Monitoring System (GEMS), the worst overall air pollution conditions and the largest indoor pollutant concentrations and exposures are found in both rural and urban areas of the developing world – where wood stoves are often used indoors.

Nihiwatu, Indonesia

**Stoves for health and the environment**

Nihiwatu Long Run Destination owner, Claude Graves, has started fact-finding locally in Sumba for a project involving the introduction of new health-improving and more environmentally-friendly stoves within local homes.

Tahi Beach, New Zealand

**Enhancing biodiversity**

Tahi Beach Long Run Destination has been busy planting trees to restore surrounding ecosystems. As a result, more birds and frogs are now taking up residence in the area, drawing the attention of the Maori Land Court who came to visit to see how development can be associated with caring for the environment.

Wanås, Sweden

**New exhibit and facebook page**

The Wanås 2010 expo is full swing, with a myriad of artist exhibiting. Amongst others, Roxy Paine, Ann-Sofi Sidén and Anne Thulin, artists who early in their careers exhibited at Wanås, returned to realize new large-scale projects in situ. Wanås’ Facebook page is the place to check for updates.

FUTURE PROJECTS

The Zeitz Foundation is working on a new portfolio of projects to be implemented by the LRDs.

In Indonesia, a fire has to burn in each home, an eternal flame, a sign of the soul. To help maintain this tradition whilst solving the health problems of noxious fumes, the project will develop stoves together with the villagers of Nihiwatu LRD.

Theatre has been around since the dawn of man, a testimony to its power. In Segera LRD, Kenya, theatre is teaching how to deal with climate change. With this new project, Segera hopes to empower communities and help them spread the word.

Water covers 71% of our planet’s surface, yet by 2025 it is estimated that more than half of the world population will be facing water-based vulnerability. In Monte Azul, Costa Rica, reed-beds and other filters are put in place to ensure 100% of the water used is recycled.

Trees provide us with fuel, food, fibre, protection, water and inspiration. Our Magic Tree planting project in Lapa Rios LRD, Costa Rica, is returning old growth forests to their former splendour.

Should you wish to contribute financially to these projects or lend your expertise, please contact us on: info@zeitzfoundation.org
Since its inception, the Zeitz Foundation has regularly made the headlines. This is a little collection of significant moments, as seen through journalists’ eyes.

**Der Wahl-Afrikaner**  
*Rolling Stone, June 2010*  
This article in German provides insight into the life of Jochen Zeitz, his motivations and Long Run philosophy.  
[Read the article](#)

**Condé Nast Traveller’s 2010 Hot List**  
*Condé Nast Traveller, April 2010*  
Monte Azul Long Run Destination made it onto the prestigious Condé Nast Traveller’s 2010 Hot List of the newest and most innovative hotels worldwide.  
[Read the article](#)

**The Good People of Segera**  
*Travellers World, February 2010*  
The article, in German, provides a thorough overview of the Foundation and describes Segera as the home of the Foundation.  
[Read the article](#)

**Eto’o to Play in Safaricom Unity Cup**  
*All Africa, 7 January 2010*  
(…) The tournament, to be played annually, will seek to discover new talents in larger Laikipia District, in an initiative launched by Puma chief executive officer Jochen Zeitz, through his Zeitz Foundation and supported by UNEP.  
[Read the article](#)

**The Zeitz Foundation’s Gateways That Do Good**  
*Condé Nast Traveler, 2 November 2009*  
In celebrating the launch of the Zeitz Foundation, this article looks at the Long Run Destinations and the Foundation’s vision.  
[Read the article](#)

**Sprinter Bolt adopts a cheetah**  
*BBC News, 2 November 2009*  
The fastest man on Earth, Usain Bolt, has adopted the fastest animal on four legs, a cheetah (…). The Jamaican sprinter is helping to launch a conservation campaign run by German charity the Zeitz Foundation.  
[Read the article](#)

For more: [http://www.thelongrun.com/media-kit](http://www.thelongrun.com/media-kit)
**UPCOMING AWARDS**

Awards are a great way to get international recognition and to draw attention to our work. Here are some upcoming awards of interest:

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**French Global Environment Facility**

The Small-Scale Initiatives Programme run by the French Global Environment Facility is designed to support civil society organisations in Africa which are actively working on biodiversity protection and climate change action. The awards will be held for the third time this year. They are open to small projects that focus on biodiversity conservation or on climate change.

Application deadline is 5 September 2010.

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**Tyler Prize for Environmental Achievement**

Tyler Laureates have focused worldwide attention on environmental problems by their discoveries and the solutions that resulted. Tyler Laureates receive a $200,000 annual prize and are presented a gold medallion at ceremonies in Los Angeles.

Nomination deadline is 15 September.

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**International Wetland Globes**

The Globes recognise best practice and wetland restoration, and highlight wetlands in danger. The Wetland Globes are non-financial awards, and will be given to the wetland itself – representatives connected to the wetland will receive the award.

Deadline: 30 September 2010.

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**GET INVOLVED**

Since we all have a responsibility towards this planet, you too can embrace the Long Run philosophy. Visit an LRD to see what it means to live sustainably; change the way you behave, ask yourself if you are leaving your community and environment in a better state than you found it in. Find out more about us and what you can do and share it with others.

Join us on Facebook, Twitter and YouTube – and tell your friends!

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**DATES TO REMEMBER**

- **14 July 2010:** Zeitz Foundation Fundraiser
- **21-22 July 2010:** Laikipia and Beyond Unity Cup football tournament finals

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**CONTACTS**

To contribute to this newsletter, please email info@zeitzfoundation.org

For more information:

- www.zeitzfoundation.org
- www.thelongrun.com