

The Zeitz Foundation  
for Intercultural Ecosphere Safety



“  
...innovating solutions  
for a  
sustainable world.”

e'•co•sphere (*noun*): the regions of the Earth that are capable of supporting life, together with the eco-systems they contain

## from the founder

Dear Supporters,

Over the years, as the CEO of an international company, I have witnessed both individuals and companies achieve their creative and earnings potentials as much as I have seen that potential neglected.

I believe that we are at a crossroads and the outcome of tomorrow depends on our finding new ways to translate our passions into meaningful connections with the world around us today—and not just with people, but with all living forms. The future of our ecosphere begins with that.

I have been fortunate enough to travel to many parts of the world, and to be inspired by a vast number of places, cultures, and people; through it all my experience has been that we have a lot in common, despite our differences. For one, we all depend on this planet for our existence and our continued survival. And in one way or another, we are all part of—and sometimes victims of—a global economy.

Therefore, I have established the Zeitz Foundation to support creative and innovative enterprises that take into account those connections, embracing differences and diversity. Sustainability does not need to come at the sacrifice of economic prosperity. Through projects that balance conservation, community, culture, and commerce, I hope to encourage a new model for sustainable development—one that shows how working toward ecosphere safety can be commercially viable. I am convinced that if revenues generated by the success of these inclusive, holistic approaches are poured back into the Whole—the holistic system involving the entire sum of its parts—they can help to safeguard natural resources, enhance the livelihoods of communities, and promote sustainable economic development.

Some of the greatest challenges in my professional life have resulted in the most exciting opportunities. Along the way, I have been driven by my passion to find meaning and to create value, and I've been inspired by the beliefs of others.

In the past I often struggled with the thought that any contribution I could make as an individual outside of my business life would simply be insignificant when it came to making the world a better place. At the very least I wanted to find sustainable ways to reduce harm and maximize good.

But today I truly believe that if each of us were to do our own share of good—whether small or large—to improve the way we live, think and act, to push the envelope and recognize the interconnectedness of all, then the world would undoubtedly change for the better. For this reason I have established this Foundation to serve as a platform for positive change, contributing its own fair share.

Nobody's perfect. We make mistakes and we've got a long way to go and a lot more to do before we can start patting ourselves on the back, but it's a start.

With many thanks for your support and best wishes,

Jochen Zeitz

## who we are

### **The Zeitz Foundation for Intercultural Ecosphere Safety (I.E.S.) believes that sustainability is possible.**

As we approach the first decade marker of the 21st century, it is clear that we are at a crossroads. Never before has it been more apparent that if we don't change direction soon, and dramatically, it may be too late. The complexity of the challenges facing our world today can be both overwhelming and paralyzing – for us as individuals, and for our governments and institutions as well. But we think this is the key: finding solutions that work by harnessing the power of one—one individual, one family, one community, one company, one nation at a time—all working for the common cause of a better world. We cannot escape our responsibility by waiting for governments to do this for us. Real and viable sustainability begins when we recognize that we all have a role to play as contributors to positive change. The Zeitz Foundation seeks to make its contribution through the promotion of innovative and holistic approaches that enhance economic, environmental, and social sustainability in order to achieve intercultural ecosphere safety.

## our mission

The mission of the Foundation is to invest in research, listen to the experience of local communities and stakeholders and apply the knowledge gained to create and support sustainable, ecologically and socially responsible projects and destinations around the world to achieve long-lasting impact in all 4Cs (conservation, community, culture, and commerce).

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## what we do

The Zeitz Foundation is dedicated to achieving the highest standards in sustainability through the balance of conservation, community, culture and commerce (the 4Cs) in privately managed areas, and we hope to inspire others to do the same. The Zeitz Foundation supports the development of this inclusive model for safeguarding the Earth's ecosphere through the following objectives:

- Develop, evolve, and implement the Global Ecosphere Retreat (G.E.R.) certification system.
- Invest in initiatives that strive to achieve ecosphere safety—the sustainable balance of conservation, community, culture, and commerce (4Cs).
- Create, support and promote an alliance of Long Run Destinations—privately managed natural areas of conservation value with identified and valued ecodiversity that have committed themselves to the Global Ecosphere Retreats (G.E.R.) certification system.
- Adopt a “tread-lightly” approach in all that we do, maximizing positive impacts and minimizing negative impacts on the ecosphere. Encourage others to do the same..
- In line with the Foundation’s mission, support research and development (R&D) across the 4Cs, in order to bring about positive change and sustainability.
- Positively influence and generate policy, perception, and investment with regard to sustainable enterprise.

## THE LONG RUN

A key initiative of the Zeitz Foundation is The Long Run—a platform for sustainable and positive change. The Long Run is about a mentality, an approach to life, a paradigm shift. It is the ways to a means—it is what motivates us to find solutions, working in harmony with people and the planet. Getting involved, whether as a Long Run Destination or as an everyday Long Runner, means demonstrating real commitment.

“The Long Run is a constantly evolving commitment to living in ways that serve, preserve, and protect the world upon which we all depend.”

### long run destinations

Long Run Destinations represent people and organizations making daily decisions to build a world that lasts, taking into account the needs of land and people, and all of the species and diverse interests that interconnect them. Long Run Destinations are leaders around the world in sustainable tourism and other business activities, ecodiversity conservation, social entrepreneurship, community development, and cultural stewardship. They are committed to maximizing positive and minimizing negative impacts around the world.

Long Run Destinations are becoming G.E.R. certified through a rigorous process of testing and assessments across each of the 4Cs dimensions. The Foundation also supports the alliance of G.E.R. certified Long Run Destinations by providing a platform for collaboration, innovation and learning at [www.thelongrun.com](http://www.thelongrun.com).

## the four Cs

Ecosphere safety means maintaining a healthy balance of conservation, community, culture, and commerce—what the Zeitz Foundation calls the 4Cs. The balance of these 4Cs is at the heart of achieving sustainability. These four dimensions also form the core of the G.E.R. certification system.

**Conservation** – Conservation is a core component amongst all G.E.R. They support the sustainable use of natural resources that safeguards the integrity of the ecosphere. Activities in this dimension address issues related to ecodiversity and ecosystem services, among others.

**Community** – People matter. G.E.R. support activities that enhance the well-being of all relevant communities who have a socio-economic relationship with them. Activities in this dimension address issues such as fair working conditions and local and regional relations.

**Culture** – G.E.R. strive to strengthen intercultural relationships and understanding, safeguarding cultural heritage while raising awareness of cultural diversity. We want to inspire others to act in kind. Creative activities in this dimension encompass all expressions of art—from local cuisine and architecture to film and music, from sculpture to folk arts and crafts—as well as the promotion of social cohesion and cultural interaction through sport.

**Commerce** – Commerce is an integral dimension because it affects the sustainability of a destination inasmuch as it affects the people who live in and near natural habitat areas. It is important to all G.E.R. that their communities have positive ways to make a decent living. Individuals and communities are an intrinsic part of an area's ecosystem. Sustainable commercial operations offer the capacity to provide a source of income for people that depend on it, as well as for reinvesting back into the initiatives in each of the 4Cs dimensions.

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complex challenges  
require 360° perspectives

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The Zeitz Foundation's vision is of an ecosphere—our planet and all of its life-sustaining regions—maintained in the healthiest possible state, with the major contribution to that health coming from the sustainability initiatives of human beings, who are guided by a holistic, ecologically profound consciousness and a fundamental ethic of striving to be Fair, Honest, Positive, and Creative in the best interests of our World.



# ACTIVITIES

As an integral part of achieving ecosphere safety, the Zeitz Foundation supports activities across the 4Cs dimensions:

## Conservation

sustainable use of natural resources that safeguards the integrity of the ecosphere

- Ecodiversity and ecosystem services
- Energy
- Water Management
- Land Planning
- Carbon Impact Reduction

## Community

social and development activities that enhance the well-being of all relevant communities

- Fair working conditions
- Local and Regional Relations
- Human-Wildlife Conflict Resolution
- Social Accountability
- Social Ventures
- Capacity Building
- SMEs

## Culture

creative activities that strengthen intercultural relationships and understanding, raise awareness of cultural diversity and inspire others to act in kind

- Art (all forms, from local cuising and architecture to film and music)
- Sport

## Commerce

business activities (tourist and non-tourist) that contribute to the economic viability of the ecosphere retreat

- Sustainable Tourism
- Reforestation
- Non-timber Forest Products (NTFPs)
- Agriculture/ Horticulture
- Livestock Ranching
- Wildlife Management

Securing the future of our planet depends on safeguarding the Earth's ecosphere as an interdependent and global collective. The Zeitz Foundation seeks to contribute to this by working toward achieving ecosphere safety—a sustainable balance of conservation, community, culture, and commerce (4Cs).

## the global ecosphere retreats (g.e.r.) certification system

The Zeitz Foundation supports an alliance of Global Ecosphere Retreats (G.E.R.), as part of The Long Run initiative, through implementing a performance- and process-based certification system that integrates the 4Cs and focuses on long-term achievements rather than on meeting minimum standards.

The G.E.R. certification system reflects, observes or incorporates available national and international standards and guidelines for all areas of an ecosphere, but also accommodates the need for flexibility when it comes to different ecosystems. Through the certification system, G.E.R. go beyond these accepted standards to serve as “best practice” models, continuously setting new standards through an ongoing process of learning and innovation.



G.E.R. understand that sustainability must be viewed in a holistic way; it becomes something real and practical. Together, we must see the whole for what it is, and then embrace and include the sum of its parts. For G.E.R., achieving sustainability means promoting, living and working with a new perspective of inclusion that involves the needs of land, species and people, and the myriad interests that interconnect them.

## realizing our goals

At the Zeitz Foundation, we recognize the value of partnerships and collaboration, which is why we work in cooperation with a number of different partners, making connections and building bridges at local, regional and global levels. Achieving intercultural ecosphere safety requires creating strong networks and alliances across the public, private and governmental sectors.

**Partners** - What begins with the power of one—one individual, one company, one community—can become the mission of many. The Zeitz Foundation works in cooperation with partners who share this vision. Together, we build bridges of communication and create strong networks and alliances across the private, public, and governmental sectors, from local to global levels.

**Labor Practices** - With all of our endeavors we strive to set new standards in fair labor practices and insist that our partners are in compliance as well.

**Ambassadors and Specialists** - The Zeitz Foundation recognizes the power of voices. We value endorsements from like-minded individuals and influencers in the scientific, academic, and entertainment fields. These individuals contribute their time and expertise as Ambassadors and Specialists in each of the 4Cs.

**Carbon Reduction** - As we work toward achieving sustainability, we adopt and try to encourage a “tread-lightly” approach in all that we do, maximizing positive impacts while minimizing negative impacts on the ecosphere. Wherever possible, we support and implement all things “green”—from renewable energy sources to recycled materials and environmentally-friendly products. Our goal is to be carbon neutral. We not only talk the talk, but walk the walk—striving to leave behind zero-carbon footprints.

With a presence in Europe, the United States and Africa, the Zeitz Foundation seeks to reach beyond geographical boundaries to become a catalyst for developing an ever-expanding alliance of people, projects and places. Together we will work towards accomplishing the common goal of sustainability in conservation, community, culture, and commerce.

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find out more

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“When one tugs at a single thing in nature,  
he finds it attached to the rest of the world.”

– John Muir

