

THE LONG RUN

April 14 2021



Started as a programme of the Zeitz Foundation, The Long Run is today hosted by Preferred by Nature, one of the world's largest sustainability certification bodies, and, with more than 50 members, The Long Run is the leading global association of Private Protected Areas (PPAs). The Long Run supports, connects and inspires nature-based tourism businesses to protect ecosystems for the benefit of all. Its members and supporters share a vision of business, nature and people working harmoniously together towards longterm sustainability. Collectively, The Long Run helps to conserve over 23 million acres of ecosystems, protects more than 400 endangered species, and improves the lives of 750,000 people.

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