



World Sustainability Fund WSF Year Report 2013



Introduction - *There Is Only One Valley, And It Is Green.*

This is the second year report of the World Sustainability Fund. WSF was founded on december 9th, 2011. The same day the United Nations Framwork Convention on Climate Change decided that all United.Nations contributing countries will make a description of nationally appropriate sustainable mitigation actions and seeking international support. Four earlier activities of WSF founder where leading to the assumption that the WSF initiative could have impact:

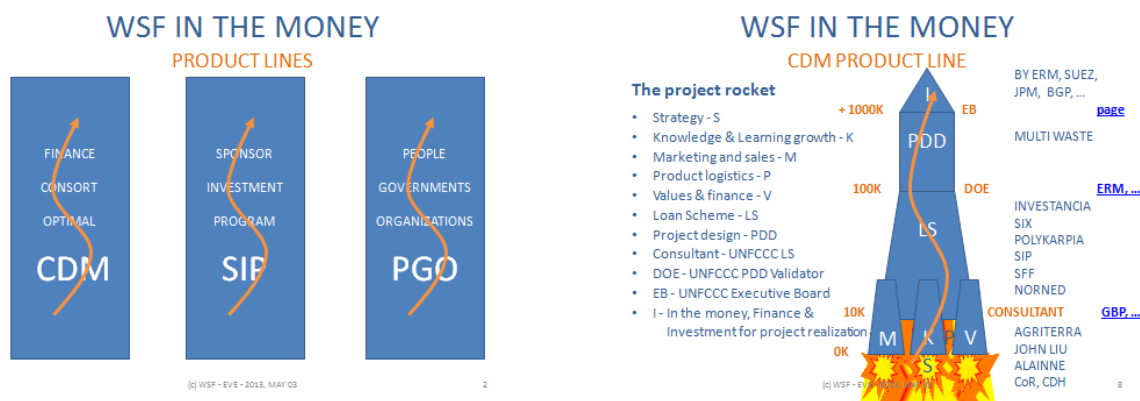
- The SBF VIPCURE global integrated medicin plan – [SBF 800M Brochure](#);
- The WHO 4 million Healthcare professionals education plan – [MKI HCE plan](#);
- The Global Poverty Eradication plan – [MP PE.doc](#);
- The Ten Commons Sustainability Human Rights – [Living in Harmony with Nature](#).

Purpose of WSF is: (a) To co-fund all actions needed to get a sustainable world, including U.N. climate change programs and additional Major Groups programs; (b) To solve the gap between the RIO+20 Outcome and the real need for sustainability.

Organization and Network

WSF held the first half year an office in Bussum, The Netherland. Due to the central location the office was nearly daily visited by Core Management and business contacts. The second half year the focus became more on Skype meetings and solo development by the founder to prepare and deploy the next level of organization: Project Management, Global Partnerships, WSF Bank, Country Sponsor Managers.

The Project Management – Development of the Projects Cube and Rocket, Intake and process protocols and powerpoint presentation. But also Standardization of Contracts and Offers.



Global Partnerships – Early 2013 the Club of Rome and Sunrice Solartech started partnerships. Half way 2013 contacts developed connecting with the global top25 banks, both in Asia and USA, and in Europe including Switzerland. This led to trade adventures under Essence SUM in Gold, Sugar, and Cement. The link developed out of Essence SUM Hotel and Resort trade, which is now developing a new hotel group. WSF partner also with UN FCCC, UN DESA, UN ECOSOC, and the UN Open Working Group on Sustainability Development Goals; The Commons Cluster and many other related institutes.

WSF Bank – After consultation with the top25 banks platform, WSF got the

proposition to become multi billion funds for its targets. On December 27 WSF and a two billion euro metal owner joint venture group agreed to asked for the official offer from the top25 bank platform. This can lead in early 2014 to the first major funding of WSF. To leverage the funds and institutionalize the lending to projects, a new to found WSF Bank will be a great step forward.

Country Sponsor Managers – Within the WSF sponsor program we developed the one million dollar Country Sustainability Development program that will give us in every country an strong local partner, an office with staff and many local connections to start projects and to come on target. We have already Country Sponsor Managers in Australia, Germany, Indonesia, Portugal, Singapore, Switzerland, and USA. Chili and The Netherlands are under negotiation. Contacts are available for Brazil, China, Colombia, Croatia, France, Greece, Italy, Mexico, Peru, Poland, Spain, and Turkey.

Staff and Education

With the help of the Club of Rome, Walter Schouten of Reset Management and Alain Voltz of Atma, we developed the WSF Core Team, Step to step roll out plan, and the Core Team Purpose and Principles.



Projecten kubus	Owner	Financial target, x € 1.000			
		Totale, mei en juni		Loan, juli	Loan, okt
		laag	hoog	laag	hoog
Multwaste	Polykarpia	Emile	6	6	0
SIP-3 Lima	5 proj.		10		20
Ocean Plastics	SOX/WSF/Polyk.		30	20	30
SIP-2 2nd ocean			10		20
Solar Ghana	ESS/Polyk.	x 10 jaar	0	10	30
Nicaragua	FSS	Reinier	3	3	15
SIP-4 Cor D.	5 proj.		10		20
Paraguay	Investancia		5	10	15
SIP-5 Paraguay			10		20
Rwanda Forest	WSF/Polyk.		5	10	30
Mijnwater	Polykarpia	Dick	0	10	30
SIP-7 Afrika	4 proj.		10		20
Drinkwater	SOX/ESS/Polyk.		0	20	30
SIP-9 Malaysia			10		20
APOLLO	ESS/Polyk.	Emile jr.	0	10	15
SIP-10 EMEA	5 proj.		10		20
SIP-11 Azië			10		20

What we learned is that there was only One Way Up: Trough The Valleys. One of them was our Newsletter 'Transparent'. When we where not able to agree by heart on the content as a team, we lost the publication, the ALLWSF meetings, WSF135D, and so the internal road to a new financial dynamic. It looks like trouble in paradise but now, half a year later, I can see the way up in the highest gear as origenally imagenated. After I learned WSF fitting 'Customer' and 'Project' selection, the effect came quick: the Core Team, some partners, and most of projects broke up and new teams and partnerships where build: I entered the billion dollars minds.

Marketing and Communication

We did not jet product marketing. But we marketed our vision, name, and consults by direct email to 75 Heads of States, all 196 U.N. Country representing Ambassadors, all Major Groups, and over 700 NGO's. September a student in international marketing started her dissertation at WSF, researching best possibilities to co-operate with the top 40 Dutch origine multinationals. She visited Akzo, World Wildlife Foundation, Unilever, and more and will present here work in februari 2014.



In December we finished the new website and report on the sixth UN Open Working Group for Post 2015 SDG's.

Production and Logistics

We started with zero projects. Grow to over twelve and multiple potential but failed to realize them financially. Most of the projects were not yet ready for financing and we lost time with writing plans instead of assessing them. So we stopped the project development and started to debug the organization and threw the undesirable customers out the door. I went on alone and developed sideways for multi million income in gold and hotel trading, as well as searching for a 100 to 500 million euro investor to open the WSF Bank. The gold trading started also dramatic but led to high qualified relations and network during the last quarter, delivering a two billion euro nickel owner asking for refinancing. The hotel trade had also a steep learning curve ending up with creation of a new five star hotel group containing fourteen mediterranean hotels with together 6.500 rooms, 70% occupation, €1,8 billion value, and a sales price of €1,4 billion, realizing potential in 2014 €0,4 billion for WSF.



Finance and Assets

In April 2013 the focus was on Business and Governmental Organizations, having 14 projects under development, with a funding need of € 700 million, giving WSF over € 200 million in cash end 2013. Reality showed up with nothing but parked projects and endless opportunities. WSF connected with the CDP – Carbon Disclosure Program – and so with over 700 institutes for funding green development, with US \$ 87.000 billion of means. The WSF Budget plan to realize out of Country and other Sponsor Investors Programs, external funding and WSF Bank high finance:
2013-2014: Internal budget aim € 10 million; Project budget aim € 800 million.
2014-2015: Internal budget aim € 30 million; Project budget aim € 8 billion.
2015-2016: Internal budget aim € 75 million; Project budget aim € 80 billion.
2016-2017: Internal budget aim € 150 million; Project budget aim € 240 billion.

Forecast

Present 2014 offer of instruments show reality on \$ 200 millions out of the country development program, € 400 / € 700 million or more out of projects, and € 7 to € 60 billion out of WSF Bank high finance. It is about sustainability that we care: May All Valleys Become Green!

--- ing. J. J. Emile van Essen, President WSF, January 1th, 2014 ---