

The Lost Road:

2026 First Semester Sustainability & Impact Report

Executive Summary

The first half of 2026 marks a defining period for The Lost Road as we transition from isolated sustainability actions to a structured, purpose-driven impact strategy aligned with The Long Run's 4Cs framework. Over these six months, we have laid foundational systems, engaged our supply chain, invested in local communities, and begun embedding conscious travel into every layer of our operations.

This report captures the milestones, learnings, and tangible outcomes achieved between January and June 2026 across Conservation, Community, Culture, and Commerce. It is intended for our stakeholders: clients, partners, suppliers, team members, and industry peers who share our belief that travel can be a force for regeneration rather than extraction.

Key Highlights H1 2026

- 26 local suppliers engaged in our Sustainable Supplier Survey, with 22 responses received
- 19 active participants in our supplier knowledge-sharing group
- Huizhou Rescue Team equipped with sonar technology and a new rescue boat
- Established strategic partnership with Shanghai Dream Workshop Coffee, a social enterprise training blind baristas and hosting inclusive events to foster public understanding of neurodiverse and disadvantaged groups
- Conducted onsite staff training covering The Long Run 4Cs framework and mindfulness practice during the annual January trip, empowering the team with systematic sustainable operation and mindful service awareness
- Full team enrolled in Duolingo language training
- New low-impact itinerary series launched: train-based, walking, and cycling tours
- First complete strategic plan finalized with a clear North Star vision

Our North Star Vision

In June 2026, we completed the first full version of The Lost Road strategic plan, anchored by a global North Star Vision that guides every decision we make, from itinerary design to supplier selection, from team culture to client experience.

Global North Star Vision

A world where living becomes a path to presence, connection, and care ... one conscious step at a time. Humanity heals its inner disconnection, releases the race for excess and competition, and returns to harmony with the natural order, restoring vitality to nature, community, culture and life-serving commerce for all.

This vision is not a marketing statement. It is the internal compass by which we evaluate partnerships, design journeys, and measure success. For our clients, it translates into travel experiences that slow them down, connect them deeply to place and people, and leave destinations better than we found them.

Our approach is rooted in The Long Run's 4Cs framework: Conservation, Community, Culture, and Commerce, which provides a holistic lens to assess and amplify our impact across every dimension of our business.

The 4Cs Framework: Our Impact Pillars

Conservation

Conservation lies at the heart of responsible travel. In H1 2026, we focused on protecting natural ecosystems, reducing our carbon footprint, and supporting frontline environmental and safety initiatives in the destinations we operate in.

Huizhou Water Rescue Initiative

Building on our 2025 investment in sonar equipment (38,000 CNY) and donor facilitation (10,000 CNY) for the Huizhou Rescue Team, we took further action in April 2026 by financing a new rescue boat for the team. This investment strengthens their capacity to respond to water emergencies and protect both local communities and visitors in one of China's key coastal tourism regions. Participate to environmental cleaning-up.

Low-Impact Transport Itineraries

In May 2026, we launched a new series of programs designed around low-carbon mobility: train-based journeys, walking tours, and cycling excursions. This represents a deliberate shift away from high-emission transport wherever feasible, aligning our product portfolio with our conservation values.

Each itinerary in our Program Builder now includes a dedicated section explaining the trip's impact at all 4Cs levels, so our clients can understand the environmental footprint of their journey before they book.

Mindful Travel Education

In February, we published *Photographing People with Respect*, a bilingual guest guide in English and Chinese that educates travelers on ethical photography practices. By raising awareness before guests arrive on-site, we reduce the cultural and environmental impact of tourism on local communities and fragile spaces.

Community

We believe travel strengthens communities when it centers inclusion, dignity, and mutual exchange. Our community work in H1 2026 spans inclusive employment, team development, and the cultivation of a slower, more connected way of being.

Shanghai Dream Workshop Coffee Partnership

On January 13, 2026, we officially announced our support for Shanghai Dream Workshop Coffee — an autistic workshop coffee shop that provides meaningful employment and skills development for neurodivergent individuals. This partnership aligns with our commitment to inclusive commerce and will be integrated into our Shanghai itineraries, giving our clients the opportunity to engage with this inspiring social enterprise.

Team Language Development

On January 29, we offered all staff access to Duolingo training — and every team member opted in. Investing in language skills not only strengthens our service capacity for international clients but also empowers our team members personally, opening doors to new cultural connections and professional growth.

The Smile & Connection Practice

Beginning in March, we cultivated a simple yet powerful daily practice: smiling and connecting with more people in the street. What began as a personal mindfulness practice has rippled outward, with team members reporting noticeable shifts in how they engage with strangers, clients, and each other. Small human connections are the invisible infrastructure of community, and we are building them intentionally.

Spreading the Slow-Travel Message

Throughout the semester, we published almost daily posts on LinkedIn centered on slowing down and mindfulness. These posts extend our community impact beyond travelers, reaching a broader professional audience and contributing to a larger cultural shift toward presence and intentionality in work and life.

Culture

Cultural preservation and revitalization are essential to sustainable travel. We work to ensure that tourism honors living cultures, supports intangible heritage, and fosters genuine cross-cultural exchange rather than extraction or spectacle.

Feiyi (Intangible Cultural Heritage) Experiences

In May 2026, alongside our low-impact transport series, we began developing Feiyi, or Intangible Cultural Heritage, activities into our program portfolio. These experiences connect travelers directly with traditional crafts, practices, and knowledge-holders, creating economic value for cultural custodians while keeping living heritage alive for future generations.

Photographing People with Respect - Guest Education

Published in February, our bilingual guide *Photographing People with Respect* addresses a critical cultural issue in travel photography: the often-unconsidered impact of taking someone's image without consent or awareness of context. By educating our guests before they travel, we raise the standard of cultural respect across our traveler community.

The Long Run Asia Meeting

In June 2026, we participated in The Long Run Asia Meeting, connecting with fellow conservation and sustainable travel leaders across the region. This gathering allowed us to exchange best practices, deepen our understanding of the 4Cs framework in an Asian context, and build partnerships that will strengthen our cultural and conservation work going forward.

Culture of Presence: Digital Tools for Mindful Travel

During February, we began developing two apps that extend our cultural mission into the digital realm:

- **Ripple Effect:** a mindfulness practice app designed to help travelers cultivate presence before, during, and after their journeys
- **The Long Run & 4Cs Practice App:** a companion tool that embeds the 4Cs framework into daily travel and operational decision-making

Together, these tools translate our values into actionable practices, making conscious travel accessible beyond the duration of a trip.

Commerce

Commerce, when done right, is the engine that makes conservation, community, and culture work sustainable. We believe in life-serving commerce: business models that generate prosperity without compromising people or planet.

Impact-Embedded Product Design

In April 2026, we integrated a new module into our Program Builder that explicitly explains each trip's impact across all four 4Cs dimensions. This means impact is no longer an afterthought or a marketing add-on; it is designed into the product from the beginning, and clients can see it before they book.

Low-Carbon Itinerary Portfolio Expansion

Our May 2026 launch of train-based, walking, and cycling tours represents both an environmental commitment and a commercial innovation. These products respond to a growing demand among our mature, discerning clientele, ages 45 to 60+, for slower, deeper, more meaningful travel experiences, proving that sustainability and commercial appeal go hand in hand.

Strategic Plan & Governance

June 2026 saw the completion of our first full strategic plan, anchored by our North Star Vision. This document formalizes our commitment to the 4Cs framework across every business function — from sales and marketing to operations, finance, and HR. It ensures that sustainability is not the responsibility of one person or department, but is embedded in how we run the entire company.

Thought Leadership & Brand Positioning

Our consistent LinkedIn presence — almost daily posts on slowing down, mindfulness, and conscious travel — has established The Lost Road as a voice in the slow-travel movement. This thought leadership builds trust with stakeholders, attracts aligned clients and partners, and creates commercial value rooted in authenticity rather than promotion.

Sustainable Supplier Program

Our impact is only as strong as the supply chain we work with. The Sustainable Supplier Program is our flagship initiative to raise sustainability standards across our entire partner ecosystem, from hotels and restaurants to transport providers and local guides.

Baseline Assessment & Survey

In December 2025, we launched our first Sustainable Supplier Survey, distributing it to 26 local suppliers across China. By early January 2026, we had received 22 completed responses, an 85% response rate that demonstrates strong engagement and willingness among our partners to embark on this journey with us.

A consolidated report was compiled from the responses, establishing a baseline understanding of current sustainability practices, challenges, and opportunities across our supply network.

Supplier Knowledge-Sharing Community

On January 14, 2026, we took the program a step further by creating a dedicated group chat for participating suppliers. With 19 active participants, the group has become a space for exchanging ideas, sharing best practices, and collectively focusing on the 4Cs framework. This peer-learning approach means sustainability improvement is not a top-down audit but a collaborative journey.

Expansion to Independent Hotels

Building on momentum from the first wave, we extended the survey to small independent hotels — a segment particularly important for our slow-travel, boutique positioning. Engaging smaller properties is essential because they often have the most direct community impact and the greatest potential for authentic, place-based experiences.

Program Metrics: H1 2026

Metric	Value
Initial suppliers surveyed (Dec 2025)	26
Responses received (Jan 2026)	22 (85% response rate)
Active supplier community members	19
Segments engaged	Local suppliers + small independent hotels (not much answers from hotels at this stage)
Framework guiding discussions	The Long Run 4Cs

What's Next for the Program

In the second half of 2026, we plan to deepen the program with structured workshops, tiered sustainability commitments, and recognition for leading partners. Our long-term goal is a supply chain where every partner shares our 4Cs values and where traveling with The Lost Road means supporting a network of responsible, community-rooted businesses.

People & Wellbeing

Our team is the heart of everything we do. A sustainable business depends on people who are engaged, growing, and well, and we invest accordingly.

Staff Satisfaction Survey

On January 12, 2026, we launched a staff satisfaction survey to take the pulse of our team's experience, engagement, and needs. This baseline assessment provides the foundation for targeted improvements and ensures that our people strategy is driven by real feedback rather than assumptions.

Language Learning for All

On January 29, we made Duolingo training access available to every team member — and 100% of the team signed up. Language skills strengthen our service delivery, but the investment goes deeper: it supports personal growth, cross-cultural confidence, and the sense that the company invests in the whole person, not just their job function.

Cultivating Presence & Team Culture

Beginning in March, the "smile and connect" practice, a simple daily mindfulness of greeting and acknowledging people we encounter, has rippled through the team. What started as a personal practice has become a shared cultural touchstone, shaping how team members interact with each other, with suppliers, and with clients.

The Ripple Effect mindfulness app, developed in February, also serves as an internal wellbeing tool, giving our team structured practices to manage stress, stay present, and maintain balance in a fast-paced industry.

Flattened Structure, Stable Core

The Lost Road operates with a flat organizational structure and a core team that has remained stable through the company's growth. This stability is itself a sustainability metric: low turnover means deep institutional knowledge, strong client relationships, and a team that grows together rather than constantly rebuilding.

Looking Ahead: H2 2026 Roadmap & Long-Term Strategic Direction

The first half of 2026 was focused on laying solid operational and foundational sustainability systems, establishing core partnerships, and finalising our holistic long-term strategic vision and theory of change. Building on this groundwork, the second half of 2026 will focus on deepening ongoing initiatives, scaling proven impact practices, and embedding our core **inner healing & mindfulness-first strategic philosophy** across all business operations. All short-term H2 2026 actions align with our two-to-three-year long-term strategic roadmap, centred on non-performative, root-cause sustainable impact across the 4Cs pillars.

Deepen the Sustainable Supplier Program

- Run structured 4Cs workshops with the supplier community
- Introduce tiered sustainability commitments and partner recognition
- Expand the program to more independent hotels and local experience providers

Grow the Low-Impact Itinerary Portfolio

- Add more train-based, walking, and cycling routes across key destinations
- Integrate Feiyi (intangible cultural heritage) experiences into core itineraries
- Refine the 4Cs impact display in the Program Builder based on client feedback

Advance Community Partnerships

- Deepen the Shanghai Dream Workshop Coffee integration into client journeys
- Identify and onboard additional social enterprise and community partners
- Continue the Huizhou Rescue Team support and explore similar destination partnerships

Strengthen Measurement & Reporting

- Establish baseline KPIs across all 4Cs for future reporting cycles
- Collect client impact feedback to close the loop on experience outcomes (through our agents)
- Prepare the year-end 2026 Sustainability & Impact Report with comparative data

Digital Tools Development

- Continue development and internal testing of the Ripple Effect mindfulness app
- Advance the Long Run & 4Cs Practice App for both team and client use

Embed Long-Term Strategic Philosophy Across All Operations

- Anchor all team, product and partnership decisions in our core foundational principle: inner healing and mindful presence as the root of all lasting environmental, community, cultural and commercial positive change, moving beyond transactional, performative sustainability actions.
- Gradually standardise unified mindfulness and present-moment practice frameworks for all internal team activities, client journeys and community engagements, building a consistent culture of slow, conscious living and travel.
- Phase out all spectacle-focused, touristic and profit-first operational mindsets, embedding values of enoughness, authenticity and non-extractive exchange into every layer of the business.
- Lay the groundwork for long-term regenerative systems: non-performative ecological stewardship, authentic non-transactional community connection, integrity-driven cultural preservation, and life-serving equitable commerce.

Closing Remarks

The first half of 2026 has shown us what becomes possible when a clear vision meets consistent, daily action. We have not launched grand, flashy initiatives. Instead, we have built quietly, steadily, and authentically: surveying suppliers, equipping rescue teams, training our people, designing better journeys, and showing up every day for the values we believe in.

Sustainability is not a destination. It is a practice, one that we undertake alongside our clients, our suppliers, our team, and the communities we visit. Every trip we design, every partner we choose, every post we share, and every conversation we have is an opportunity to move the world a little closer to our North Star: a world where living becomes a path to presence, connection, and care.

Thank you to every stakeholder who has joined us on this journey so far. The road ahead is long, and that is exactly the point.

The Lost Road Team