

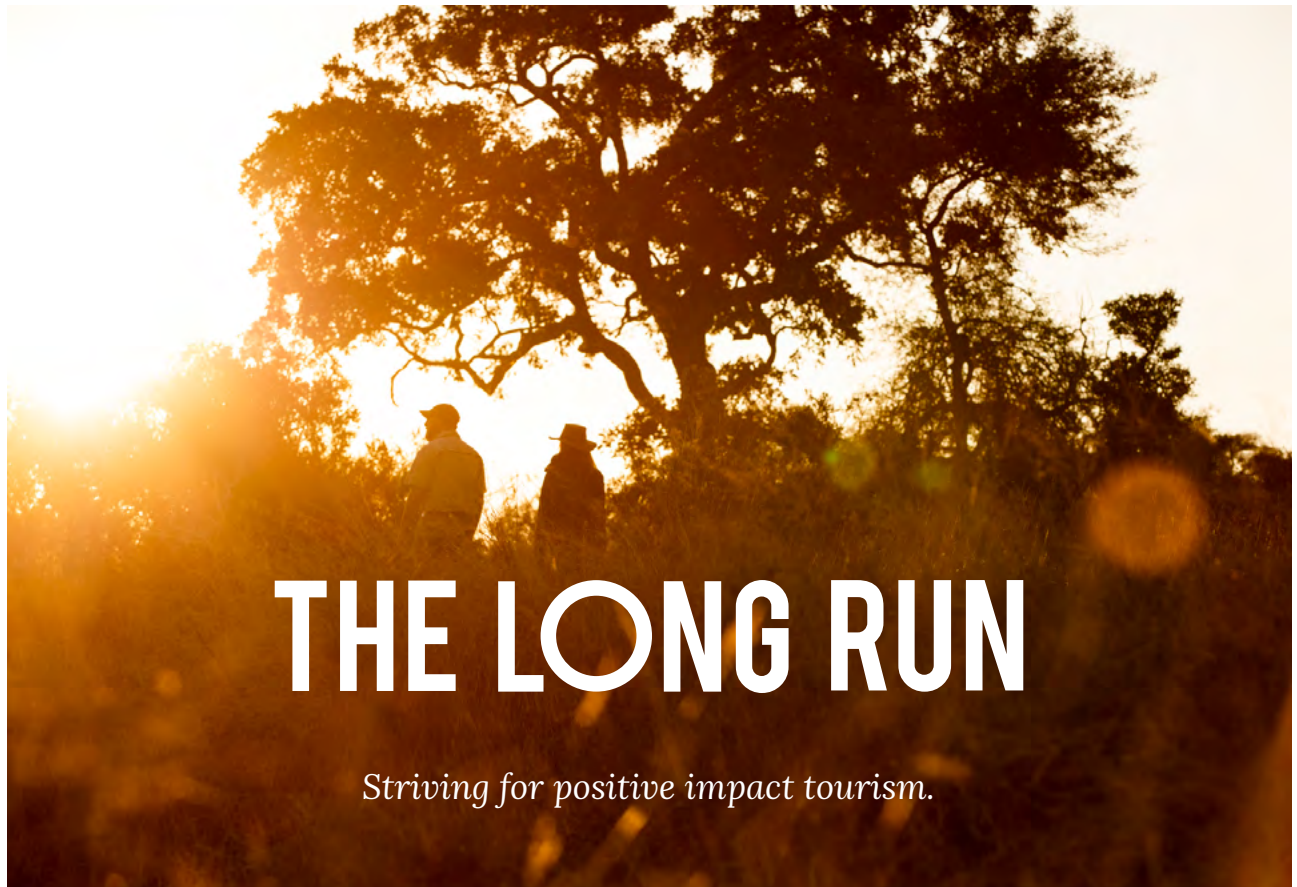
Singita | New sustainability programme

A good sustainability partner and a strong framework are essential to a successful sustainability journey.

For many years Singita has enjoyed a partnership with Bioregional's One Planet Living sustainability programme. The 10 One Planet Living principles - which cover all aspects of sustainability - became deeply entrenched in the Singita culture. This programme has served Singita well as it created structure and organisation for all the sustainability-related work that

happens across the Group, from design, through construction and into operations.

However, Singita is keen to deepen its collaborative commitment to sustainability within the nature-based tourism industry, and in our home continent of Africa. The sustainability programme, The Long Run (TLR), offers us this opportunity.



WHO IS THE LONG RUN?

The Long Run is a membership organisation supporting a global community of purpose-driven tourism businesses to accelerate positive impact.

The organisation was launched by Jochen Zeitz in 2009 with Sir Richard Branson as co-chair. Nine destinations, who were already demonstrating a commitment to sustainability, were invited to collaborate with The Long Run to develop an approach and

strategy that has grown into the movement it is today.

The Long Run is staffed by a small, passionate global team of conservationists, economists, and environmentalists.



HOW ARE MEMBERS SELECTED?

Members must exhibit:

- A nature-centric ethos and mission.
- A tangible dedication to Conservation, Community, Culture, and Commerce (4Cs).
- A commitment to continuous improvement and collaboration.
- Annual impact reporting aligned with global frameworks and priorities.
- Agreement with The Long Run pledge.

The members of The Long Run continuously demonstrate that profit can and should go hand in hand with productive ecosystems, and prosperous communities.

SINGITA'S MEMBERSHIP

Singita Kruger National Park has joined as Singita's first official Long Run fellow.

Other Singita properties will formally

join over the next few years but will align with The Long Run methodology and 4Cs framework in the meantime so there is synergy across the Group and high sustainability standards are maintained.

The Long Run 4Cs Framework

The 4Cs is a framework that integrates sustainable and regenerative practices into any travel business. Designed by practitioners and experts, both proven and flexible, it makes strategic and holistic sustainability more accessible.

It acknowledges the importance of business viability to secure biodiversity, conservation and community wellbeing. It also emphasises the importance of nature and supportive communities in sustaining nature-based businesses.



COMMUNITY

- Community (programmes)
- Ethical employment
- Wholeness and wellbeing



CULTURE

- Cultural diversity and heritage
- Sustainability culture



CONSERVATION

- Biodiversity
- Environmental management*
- Climate action



COMMERCE

- Local procurement
- Responsible business
- Transparent funding
- Resilience
- Sustainability management

*Sustainable energy, transport, water, waste, materials and food

What The Long Run offers members

- Expert technical support to integrate sustainability into operations.
- Strategic planning to help the organisation better understand and communicate impact.
- On-site audits.
- Exclusive monthly webinars, newsletters, and access to the online Circle forum.
- Collaboration and learning from a community of over 100 leaders in sustainable tourism and conservation.
- Annual reporting templates.
- Regional, global and online events to learn and communicate impact.
- Connection with likeminded sales channels.
- Showcasing projects on the global stage through media and strategic partners, including UN Tourism.



What this membership will mean for Singita



Singita will continue with its current practices of data collection and analysis, our sustainability champions and committees at the lodges, awareness building with staff and guests and implementing on-site projects to improve impact.

Singita will ensure that staff and other stakeholders are aware of The Long Run methodology and 4Cs framework.

Singita properties will also develop 4C action plans, work to fulfil these

plans and report on these annually to The Long Run.

Certain properties may elect to work towards the Long Run GER certification.

Sustainability champions and committee members will participate in The Long Run webinars, and regional and annual meetings.

Singita will aim to maximise peer networking and learning exchange with other Long Run members.

Find out more here: www.thelongrun.org and here www.singita.com/conservation/