



This is the first year report of the World Sustainability Fund. WSF was founded on December 9th, 2011.



Dec. 9, 2011 - Signing of the Statutes by Emile van Essen.

Copy of the WSF Statutes: [Dutch](#) | English follows.

Summary: Board under Council control; to benefit Sustainability, Life, and Education

On the same day the United Nations Framework Convention on Climate Change reached an important level of actions that formed one of the basements of WSF. In the UNFCCC in Durban, it was decided that all 193 UN contributing countries will make a description of nationally appropriate mitigation actions and seeking international support:

- (a) Mitigation actions to realize a sustainable future;
- (b) Including contact information;
- (c) Expected timeframe for the implementation;
- (d) Estimated full costs;
- (e) Amount and type of support (financial, technological and capacity building);
- (f) Estimated emission reductions.

Also the weak texts in the RIO+20 Zero Document “The Future We Want” asked for the WSF initiation, to build “The Future We Need.”

The involvement on this matter came from the founders role in the Global Human Commons: What about us? Global Union for the baseline needs for Life and Wealth; as well the Commons Action, Commons Cluster for the United Nations.

Four earlier activities of Emile van Essen where leading to the assumption that the WSF initiative could have impact:

- The SBF VIPCURE global integrated medicine 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.

WSF in 2012:

Development of the first business plan;
 Attending RIO+20 with a four man delegation;
 Analysis of Durban and RIO+20 outcome;
 Many meetings with NL Platform RIO+20;
 Connecting with over fifty NGO, UN, and green businesses;
 Contacting high level for forming an international WSF board;
 Analysis of funding CDM's – Clean Development Methodologies;
 Creating a core team in The Netherlands;
 Emailing to all UN Country Ambassadors, 90 Heads of States, and 800 NGO's: The Action "The Future We Need" effectuated to the proposal of UNDP to invest up to 2050 2% of GDP in sustainable development.

Financial:

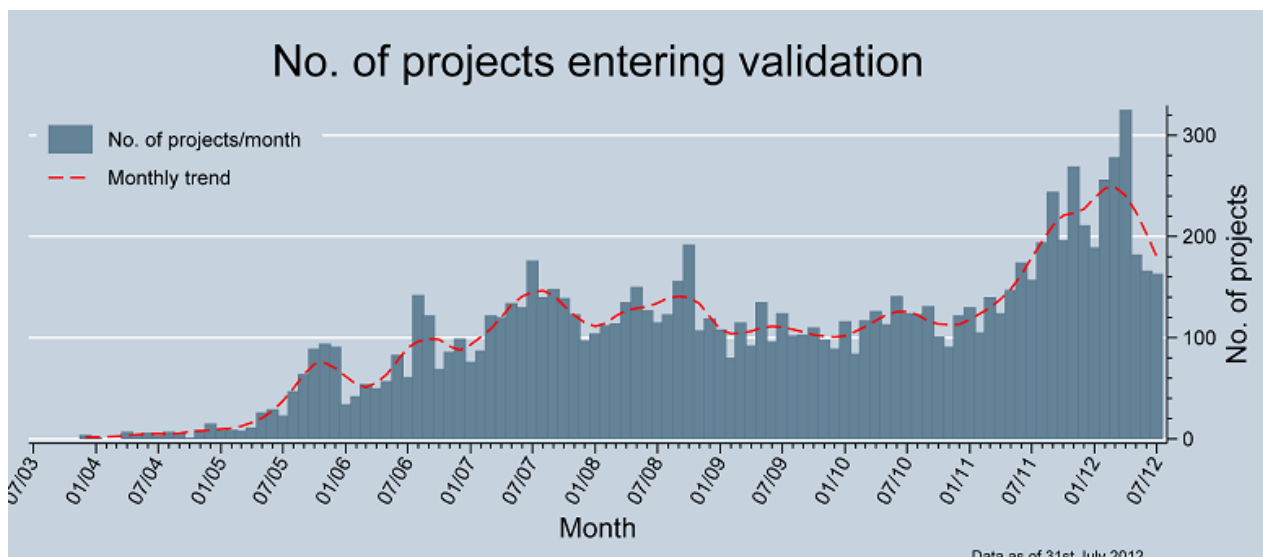
WSF connected with the CDP – Carbon Disclosure Program – and so with over 700 institutes for funding green development, with US\$ 87.000 billion of means. The spendings of WSF in 2012 were small and supported by ESSENCE SUM. The 2012 policy was to prepare for becoming financial in 2013.

Forecast:

Organization:

**Products:**

Moderating the ranking of "The Best Clean Development Methodologies" and ranking their impact on "The Most Polluting Habits and Productions." Offering project duplication in other countries.



Marketing:

To discuss with new board members and external advisors. Conceptual samples: WWF, Oxfam Novib, and WorldWatch. We will consult the Top 4 Countries, Top 4 NGO's, and Top 4 Business and make them part of Marketing mix as well.

Finance:

Customers revenue forecast per field

In Million Euro	2011	2012-2013:	2013-2014:
Private customer	0	50	600
NGO cooperatives	0	2	15
Business & GO	0	48	385
Funds in cash aim	0	100	1.000

Average Customers revenue forecast per customer

In Euro	2011	2012-2013:	2013-2014:
Private customer	0	50	60
NGO cooperatives	0	2.000	3.000
Business & GO	0	4.800	7.700

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. Development of the Projects Cube and Rocket will connect in the second part of 2013 WSF services with all countries.

