

World Sustainability Fund

*Solving the gap between United Nations "The Future We Want" and
"The Future We Need: Real sustainability and abundance for all of us."*



PLAN – November 2014 – Version 3.0

Small update from 2.0, Jan. 2013

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Web link

www.worldsustainabilityfund.nl

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0. MANAGEMENT SUMMARY

The WSF - World Sustainability Fund – aims to solve on global level all sustainability problem by mobilizing people, business, ngo's, and governments to fund this and take action. WSF will launch in each country a legal entity to organize those groups and set the needed level of sustainability aims. In fifteen steps she focuses the problem and gives form to solve the gap between where we are now, what the government's plan to do, and what is really needed. On organization level WSF is preparing a global board and a head office in The Netherlands. She has already a huge network of cooperative partners for scientific, financial, leadership, and communicative engagement. The organizational planning and monitoring will be impact ranked and balanced scorecard based, working with own staff, volunteers, and external realization programs. The financial planning starts with a € 100 million in 2013, growing up till € 300 billion annually, from which 80% to 90% is targeted to sustainability realization, 3% to less than 1% to organizational costs, and the rest for reserve and project risks.

1. THE IDEA

1.1 Business Name:

WSF – World Sustainability Fund

1.2 Business Idea:

Solving the gap between "The Future We Want" of the United Nations and "The Future We Need": real sustainability. The United Nations planning does not solve all the sustainability problems and over a hundred thirty countries openly agree on the shortcoming of their U.N. targets. They even ask for help and support of the people, business, and other NGO's. The World Sustainability Fund projected in fifteen monitoring and action steps a complete action plan to solve the problem on organizational level. By giving focus and communication, WSF takes responsibility for the fixing of the gap between THE PEOPLES NEED and the GOVERNMENTS "WANT" but does not see as a real solution.

1.3 Entrepreneurs:

Ing. J.J.E. van Essen and Network

1.4 Personal Data:

1.4.1 Name:	Ing. J.J.E. van Essen
1.4.2 Gender:	Man
1.4.3 Date of Birth:	01-01-1957
1.4.4 Address:	Laan van Nieuw Oost Indië 252,
1.4.5 Post Code:	2593 CD
1.4.6 Place:	Den Haag
1.4.7 Country:	The Netherlands
1.4.8 Phone:	(+31) 6 1925 2628
1.4.9 E-mail:	glansvanessen@yahoo.com
1.4.10 Skype:	sbfemale
1.4.11 Social status:	Relationship



Emile van Essen

1.4.14 Education

MBA Executive Master in Business Administration, NIMBAS Utrecht, '00-'01 1st year;
IT Service Management ITIL Foundation Course, EXIN Utrecht, degree '00;
Agriculture & Landscaping Architect & Teacher, Permaculture Inst. Australia, '90-'94;
Export Management, FENEDEX Den Haag, degree '86;
Business Economics, HEAO Rotterdam, non examination '83-'85;
Architecture & City Arch., Academie van Bouwkunst Rotterdam, 1st 1,5 year '81-'83;
Bouwkunde HTS Rotterdam, Architecture en Bouwfysica, degree title ing. May '81.

1.4.15 Labor Experience

Present:

Board member Finance PRESENCE 4 LIVE - PRESENCE 4 BUSINESS , since Jan. '12
Founder and President at WORLD SUSTAINABILITY FUND, since Dec. '11
President at SUM Foundation, since Dec. '11
Board member Finance at HUIS DER NEDERLANDEN, Stichting, since Oct. '08
Owner of Global Human Commons, since '09
Strategy partner at Global Commons – Cooperative's Cluster, U.N. Major Group since '09
Board member Economics & Technology at Starrport Corporation, since '04
Founder and President of the Board at SBF-VIPCURE, since 1992
Owner of ESSENCE SUM, since '88-'98 and '07
Owner of ESSENCE ADMIN, since '07

Past:

- Owner:

General Director, Partner BMW Car Dealership, Rotterdam /The Hague. '82-'88
Architect, Architectural designs and alteration control. '76-'81

- Employee:

2002 May – April 2003 Vendor Controller and Process developer at KLM NV
2002 Feb. – May 2002 Interim Controller at ROC ZADKINE, Reg. Cure Edu. Centre.
1999 May. – 2001 Aug. Senior External Organization Consultant at:
Inter Access BV, Orange / Dutchtone, Fortis Bank /GWK, and IQUIP BV
1999 Sep.-Dec: Project Mgr Billing BPR (180 million) for KPN Telecom NV BCC
1999 May-Aug.: Manager Purchase (100 million), Logistics, for KPN Telecom NV- BUE
1998-1999 Sales Executive Europe at THG-IFMR-ICM - The Hospitality Group
1998-1998 Customer Manager / Option Trader OTT, Germany; USA Future Market,
1981-1982 Project leader Cauberg-Huygen Consulting Engineers BV

1.4.16 Experience in the Branch

Since 1998 on global level in organization development for healthcare.
Since 2006 in connection with United Nations healthcare development.
Since 2007 in U.N. poverty eradication
Since 2008 in U.N. sustainability
Since 2009 in U.N. integral strategy development

1.4.17 Additions


Member of Mensa International 99%.

Extensive knowledge and experience in Integrative Medicine, psychology, philosophy, and modern physics – combined in modern model and support network on internet at www.vipcure.org:

SBF-VIPCURE Home

The Sorcerer's Stone: Back side
The Sorcerer's Stone: Front side

The Sorcerer's Stone Self Health Education Movies

LOG	1m	2s	3b	4f	5m	6s	7b	8f
DATA	13m★							9m
TEST	14s★							10s
BASE	15b★							11b
ELIXIR	16f★							12f
CRIP	17m	18s	19b	20f	21m	22s	23b	24f

USE F11, 200%, and 50%

**SCROLL IN THE TOP TEXT TO FIND THE TEACHING FIELDS AND THEIR RELATIONS.
CLICK THE BUTTOM NUMBER OF YOUR WISH AND START THE EDUCATION MOVIE.**

www.vipcure.org/fs-screan-24.asp (this web service is over.)

2. MOTIVATION, PRIVATE QUALITIES, START POSITION

2.1 Motivation

My dream is to inspire all people to create together the so needed global sustainability and abundance, to end poverty and war. All people like to dance and prosper. I dream of cooperative transformation and found ten basic rights to realize this. This is possible by property based instead of income based life. My friends and I formed the U.N. Major Group, The Commons Cluster, representing one billion people, to give this dream a start. I wish to comfort nature, give everybody a good piece of land as birth right, open exchange of simple mutual needs, and commercial freedom.

It is on the cutting edge of our discipline: It integrates most of the natural, social, economical, and spiritual dreams; It is possible to realize by people their self and efficient to support by Internet. Many institutes and over a hundred countries are starting to find solutions in the same direction. It is probably the next step in evolution, economics, social behavior, as well in natural conservation.

2.2 Aims

Reaching and maintaining global sustainability We plan to monitor the integral development; connect people, cooperatives, governments, other and organizations, to our We CAN – Commons Abundance Network – database; Communicate about critical issues, finding support capacity, translating our information and education program in over ten languages. In the first year we hope to realize this and 1. To connect over ten thousand organizations, representing over a million people; 2. Finding and founding over one thousand “On birth right property”-living people/families on all continents; 3. Producing outreach and sample video’s on TED and YouTube; 4. Starting a “Global sustainable self Healing program for Nature and People” – GHNP.

2.3 Private Qualities

Vision Why, Know How, Do What is needed. Network power, Board guts, Inspirational leadership.

(P.M. Most of the web links idle)

How I have already made impact in the world:

In 1988 I delivered an vision on the national healthcare saving lives, better health, and saving 20-30% on the national healthcare budget (1994 a new healthcare law supported this vision).

1990 founding the first Dutch national center for sustainable living and healthy architecture (it still exists - www.vibaexpo.nl);

1991 co-founded the European Federation for sustainable living and healthy architecture;

1992 founding vipcure.org, delivering now video based integrated healthcare and education – www.vipcure.org/fs-screan-24.asp);

From 1992 to 1994 I supported in Romania an ecological university, co-founded a spiritual and health network - www.eltauniversitate.ro/en;

1998 I envisioned and wrote a plan for global implementation of integrated medicine - www.essence-sum.com/pd/brochure.pdf;

2004 on educating four million healthcare professionals - www.essence-sum.com/pd/brochure%20MKI%20-%20Health%20Workers%20-%20versie%204.pdf.

2006 on global poverty eradication - www.essence-sum.com/frameset-products-1.html;

2009 a national plan for sustainable health and leadership development – under embargo;

2011 founding a commons web and developed ten new human rights – <http://globalhumancommons.org>;

December 9th, 2011 founding WSF – www.worldsustainabilityfund.nl.

Up till 2012 I preferred to do my work in the background, out of direct sight. The WSF encourages me to step in the footlights.

2.3.1 SWOT

Strong: Communication, education, network, global shift

Weak: To find out on the road

Opportunities: Economical development, Awareness / Action of humanity, Political constipation, disasters, Need for integral solutions

Treats: Parallel initiatives, Governmental boycotts, IT breakdowns, Internal management challenges

2.3.2. Solving the weakness and treats

Parallel initiatives: learn from them, cooperate, merge

Governmental boycotts: Over hundred of the 193 U.N. member countries recognize the shortcoming of their plans of action (Ecuador and G-77). However, a view countries boycott the solution out of market/income protection. We will focus on NGO – Non Governmental Organizations – and people power in non cooperative countries and start leadership development program.

IT breakdowns: Global multi server and backup approach, Spread of service departments, Local division web services.

Internal management challenges: Connecting with leading state of art management development. Deep Change training of the management members. Workload and stress avoidance.

2.4. Present financial position

The founder is financial independent and has loans and mortgages in total less then € 10.000. WSF starts from zero, no private investment.

2.5 Related Network

WSF, World Sustainability Fund, was founded in December 2011; it is based though on a mindset development since the eighties, connecting and building organizations that each time formed the next step in understanding and grasping for solutions in this field.

Now today the inner core partners are (on time line) vipcure.org, essence-sum.com, essentialtechnologies.eu, development4all.org, allwinnetwork.org, e2us.com, engyge.com, huisdernederlanden.nl, globalhumancommons.org, sum-foundation.org, future business playgrounds.

Together with Stichting Huis der Nederlanden we organize in autumn 2012 a first network and introduction meeting for which we are at moment busy to arrange the speakers.



Programma Dag van de Duurzaamheid Huis der Nederlanden

Locatie: Werkplaats Paleis Soestdijk, Amsterdamsestraatweg 16, 3743 AB Baarn

- 10.00 - 10.05 **Jan Altenburg**, directeur Paleis Soestdijk - Welkom
- 10.05 – 10.25 **Jan van der West**, voorzitter Stichting HDN - The Road
- 10.25 – 10.45 **Louise Fresco**, voorzitter Nationaal Platform RIO+20 - After RIO+20
- 10.45 - 11.05 **Emile van Essen**, penningmeester HDN - The Future We Need
- 11.05 – 11.25 Koffie pauze
- 11.25 - 11.45 **Jan van Berg**, filmmaker - Silent Snow, film impressie rond duurzaamheid
- 11.45 – 12.05 **Frans van den Boom**, voorzitter NCDO - Global burgerschap
- 12.05 – 12.45 **Jan Jonker**, Our Common Future 2.0 - Netwerken voor en nieuwe samenleving
- 12.45 – 13.05 **Hans Wijers**, Voorzitter Natuurmonumenten - Paleis Soestdijk, een toekomstvisie
- 13.05 – 13.45 Lunch pauze
- 13.45 - 14.05 **Bo Normander**, director of Worldwatch Institute Europe - Vision on a sustainable world
- 14.05 - 14.25 **Lisinka Ulatowska**, U.N. Commons Cluster - WE CAN het Commons Abundance Network
- 14.25 – 14.45 **Marjan van Riel**, The Sustainability Consortium - De duurzame evolutie in Businesses
- 14.45 – 15.05 **Kartika Liotard**, lid van het Europees Parlement - Natuurlijke hulpbronnen en het milieu
- 15.05 – 15.25 Thee pauze
- 15.25 - 15.45 **Bernard Bot**, voorzitter Vredespaleis - The UN Assistance in International Law
- 15.45 - 16.05 **Felix Dodds**, Chair the UN 64 DPI Conference 'Sustainable Societies - Responsive Citizens
- 16.05 – 16.25 **Emile van Essen**, World Sustainability Fund - Paleis Soestdijk en het Vredespaleis
- 16.25 – 16.45 **Jan Jaap de Graeff**, voorzitter VFI - Ontwikkeling van fondswerving voor duurzaamheid
- 16.45 – 16.55 **Jan van der West**, voorzitter Stichting HDN - Overzicht en afronding
- 16.55 – 17.30 Netwerk borrel

The first outer sphere partners are the [U.N. Major Groups org](#), [Antroposphere Inst](#), [Be Commons](#), [Centre for Global Negotiations](#), [COMMONS CAMPUS](#), [Global Commons Trust](#), [Inst. for Planetary Synthesis](#), [Kosmos Journal](#), [Nature College](#), [One Childs Village](#), [On the Commons](#), [P2P Foundation](#), [Share the World's Resources](#), [Summit Speak](#), [Trees Have Rights Too](#), [URSULA](#), [Wiser Earth](#), [World Citizens Action](#), [Association of World Citizens](#), [fouryearsago.org](#), and many other.

2.6 Board Nominations

Nominations for the Dutch Board are under construction. The nominations for the Gobar Board are based upon global coverage, proven qualities in society and sustainability, gender, diversification of skills and organizational background. (The nominations are at the moment confidential)



The Council and The Continental Representatives nominations follow in winter 2012/2013.

2.7 Duties of the Board

Directors' duties are a series of statutory, common law and equitable obligations owed primarily by members of the board of directors to the corporation that employs them. It is a central part of corporate law and corporate governance.

Among different jurisdictions, a number of similarities between the framework for directors' duties exist.

- directors owe duties to the foundation, and not to individual shareholders, employees or creditors outside exceptional circumstances
- directors' core duty is to remain loyal to the foundation, and avoid conflicts of interest
- directors are expected to display a high standard of care, skill or diligence
- directors are expected to act in good faith to promote the success of the corporation

http://en.wikipedia.org/wiki/Directors'_duties

Ten Basic Responsibilities of Nonprofit Boards

1. Determine mission, direction, and purpose. It is the board's responsibility to create and review a statement of mission and purpose that articulates the organization's goals, means, and primary constituents served.
2. Select the chief executive. Boards must reach consensus on the chief executive's responsibilities and undertake a careful search to find the most qualified individual for the position.
3. Support and evaluate the chief executive. The board should ensure that the chief executive has the moral and professional support he or she needs to further the goals of the organization.
4. Ensure effective planning. Boards must actively participate in an overall planning process and assist in implementing and monitoring the plan's goals.

- 5. Monitor, and strengthen programs and services. The board's responsibility is to determine which programs are consistent with the organization's mission and monitor their effectiveness.
- 6. Ensure adequate financial resources. One of the board's foremost responsibilities is to secure adequate resources for the organization to fulfill its mission.
- 7. Protect assets and provide proper financial oversight. The board must assist in developing the annual budget and ensuring that proper financial controls are in place.
- 8. Build a competent board. All boards have a responsibility to articulate prerequisites for candidates, orient new members, and periodically and comprehensively evaluate their own performance.
- 9. Ensure legal and ethical integrity. The board is ultimately responsible for adherence to legal standards and ethical norms.
- 10. Enhance the organization's public standing. The board should clearly articulate the organization's mission, accomplishments, and goals to the public and garner support from the community. <http://www.boardsource.org/Knowledge.asp?ID=3.368>

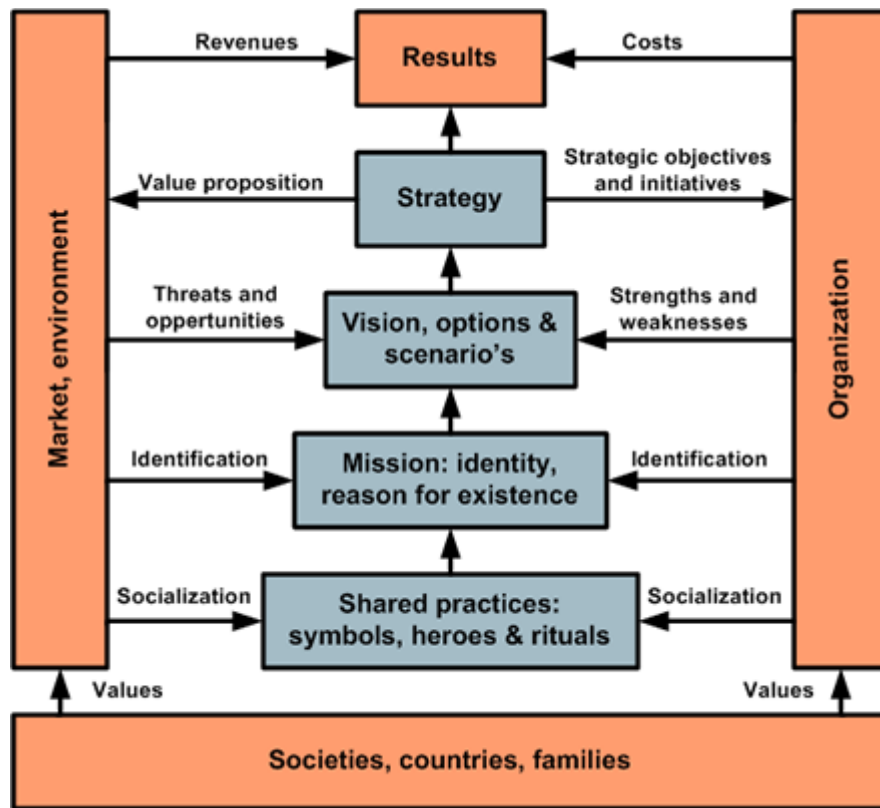
2.8 Organization model

Based on some general tools for organization development – sub 1.till 3. below – I see at this moment this simple schema:

Concept Organization Model:



Sub 1.:

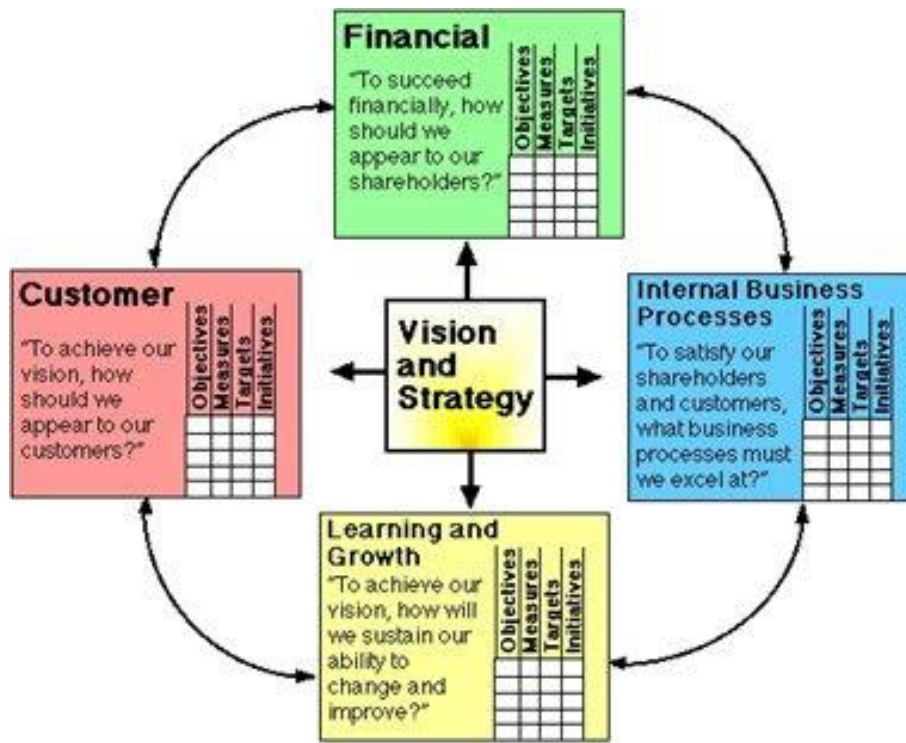


Sub 2.:

The Business Model Canvas Designed for: _____ Designed by: _____

On: _____
Version: _____

Key Partners What are our Key Partners? Who are our key suppliers? Which Key Resources are essential for partners? Which Key Activities do partners perform? <small>Key Partners</small> - Suppliers - Distributors - Complementors - Channels - Alliances	Key Activities What Key Activities do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams? <small>Key Activities</small> - Production - Logistics - Platform development - Software development - Retail	Value Propositions What value do we deliver to the customer? Which one of our customer's problems are we helping to solve? Which benefits do our products and services provide to each Customer Segment? Which customer needs are we satisfying? <small>Value Propositions</small> - New products - New services - New channels - New customer relationships - New revenue streams - New cost structures	Customer Relationships What type of relationship does each of our Customer Segments expect us to establish and maintain with them? Which customer needs are we addressing? How are they interacting with the rest of our business model? How costly are they? <small>Customer Relationships</small> - Personalized - Self-Service - Automated - Co-creation - Community	Customer Segments For whom are we creating value? Who are our most important customers? <small>Customer Segments</small> - Mass - Niche - Segments - Markets
	Key Resources What Key Resources do our Value Propositions require? Our Distribution Channels? Customer Relationships? Revenue streams? <small>Key Resources</small> - Physical - Intellectual - Human - Financial		Channels Through which Channels do our Customer Segments want to be reached? How are we reaching our customers? How are our Channels integrated? Which channels are most effective? How are we integrating channels into customer routines? <small>Channels</small> - Direct - Indirect - Partners - Intermediaries - Resellers - Retailers - Wholesalers - Distributors - Agents - Franchises - Affiliates - Resellers - Retailers - Wholesalers - Distributors - Agents - Franchises - Affiliates	
Cost Structure What are the most important costs inherent to our business model? Which Key Resources are most expensive? Which Key Activities are most expensive? <small>Cost Structure</small> - Variable costs - Fixed costs - Semi-variable costs - Economies of scale - Economies of experience		Revenue Streams For what value are our customers really willing to pay? For what do they currently pay? How are they currently paying? How much does each Customer Segment contribute to our revenue stream? <small>Revenue Streams</small> - Transactional - Recurring - Lumpy - Subscription - Advertising - Commission - Brokerage - Rental - License - Royalty - Investment - Grant - Gift		



<http://www.worldweneed.org/strat.html>

3. PRODUCTS, SERVICES, AND THE MARKET

3.1 Products and services

3.1.1 WSF offers the next products and services:

Products and Services - Generic

1. Gathering of donations in all countries on Earth (Free gifts one time and periodic, sponsoring, legate, interest partition gifts, profit part gifts, a.s.o.);
2. Moderating the Needed level of Global Sustainability: "The Future We Need";
3. Moderating the United Nations "The Future We Want" result per country, group, continent, and in global total;
4. Reporting "The Gap" between "The Future We Need" and the United Nations "The Future We Want";
5. Moderating the ranking of "The Most Polluting Habits and Productions" and ranking their impact, ranking on different levels;
6. Moderating the ranking of "The Best Clean Development Methodologies" and ranking their impact on "The Most Polluting Habits and Productions";
7. Moderation Project Proposals for "The Shift" from here to "The Future We Need";

8. Moderating Volunteers for realizing “The Shift”;
9. Moderating Co-creation Consortia for “The Shift” Projects;
10. Delegating, monitoring, and reporting “The Shift” Projects;
11. Funding and Financing “The Shift” Projects;
12. Organizing awareness around “The Shift” to “The Future We Need” (with for instance the SUM Foundation’s “Converging Worlds” monuments and Events);
13. Searching for more sustainable “Models of Living and Social Organization”;
14. Organizing Monitoring and (funding) Stabilization of “Past Shift” areas of Habitats, Habits and Productions;
15. Moderating Happiness, Freedom, Peace, Prosperity, and Education.

Sub-aims for the first year:

1. To connect over ten thousand organizations, representing over a million people;
2. Finding and founding over one thousand “On birth right property”-living people/families on all continents;
3. Producing outreach and sample video’s on TED and YouTube;
4. Starting a “Global sustainable self Healing program for Nature and People” – GHNP.

3.1.2 Characteristics of the products and services:

Later to specify, however we made a start:

3.1.2. 2. Moderating the Needed level

Moderating the Needed level of Global Sustainability: “The Future We Need”

Partnering with the Worldwatch Institute and the Durban Forum for Capacity Building to get the first data in house. Installing a WSF department (with university partners) for developing an own vision on the needed level.



Featured Research



Vital Signs 2012
Posted on 1/17/2012
 Tracking key trends in the environment, agriculture, energy, society, and the economy.
[MORE →](#)



State of the World 2012
Posted on 1/10/2012
 Strategies to help build more-sustainable and equitable economies for the current and future generations.
[MORE →](#)



DURBAN FORUM ON CAPACITY-BUILDING

United Nations
Framework Convention
on Climate Change

Durban Forum

The Durban Forum on Capacity-building is the institutional arrangement agreed upon at the UN Climate Change Conference in Durban to facilitate the enhancement of monitoring and review of the effectiveness of capacity-building. The Durban Forum is also meant to enable Parties and other stakeholders to exchange ideas and share experiences, lessons learned and good practices on the implementation of capacity-building activities in developing countries.

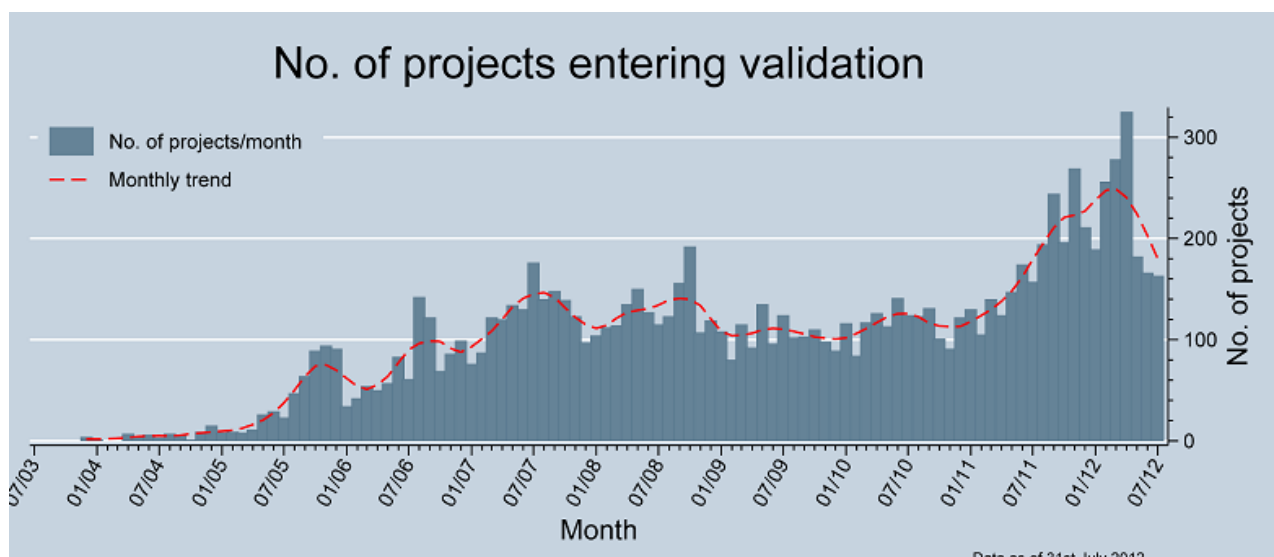
First meeting of the Durban Forum on Capacity-building

The first meeting of the Durban Forum took place on **22 and 23 May 2012**, during the Bonn Climate Change Conference.

[Day 1: Tuesday, 22 May 2012 \(15:00-18:00\)](#)

Moderating the ranking of “The Best Clean Development Methodologies” and ranking their impact on “The Most Polluting Habits and Productions”

Together with ETEU - ESSENTIAL TECHNOLOGIES EUROPE - and the UNFCCC, we will focus on the over 4.400 CDM “Approved Baseline and Monitoring Methodologies.”



<http://cdm.unfccc.int/Statistics/Public/CDMinsights>

Moderation Project Proposals for “The Shift” from here to “The Future We Need”

With the same partners as on the previous paragraph we will use www.cdmazaar.net to get project proposals. Based on our ranking we will select the programs and fund the in combination with the CDM LOAN SCHEME. So we reach the most efficient effect.

Home | About CDM Bazaar | How to use the Bazaar | Contact | Legal | Glossary | RSS

Welcome to the UNFCCC CDM Bazaar. This site currently holds **219 postings** from **6877 registered users**

United Nations Framework Convention on Climate Change presents the CDM Loan Scheme

CDM LOAN SCHEME The overall objective of the CDM Loan Scheme is to support "Least Developed Countries" (LDC) and countries with less than 10 registered projects to cover administration costs related to the development of CDM projects.

Project Ideas → Sellers → Buyers →

Latest CDM project ideas	Latest seller profiles	Latest buyer profiles
2012/06/19 80MW Combined Cycle Gas T...	2012/07/04 Eneco Energy Trade B.V.	2012/07/17 SPMCIL
2012/06/18 KADUNA WASTE TO ENERGY GA...	2012/06/19 BERVIAC	2012/07/16 Consus Energy
2012/05/15 Uganda (see file attache...	2012/06/12 Ecco-Synergy UK Ltd	2012/07/04 Eneco Energy Trade B.V.
2011/09/26 AMS-IE Methodology: Sola...	2012/05/22 Impulso Ecologico	2012/07/04 CarbonSoft Corporation Li...
2011/06/30 BUVUMA REFORESTATION AN...	2012/05/15 Ambio Soluções Ambientais	2012/07/01 Strategic Venture Fund Ltd

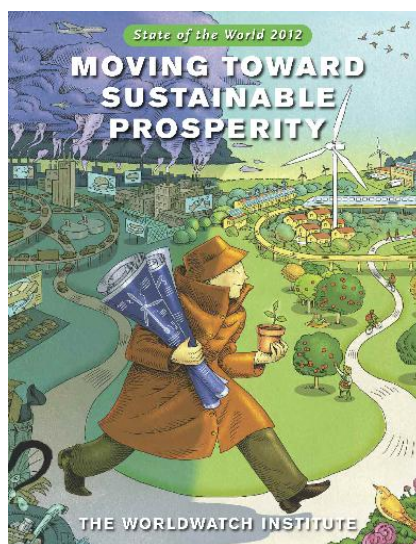
3.2 The Market

3.2.1 Description of the market:

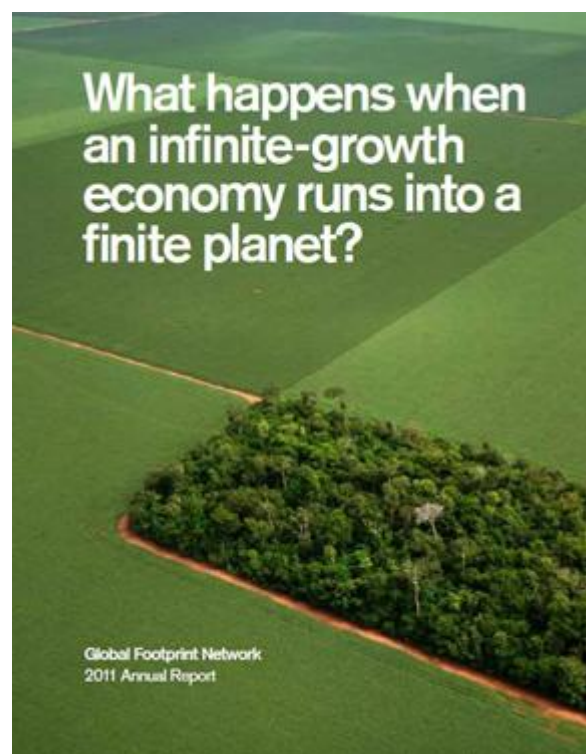
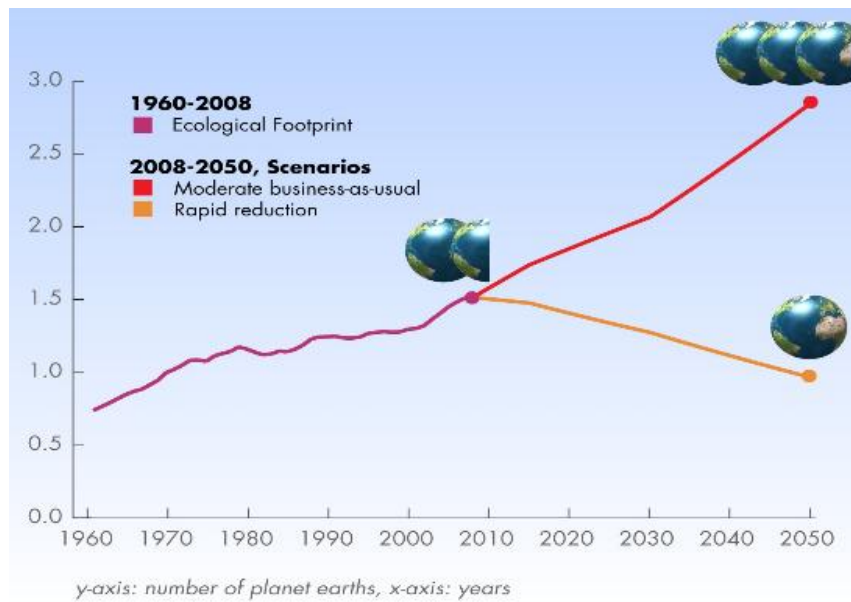
The Market – Generic: country, group, continent, and in global total

3.2.1.1. State of the world Report – www.worldwatch.org/stateoftheworld2012

Whatever the hour on the state of the world’s environment and human development, there is hope and a long future ahead we will need to manage.



3.2.1.2. One World Footprint – www.footprintnetwork.org/en/index.php/GFN/

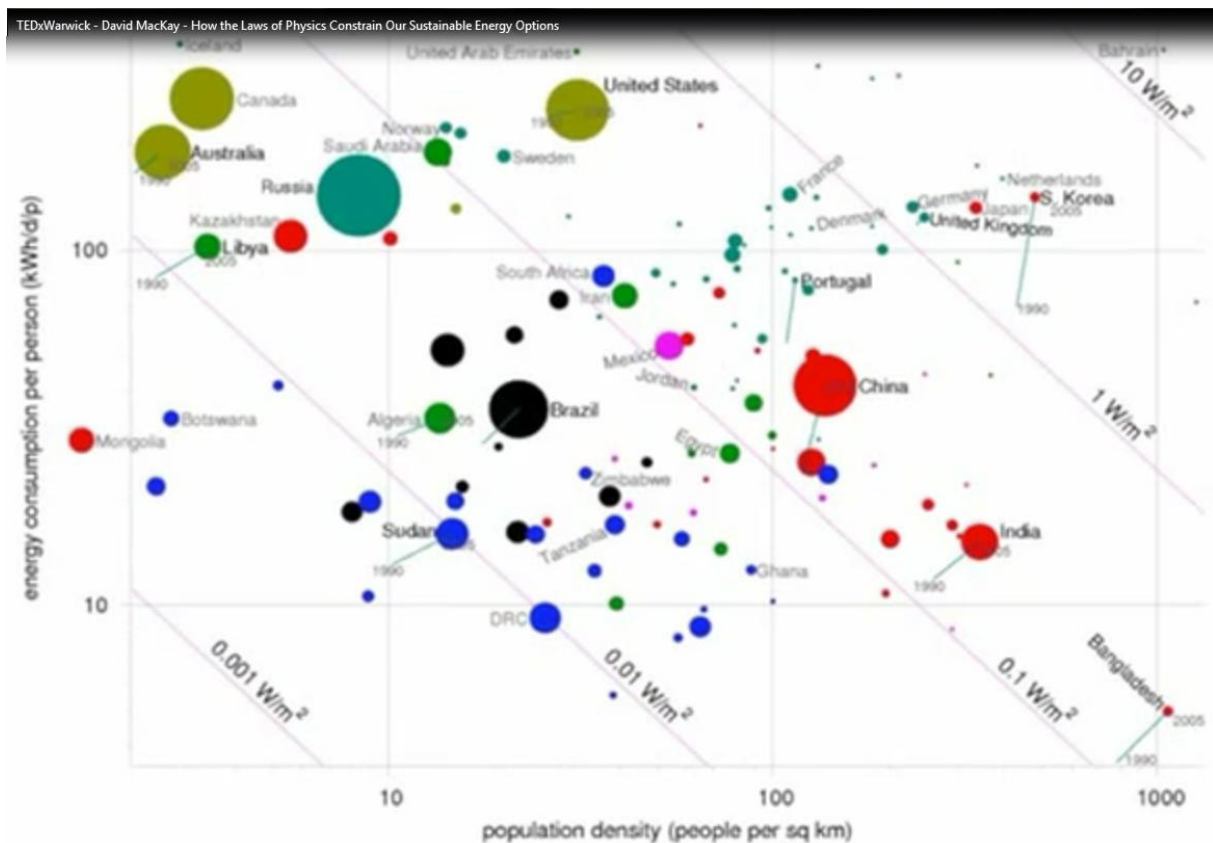


3.2.1.3. United Nations “The Future We Want”, 19 June 1230pm –
<http://globalhumancommons.org/rioplus20.html>

Monitor setup for U.N. The World We Want goals, to find out if this develops the right way, on www.worldweneed.org.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
1	RIO+20 MONITOR	MEASUREMENTS:																
2		■ Needed Level ■ RIO+20 Level ■ > 50% of RIO+20 LEVEL ■ < 50% of RIO+20 LEVEL ■ No status ■ Non corporation																
3																		
4																		
5		To DURBAN MONITOR																
6																		
7																		
8	United Nations A/CONF.216/L.1 - Distr.: Limited - 19 June 2012 - Original: English - Rio de Janeiro, Brazil - 20-22 June 2012 - Agenda item 10																	
21	The future we want																	
22																		
23	I. Our common vision																	
24	1. We, the Heads of State and Government and high-level representatives, having met at Rio de Janeiro, Brazil, from 20 to 22 June 2012, w																	
25	2. Eradicating poverty is the greatest global challenge facing the world today and an indispensable requirement for sustainable developm																	
26	3. We therefore acknowledge the need to further mainstream sustainable development at all levels, integrating economic, social and en																	
27	4. We recognize that poverty eradication, changing unsustainable and promoting sustainable patterns of consumption and production an																	
28	5. We reaffirm our commitment to make every effort to accelerate the achievement of the internationally agreed development goals, in																	
29	6. We recognize that people are at the centre of sustainable development and in this regard we strive for a world that is just, equitable an																	
30	7. We reaffirm that we continue to be guided by the purposes and principles of the Charter of the United Nations, with full respect for in																	
31	8. We also reaffirm the importance of freedom, peace and security, respect for all human rights, including the right to development and t																	
32	9. We reaffirm the importance of the Universal Declaration of Human Rights, as well as other international instruments relating to humar																	
33	10. We acknowledge that democracy, good governance and the rule of law, at the national and international levels, as well as an enabling																	

3.2.1.4. TEDxWarwick - David MacKay - How the Laws of Physics Constrain Our Sustainable Energy Options – www.youtube.com/watch?v=-5bVbfWuq-Q



3.2.1.5. 2011 Bonn – U.N. NGO Volunteer Meeting – <http://www.worldweneed.org/...BONN.pdf>



REPORT FROM LETTA WAGENBORG AND EMILE VAN ESSEN

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3. (DRAFT) DECLARATION	4
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3.2.1.6. 2011 State of the Nonprofit Industry Survey – [http://www.worldweneed.org/do/Research_SONI_2011_ExecutiveOverview\[1\].pdf](http://www.worldweneed.org/do/Research_SONI_2011_ExecutiveOverview[1].pdf)

blackbaud 2011 State of the Nonprofit Industry Survey

2011 State of the Nonprofit Industry Survey
Executive Overview

About the Survey

Throughout the recent years' global economic uncertainty, nonprofits around the world have been forced to do even more with even less than usual. Still, they maintained optimism and rose to meet the challenges presented them. And, donors responded as well. Giving USA 2011 reported that total estimated charitable giving in the United States rose 3.8% in 2010 and is estimated to be \$290.89 billion. Charitable giving for 2011 continues to rise, slowly, but surely.

The Blackbaud Index of Charitable Giving, a broad-based fundraising index that reports overall giving trends of more than 1,000 nonprofits representing over \$2 billion in charitable giving, reports that giving has risen 5.7% during the first 6 months of 2011 when compared to the same period last year. Most of the lift occurred in the second quarter. While these results are encouraging, any optimism for continued increases during the second half of 2011 should be cautious given the volatile nature of the economy.

In order to meet an increase in demand for services with relatively flat funding, organizations have had to tighten their fiscal belts. Nonprofit leaders have had to carefully mind their staffing, and scrutinize budgets for excess. They've relied on their existing donors to carry their funding while using technology in new and innovative ways to reach new donors and maintain or increase earned income. All the while, they've been under a much higher amount of scrutiny as donors have come to expect that they report the impact they've had with charitable dollars.

To gauge the levels of optimism, to help nonprofits benchmark their own forecasts, and to report on some of the key management strategies nonprofit leaders are using, Blackbaud created the State of the Nonprofit Industry Survey (SONI). Conducted annually for seven of the past eight years, the SONI Survey uncovers the degree to which nonprofits anticipate changes in their organizations this year and next. Included in the study are questions about:

- General operations (including staffing, budgets, and organizational challenges)
- Fundraising
- Technology and Internet usage
- Impact reporting and board performance

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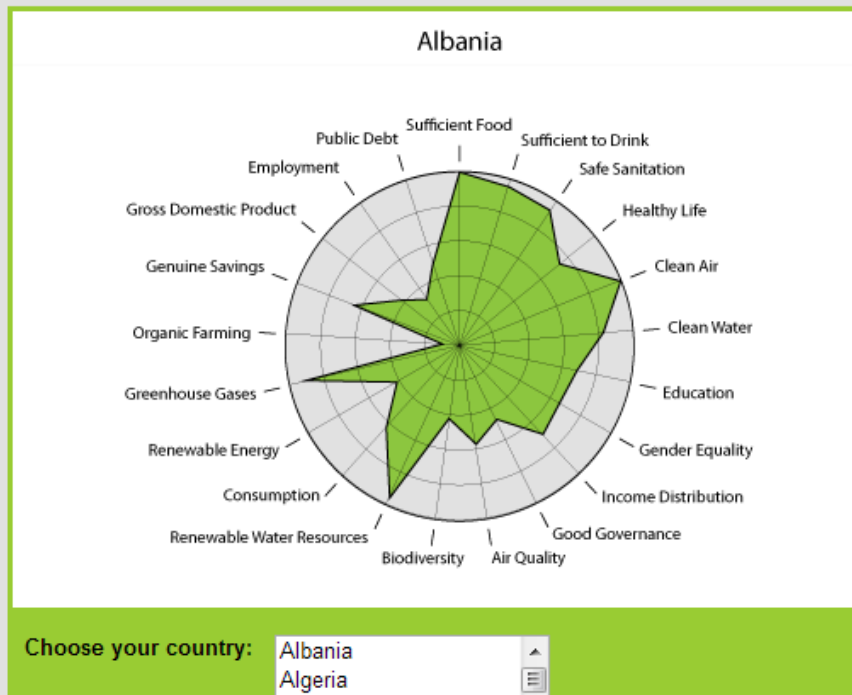
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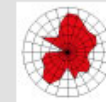
© October 2011 | 2000 David Island Drive, Charleston, SC 29402 | 800.443.9441 | solutions@blackbaud.com | www.blackbaud.com

3.2.1.7. With the Sustainable Society Foundation – www.ssfindex.com we are discussing monitoring collaboration. The SSF monitors over 150 countries on different aspects:

The Sustainable Society Foundation, SSF, is a non-profit organization, established in 2006 with the objective of stimulating and assisting societies in their development towards sustainability. The SSF is based in The Netherlands and operates globally. The SSF has developed the Sustainable Society Index, SSI, which shows at a glance the level of sustainability of 151 countries. Choose below your own country.



Halfway to a sustainable world?



The most recent figures show that the world at large is not even half way on the road to a sustainable society. The scores for the three wellbeing dimensions and the overall SSI are, on a scale of 1 to 10:

- Human Wellbeing 6.2
- Environmental Wellbeing 4.5
- Economic Wellbeing 3.8
- SSI 4.7

[> Read more](#)

Sustainability tour



Have you ever travelled on a sustainability tour, showing you the highlights of development towards sustainability? You're welcome on our tour. [>Take a free ride](#)

3.2.2 Customers /Target group profile:

All people on Earth.

NGO's, Businesses and Governments first.

Middle class, elder and teenagers as second target groups

3.2.3 Customer participation and purchase motivation:

Volunteer network, local and in-company projects.

It is their future, their children's future, and the future of the next generations.

3.2.4 The products and services meet in this way with the need:

Problem / target matching by offering realizable best practices solutions.

3.2.5 Competitors

The power is in the Name (World Sustainability Fund) and Aim (safe the world, survive)

There are many but their focus is fragmented. WSF has the co-aim to bring them under her network as collaborators and co-creators of “The Shift”.

3.2.6 Competition analysis:

Will be analyzed further in the first operational year.

(Competitors Matrix)

Data on some of the main global NGOs.

Source: Lindenberg and Bryant (2001), Karajkov (2007), www.plan-international.org.

Organization name	Year of foundation	Number of distinct country offices	Total revenues, 2006, US\$ mln	Main field of operation
PLAN International	1937	17	595 ^a	Children's rights
Save the Children	1919	26	863	Children's rights
Oxfam International	1942	13	528	Poverty relief
CARE	1945	10	624	Poverty relief
World Vision	1950	65	2100	Religious charity
Medecins Sans Frontieres (MSF)	1971	19	568	Medical intervention in distress

www.worldweneed.org/do/NGO%20COMPETITION.pdf

NGOs need a third way: collaboration

When times are hard, NGOs should eschew competition and compromise and instead co-operate to achieve better results



Make Poverty History folded because the organisations involved feared the brand threatened their separate funding strategies. Photograph: Nicolas Asfour/AFP/Getty

Times are pretty hard for international development NGOs. Like most other organisations, western NGOs grew in times of plenty. But now, whether funded primarily by private donations (including big ones from the likes of Bill Gates and small ones from the likes of you and me)

www.guardian.co.uk/global-development/poverty-matters/2012/mar/13/ngos-need-third-way-collaboration

4. MARKETIMG MIX

4.1 Marketing mix

To discuss with new board members and external advisors.

Conceptual samples: WWF, Oxfam Novib, a.s.o.

We will consult the Top 4 Countries, Top 4 NGO's, and Top 4 Business and make the part of Marketing mix as well.

4.1.1 Product/Service:

To develop in the first operational year

4.1.2 Price:

Price argument: Not realizing WSF will be the End of Humanity and Life on Earth probably.

4.1.3 Location/Distribution:



Central organization in The Netherlands, [Paleis Soestdijk](#), "The Sustainability Palace", most likely.

4.1.4 Labor:

We divide Organizational labor(internal) and Project labor (external). The core organization is based budget subdivision of Fully paid labor (60% of the Labor budget), Near cost free Reintegration labor, and Near cost free Volunteers.

Organizational Labor

	Budget %	Number %
Full salary	60%	19%
Reintegration	10%	32%
Volunteer	30%	48%
Reserve end of year	100%	100%

Customers numbers forecast

	2011	2012-2013:	2013-2014:	2014-2015:	2015-2016:	2016-2017:
Private customer	0	1.000.000	10.000.000	100.000.000	500.000.000	1.000.000.000
NGO cooperatives	0	1.000	5.000	25.000	75.000	150.000
Business & GO	0	10.000	50.000	250.000	1.500.000	3.000.000
Total # Customers	0	1.011.000	10.055.000	100.275.000	501.575.000	1.003.150.000

4.1.5 Presentation:

On YouTube, TED, U.N., under support of the Top 4 NGO's, Business and Counties to the other parties.

4.1.6 Promotion:

Cross media, web, TV (sponsor) shows, local volunteer standard living room presentations, on daily shopping products, free publicity.

4.1.7. Overview on promotion costs:

20% of organizational budget.

Promotion cost

In Million Euro	2011	2012-2013:	2013-2014:	2014-2015:	2015-2016:	2016-2017:
Promotion	0	0,6	2,0	6,0	15,0	30,0

4.2. Turn over prognosis

The U.N. negotiated a 530 billion budget on the Governmental "The Future we want" expenditures. "The Gap" is x times bigger than this. WSF needs for that reason to overgrow the U.N. budget. We target on a global collaboration budget modus of:

In Million Euro	2011	2012-2013:	2013-2014:	2014-2015:	2015-2016:	2016-2017:
Funds in cash aim	0	100	1.000	10.000	100.000	300.000

4.2.1 How many customers:

Customers numbers forecast

	2011	2012-2013:	2013-2014:	2014-2015:	2015-2016:	2016-2017:
Private customer	0	1.000.000	10.000.000	100.000.000	500.000.000	1.000.000.000
NGO cooperatives	0	1.000	5.000	25.000	75.000	150.000
Business & GO	0	10.000	50.000	250.000	1.500.000	3.000.000
Total # Customers	0	1.011.000	10.055.000	100.275.000	501.575.000	1.003.150.000

Customers revenue forecast per field

In Million Euro	2011	2012-2013:	2013-2014:	2014-2015:	2015-2016:	2016-2017:
Private customer	0	50	600	7.500	75.000	225.000
NGO cooperatives	0	2	15	100	375	900
Business & GO	0	48	385	2.400	24.625	74.100
Funds in cash aim	0	100	1.000	10.000	100.000	300.000

Average Customers revenue forecast per customer

In Euro	2011	2012-2013:	2013-2014:	2014-2015:	2015-2016:	2016-2017:
Private customer	0	50	60	75	150	225
NGO cooperatives	0	2.000	3.000	4.000	5.000	6.000
Business & GO	0	4.800	7.700	9.600	16.417	24.700

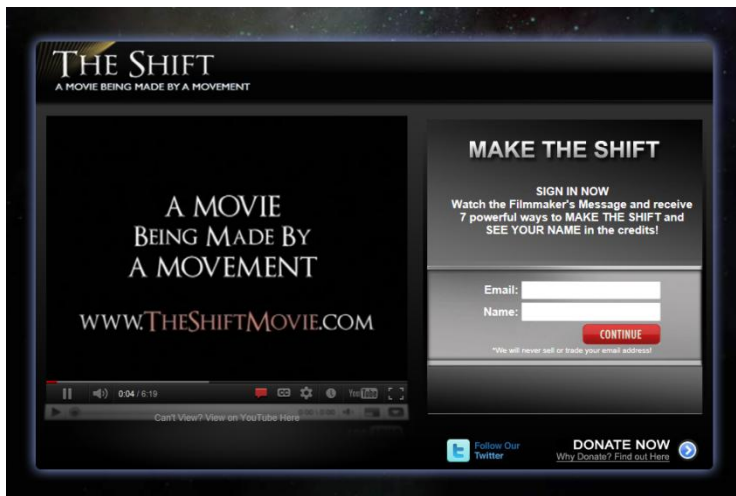
Global 500

Current view: 1-100 ▾

Rank	Company	Revenues (\$ millions)	Profits (\$ millions)
1	Wal-Mart Stores	421,849	16,389
2	Royal Dutch Shell	378,152	20,127
3	Exxon Mobil	354,674	30,460
4	BP	308,928	-3,719
5	Sinopec Group	273,422	7,629
6	China National Petroleum	240,192	14,367
7	State Grid	226,294	4,556
8	Toyota Motor	221,760	4,766
9	Japan Post Holdings	203,958	4,891
10	Chevron	196,337	19,024

http://money.cnn.com/magazines/fortune/global500/2011/full_list/

Warren Buffett donates \$ 30 billion,
Richard Branson donates \$ 3 billion:



<http://theshiftmovie.com>

The Country market

	<u>Country</u>	<u>GDP</u>
1.	 United States	\$14,660,000,000,000
2.	 China	\$10,090,000,000,000
3.	 Japan	\$4,310,000,000,000
4.	 India	\$4,060,000,000,000
5.	 Germany	\$2,940,000,000,000
6.	 Russia	\$2,223,000,000,000
7.	 United Kingdom	\$2,173,000,000,000
8.	 Brazil	\$2,172,000,000,000
9.	 France	\$2,145,000,000,000
10.	 Italy	\$1,774,000,000,000

<http://www.aneki.com/richest.html/>

The NGO market

- 01 **Wikimedia Foundation**
United States | Information Freedom
- 02 **Partners in Health**
United States | Public Health
- 03 **Oxfam**
United Kingdom | Development, Humanitarian Relief
- 04 **BRAC**
Bangladesh | Poverty Reduction, Microfinance
- 05 **International Rescue Committee**
United States | Refugees
- 06 **PATH**
United States | Public Health
- 07 **CARE International**
Switzerland | Development, Humanitarian Relief
- 08 **Medecins Sans Frontieres**
Switzerland | Medical Relief
- 09 **Danish Refugee Council**
Denmark | Refugees
- 10 **Ushahidi**
Kenya | Crowdsourcing Software



<http://theglobaljournal.net/article/view/585/>

5. ORGANIZATION

5.1 Non profit business name

World Sustainability Fund

5.2 Registration

Chamber of Commerce The Netherland, Utrecht number 54117399



Uittreksel Handelsregister Kamer van Koophandel

KvK-nummer 54117399

Deze inschrijving valt onder beheer van Kamer van Koophandel Midden-Nederland

Pagina 1 (van 1)

Rechtspersoon

RSIN	851171503
Rechtsvorm	Stichting
Statutaire naam	Stichting World Sustainability Fund
Ook genoemd	WSF
Statutaire zetel	gemeente Utrecht
Bezoekadres	Arnodreef 58, 3561GN Utrecht
Telefoonnummer	0641346180
E-mailadres	info@worldsustainabilityfund.nl
Eerste inschrijving handelsregister	13-12-2011
Datum akte van oprichting	09-12-2011
Activiteiten	SBI-code: 94997 - Overige belangenbehartiging n.e.g. Het bestendigen van het leven; het bevorderen van een gezond en waardig bestaan; het bevorderen van de educatie.

Bestuurder

Naam	van Essen, Johannes Jacobus Emile
Geboortedatum en -plaats	01-01-1957, Alblasserdam
Datum in functie	09-12-2011 (datum registratie: 13-12-2011)
Bevoegdheid	Alleen/zelfstandig bevoegd

Utrecht, 15-12-2011. Uittreksel is vervaardigd om 09.30
Voor uittreksel

drs H.C.W.M. Jooren, Dir. Voorlichting & Registratie

A

5.3 The specific realization of the business

Starting in The Netherlands, followed by continental and country offices, probably in collaboration with Regus office services. On each level starting to build donation income facilities, connecting Governments, major NGO's, Top Businesses, and Private customers by help of the media, web applications and popular cross media activities.

The power of success comes from the WHY we need this, and our CLEAR HOW to do it TOGETHER, inventarisation and communication of WHAT to do, and marking the results and STATE OF THE FUTURE.

The ranking of needs, solutions, and realization project proposals, funds and volunteers matching to give power to "SHIFT" will race the spirit and awaken the community to become alive and to stand up for their future, the future of their children, and the next generations.

Yes we can make some images of the levels and divisions of the organization, and also learn from:

1. About Oxfam (GRI 2.2, 2.5, 2.8) To find out more, visit www.oxfam.org

Oxfam is an international Confederation of 15 organizations working together in 92 countries to find lasting solutions to poverty and injustice. We work directly with communities, and we seek to influence those in power to ensure that poor people can improve their lives and livelihoods and have a say in decisions that affect them.

Our central commitment

We are outraged by the poverty and injustice in the world. We must challenge unjust policies and practices and we must respect people's rights. Together we can achieve a fair world without poverty. With partners and allies, we will act in solidarity with people living in poverty, especially women, to achieve their rights and assert their dignity as full citizens.

All Oxfam's work is framed by our commitment to 5 broad rights-based aims



Within this framework we will work together on 4 "change goals":

- 1 Economic Justice
- 2 Rights in Crisis
- 3 Essential Services
- 4 Gender Justice

These are the specific goals we trying to achieve until 2012 as identified in our strategic plan.



Oxfam around the world

We work in 92 countries, this work includes long term development programs, responding to humanitarian crises, campaigning and advocacy and raising public awareness of the causes of poverty and injustice.

Click on the map to see the contact details of the 15 organizations

Oxfam Confederation Income⁹

(GRI 2.8, NGO8)

These figures represent consolidated income across the Confederation (14 affiliates plus the Oxfam International Secretariat). Inter-affiliate (Oxfam) transfers have been not included.

Reporting period: 1st April 2010 - 31st March 2011
All figures in millions of Euro

Total Income	€ 894
Total Expenditure	€ 911
Excess of Income over Expenditure	(- € 17)
Total Liabilities	€ 288
Net Assets	€ 319
Total Assets	€ 607



And others.

6. THE FINANCIAL PLAN

6.1 Investment plan

First funds coming in from board members relations, Top 10 NGO's, Top 10 Businesses, and Top 10 Countries. 100 million till end of 2013, from which 3% = 3 million goes to organization costs and 80% to projects. Over the years this mantra will be maintained.

The volume of investments is not linked to financial but to ecological and social returns. Also we don't look to find a reasonable relation between present market behavior and our fund expectations. At COP19 the U.N. found \$ 30 billion, RIO+20 did over \$ 500. Sustainability is an atypical phenomena. Our pitch is on all levels "SAVE LIFE." We need all the money needed to SAVE LIFE.

6.2 Financing plan

2012-2013: Forming the legal organization, networking for relationships, gathering basic input documents, building the website and database, forming the Board, Council, and Representatives, hiring first staff and volunteers, starting outreach for global funding of projects, ... Internal budget € 3.000.000,=/ Project budget € 80 million;

2013-2014: Starting National initiatives all over the world, Regional legal/board/rep/staff/org, Language sub websites, holding two global conferences, ... Internal budget € 10.000.000,=/ Project budget aim € 800 million;

2014-2015: Starting Local initiatives all over the world, Regional legal/board/rep/staff/org, Language sub websites, holding two global conferences ... Internal budget € 30.000.000,=/ Project budget aim € 8 billion;

2015-2016: Starting Deep Transformation and governmental change initiatives all over the world, Regional legal/board/rep/staff/org, Language sub websites, holding two global conferences ... Internal budget € 75.000.000,=/ Project budget aim € 80 billion;

2016-2017: Starting Cross Nations and Remote Area and Sea initiatives all over the world, Regional legal/board/rep/staff/org, Language sub websites, holding two global conferences ... Internal budget € 150.000.000,=/ Project budget aim € 240 billion.

6.3 Balance sheet at opening

0

6.4 Solvability at opening

0

6.5 Certainties

0

6.6 Exploitation forecast

Funds on cash before spending.

Five year budget plan:

2012-2013:

Internal budget € 3.000.000,=

Project budget € 80 million

2013-2014:

Internal budget € 10.000.000,=

Project budget aim € 800 million

2014-2015:

Internal budget € 30.000.000,=

Project budget aim € 8 billion

2015-2016:

Internal budget € 75.000.000,=

Project budget aim € 80 billion

2016-2017:

Internal budget € 150.000.000,=

Project budget aim € 240 billion.

6.7 Liquidity and Tax

WSF has the Dutch ANBI status and is free from tax liabilities

Project Budget allocation for 90% of the in cash liquidity.

Operational cost are planed 3% or less of the Project budget aim.

Operational cost in % of Project budget aim

	2011	2012-2013:	2013-2014:	2014-2015:	2015-2016:	2016-2017:
O/P %	-	3,75%	1,25%	0,38%	0,09%	0,06%

6.8 Liquidity forecast

17 to 20% of income.

Liquidity forecast

In Million Euro	2011	2012-2013:	2013-2014:	2014-2015:	2015-2016:	2016-2017:
Funds in cash aim	0	100	1.000	10.000	100.000	300.000
Internal budget aim	0	3,0	10	30	75	150
Project budget aim	0	80	800	8.000	80.000	240.000
Reserve end of year	0	17	210	2.030	20.075	60.150

7. THE GLOBAL SHIFT - 2012

7.1 Geo politics

Only after one understands how freedom and rights are being suppressed by the managers of imperial states — even as they preach peace, freedom, justice, rights, and majority rule to their citizens to maintain their beliefs in the morality of their society, and thus assure the continued support of the masses for inflicting such violence upon the world — can one write honest history.

If one does not understand that process, one is almost certain to write a history in which, unbeknownst to the author, the background and documentation have been carefully created to give Managers of State the freedom to suppress other people's rights and transfer their wealth to the imperial center through unequal trades.

- J.W. Smith, *Economic Democracy; The Political Struggle for the 21st Century*, (M.E. Sharpe, 2000), p.95

www.globalissues.org

7.2 Power of communication

The role of communication in social change and transformation

Can the use of communication contribute to social change and transformation? The growing emphasis on participatory, 'horizontal' communication - such as stakeholder dialogue and consultation and bottom-up community media - has created spaces in which people can define development and give meaning to and claim their citizenship.

Such spaces allow people not only to be heard but also to reshape boundaries and social and cultural norms that underpin knowledge and power relations. This in turn could contribute to empowerment and social change.

Thus, while mass communication and behavioral change communication are considered useful in themselves and for promoting pre-determined reforms, participatory communication may have greater potential to contribute to locally-owned reforms and sustainable change at various levels of society.

www.gsdrc.org/go/topic-guides/communication-and-governance/social-media

7.3 Prediction to the Shift

Before we get into the heart of the matter concerning four of the top predictions centered on our current Shift Of The Age, one should come to the realization that this whole shift process is a natural one. Not a very easy thought to consider today when the subject is examined without an open mind. If that is your predisposition, or if you know someone who needs a better understanding of what major effects may very well transpire over the next few years of this present shift, it is my intent this article offers some help in that regard.

First off, please know this period in which we find ourselves is a transient, temporary one. Our world today is filled with unprecedented turmoil and challenges which can, at times, seem overwhelming. While some would argue this has always been the case, they could not deny the volume and intensity of what we face today is ever increasing unabated. It's as if we are face to face with the darkest aspects of humanity screaming at the coming dawn of a new and very bright era now appearing before us. And as this is a natural process, in a similar fashion to creating life itself, the birth pains come before the joy.

The onslaught of these changes some of which are pleasant and others very unpleasant, effect each one of us in the most profound and personal ways. If there is any consolation, we are all on this fantastic ride together. It will be through us coming together as unique individuals with the same intent to ultimately triumph into a brighter day. We now stand on the threshold of a New Earth one we will create that actually begins within each of us.

www.shiftoftheage.com/2010/07/15/2012-predictions-for-a-shift-of-the-age

7.4 Regardless

Like the birds have the sky and food, and fishes have the waters and food, people will have pollution free and financial debt free housing, food, education, and recreation.

The WSF – World Sustainability Fund – community unions people all over the world to create the next step in society building, conscious development, and global evolution: When we create common habitat, we will have the fundament for competition-less life time and has insurance for sustainability, peace, and good living by realizing our aims as mutual products and services:

1. Gathering of donations in all countries on Earth;
2. Moderating the Needed level of Global Sustainability;
3. Moderating the United Nations “The Future We Want” result;
4. Reporting “The Gap”;
5. Moderating the ranking of “The Most Polluting Habits and Productions”;
6. Moderating the ranking of “The Best Clean Development Methodologies”;
7. Moderation Project Proposals for “The Shift”;
8. Moderating Volunteers for realizing “The Shift”;
9. Moderating Co-creation Consortia;
10. Delegating, monitoring, and reporting “The Shift” Projects;
11. Funding and Financing “The Shift” Projects;
12. Organizing awareness around “The Shift” to “The Future We Need”;

13. Searching for more sustainable “Models of Living and Social Organization”;
14. Organizing Monitoring and Stabilization of “Past Shift”;
15. Moderating Happiness, Freedom, Peace, Prosperity, and Education.

This is also possible by layering our rights and sources in a more clever way:

- First the basement of (human and all) life must be granted by common nature;
- Then man needs from birth right to owns an own place to live and to harvest so s/he will have a valuable crib;
- On the third layer comes the right to take care for nature and neighbors as well to get care by inability and age;
- The fourth layer will grand education and entrepreneurship in free economy based on green technology;
- From those four layers mankind will be able to live in peace and harmony with nature by finding the right proportions for this by becoming aware of interrelationships as population, food, rich natural environment, and spiritual emotional balance.



www.youtube.com/watch?v=5S9bOvJemDU&feature=related

Of course we have to maintain, harvest, produce, and distribute. And we need to have the right to competition and capitalize on not basic rights and needs as luxury and want to haves. So we will. But not out of hunger, poverty, or survival. Not as slaves or financial dependents.

How to create this? We can and will share our wisdom, funds, assets, time, and labor. I will honor the people who came up with this idea, and ask all human beings to join and support this Fund.



Emile van Essen
Founder of WSF