



FREE Strategic Sustainability Planning Course from The Long Run

This FREE Strategic Sustainability Planning Course draws on over a decade of experience working with the world-leading eco-lodges. The six highly practical lessons are designed to help any medium size travel business kick start and refine their sustainability journey.

Topics covered include:

- Taking a 360-degree view of business.
- Working towards a shared goal by defining positive impacts.
- Integrating vision and mission into day-today activities and roles.

Access the course [HERE](#).

[The Long Run](#), supported by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) on behalf of the German Ministry for Economic Cooperation and Development (BMZ), is delighted to share a **FREE course** on **Strategic Sustainability Planning**.

The course provides applicable and open access tools to guide small to medium size travel businesses on a sustainability journey. Six online lessons help businesses to integrate sustainable thinking across management and strategic planning, which The Long Run believes is critical for long-term, effective change.

“Sustainability is often approached in a piecemeal fashion, with businesses committing to a range of separate initiatives. However, it will always be more impactful if embedded at a strategic level. This course helps travel businesses do just that.”

Delphine Malleret-King
Executive Director, The Long Run



Long Run Fellow Member, Misool,
Indonesia

“This training will help any business achieve greater buy-in from employees, better communication with stakeholders, bigger stories to tell guests, and positive impact on people and place. Sustainability is a journey, and this Strategic Sustainability Planning course is a great place to start.”

Delphine Malleret-King
Executive Director, The Long Run

“I’m applying the learnings from the lessons to my strategic planning work for the entire Jackson Hole destination. It’s interesting to see the parallels between what is being taught here for an individual business and an entire 3,000+ business destination.”

Tim O’Donoghue
The Riverwind Foundation

The Strategic Sustainability Planning course draws on The Long Run’s **10+ years of experience** leading one of the world’s largest conservation-led travel organisations and helping members achieve the **Global Ecosphere Retreat® (GER®) standard**. The GER® standard is widely considered one of the most robust benchmarks of sustainability in the travel industry and is aligned to the Global Sustainable Travel Council (GSTC). The standard and training revolve around the **4Cs** — a sustainability framework that encompasses a holistic balance of **Conservation, Community, Culture** and **Commerce**.

The course features a **series of videos** covering **six lessons**:

- 1 Taking a 360-degree view of a business through the lens of the 4Cs: Conservation, Community, Culture & Commerce.
- 2 Working towards a shared goal: Defining 4C impacts.
- 3 Creating greater clarity: In the medium term.
- 4 Creating greater clarity: In the short term.
- 5 Integrating your vision into day-to-day activities and roles.
- 6 Driving positive impact through annual monitoring and reporting.

The training is designed for **General Managers** and **Sustainability Managers** although it’s best if findings are disseminated throughout a business.

Please access the course [HERE](#).

About The Long Run | www.thelongrun.org

The Long Run, hosted by [Preferred by Nature](#), is a community of properties, travel partners and experts committed to protecting and regenerating ecosystems for the benefit of all. The organisation supports, connects, and inspires members to operate according to a balance of the 4Cs — Conservation, Community, Culture and Commerce. By supporting members on this journey, The Long Run ensures that travel experiences have a positive impact, and that conservation is socially and financially sustainable. Collectively, Long Run members safeguard over 23 million acres of ecosystems, protect more than 400 endangered species, and improve the lives of 750,000 people.