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## World Life Mega Event The Hague & Media (Draft)

### New event proposal for the Municipality of The Hague

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#### 1) **Idea**

Mega activities based on the United Nations Post 2015 Agenda and its new objectives until 2030. Hague is the launching city and one year later the arrival of the World Life Mega Event tour that every month will visit a different city to bring the 17 Sustainable Development Goals (SDG's) to the attention, to conclude contracts, to promote project proposals, and to encourage people and organizations to contribute to prolonged upon. The event lasts three to four days and is placed in the local cultural context with music and relevant activities for every age and background.

#### 2) **Summary**

Mankind faces huge challenges that include: Saving the Climate, Overcrowding, Poverty and Health, Economics and Revenue. The United Nations Post 2015 Agenda is the world plan to provide the necessary solutions. The money and the clean technologies are

ready for it. Now, it comes to bringing people in motion to realize the plans and objectives. Past experience has shown that this is not automatic. The World Life Mega Event (WLME) will attract hundreds of thousands of people to The Hague by a sort of launch event based on presentations by all UN countries in their Post 2015 Agenda needs and their international contribution. Also the business community will present their contributions and services. Some examples are:

- The European EVS program with over four thousand projects and five thousand organizations for voluntary labour;
- The United Nations two hundred and fifty clean technology and over five thousand example has projects;
- Netherlands has many financial institutions with hundreds of billions euro's offering to finance the future plans.

Through TV and social media during the three to four day event there will be project auctions and sponsorship collections surrounded by documentaries and live music podia to tune up the The Hague World Life Mega Event.

If possible the event tour organization and the World Sustainability Fund will get a permanent base in Soestdijk Palace.



# WSF – World Sustainability Fund



### 3) **World Sustainability Fund**

WSF is a Dutch foundation with her headquarters in The Hague. It was established in 2011 following the realization that the UN and countries need of capacity support to realize their future plans.

Its founder, Emile van Essen, is since 1980 actively involved in numerous social developments. In 1990 he founded the VIBA National Center for Healthy Building and Living that resulted in the same year to a European collaboration with twelve countries. Since 1998 he contributed to U.N. planning at global level: first to the health care system, education, aviation and human rights; later in the poverty elimination, sustainable, cooperative partnership and the establishment of the Post 2015 Agenda.

WSF currently has about fifty volunteers with more than 40 nationalities. At the end of 2015 this will be 120. Her short-term goal is to open its own branches in all countries (currently 12) to contribute thus to the realization of, per country, ten large scale example sustainability projects, promotion of the Post 2015 Agenda, and building capacity and matchmaking between technology, financial programs and organizations.

WSF her income consists of donations, project finance, trade commissions and project revenues. At the moment the contracts are in excess of three billion euro's portfolio offers with a net monthly income of

approximately four million euro's over the next five years.

From 2009 to 2013 its founder has been prominently involved in the planning process around the re-designation of Soestdijk Palace. In mid October WSF will present its proposal in question. The Hague World Life Mega Event is seen as an important part of this proposal.

### 4) **Master plan**

For the elaboration of the master plan a special team will be assembled that will be supported by experienced organizations with multiple years of event expertise in The Hague. We prepare ourselves to have the event taken place in the second quarter or late third quarter of 201. The exact date will be determined in consultation with the municipality. The plan will include among others the following:

- Safety Plan
- Maps
- Data structures
- Sustainability Festival
- Music Event
- Exhibitions
- Conferences
- Milestones + contracts

### 5) **Scope and Objectives**

To involve the Dutch population and international parties in the realization of the global agenda and national objectives in the area of sustainability, poverty, human rights, infrastructure, economy, health and political policies, and leadership development. Through TV and social media achieving worldwide attention to the event and its results.

## 6) Business Model Canvas



WSF – World Sustainability Fund



Den Haag - World Life Mega Event

<p><b>Key Partners</b></p> <p>Municipality of The Hague Min. Foreign Affairs foreign Embassies U.N. sections NGO Millennium goals NGOs Post-2015 Agenda Does Hague Volunteers in The Hague The Hague Challenge EVS - EU Voluntary Service Hague event organizations TV, Talpa, Linda foundation CDM project owners U.N. program-related financial settings Press &amp; Social Media WTC's and Major Groups</p>	<p><b>Key Activities</b></p> <p>Music venues Themes (Cons.) Film festival Themes (Cons.) Food &amp; Drink Overview country goals Technology exhibitions Project exhibitions Closing countries contracts Offer (int.) (vol.) Work Project auction Project sponsorship</p>	<p><b>Value Propositions</b></p> <p>Post 2015 Agenda til 2030 Country plans “ “ UNFCCC CDM's and PDD's The 17 SDG's 5000 EVS organisations WSF country support program The Hague as entertainment  The event as part of a world tour of one year by 12 top cities  WSF years of follow-up of the outcomes of the event  Market opportunities for businesses and government  Employment opportunities for income and volunteers  Int. Rol voor Nederland</p>	<p><b>Customer Relationships</b></p> <p>Single or two-time at unregistered entries Registration and follow-up of registered participants Monitoring and reporting of project agreements WSF(+) Offer Support for large-scale projects To develop potential for re-use of Soestdijk Palace</p>	<p><b>Customer Segments</b></p> <p>Governments of countries Financial institutions CDM PDD owners EVS organizations SDG georiëteerde NGOs Business Volunteers Durable consumer Entertainment and culture visitors Day trippers Pupils and students Retirees</p>
<p><b>Key Resources</b></p> <p>WSF own resources Volunteers Municipality contribute Sponsorships business U.N. related funds Participation and entrance fees</p>	<p><b>Channels</b></p> <p>Social media, press and TV Billboards and public transport ads Websites &amp; Databases U.N. and Embassies NGOs and business expenses WTC's and Major Groups com's Soft drinks promo ads</p>	<p><b>Revenue Streams</b></p> <p>Contributions municipality and governments, countries and organizations Contributions participating visitors (admission and spending) Contributions from auctions and sponsorships and (countries) contracts Contributions from project realizations afterwards Contributions from concept duplications and media material</p>	<p><b>Cost Structure</b></p> <p>Plan development and promotion, Contracting Key Partners Commercial promotion, up and guide participants Build, protect, use and dispose of event locations Transportation, housing, care of special guests, entertainers and crew Collect results, insurance, accounting, reporting and close</p>	<p>Owners and users of sustainability and social aspects related issues like wine, cars, food, energy, saving, investing, and sponsorship  Music and entertainment enthusiasts</p>



# WSF – World Sustainability Fund



## 7) **Elaboration / Parts**

Further development in detail follows after designation by the City of The Hague. Worked anyway will be contracting of the WSF country offices and projects, because they belong to the core of her charity activities.

Other components such as the exhibition of CDMs, SDGs and project auctions can later become permanent.

WSF is committed to a sustainable society and the Post 2015 Calendar in particular. In the coming years it will become a major player in the field of global developments.

## 8) **Conclusion**

It is too early to draw conclusions on

this proposal. However, it can be concluded that WSF has the right contacts, resources, and personnel available to further develop the idea into a comprehensive and feasible plan. For its implementation it is partly dependent on the experience of its Key Partners. The Municipality of The Hague is offered by this proposal to present itself as a pioneer of global targets and a sustainable future.

## 9) **Attachments**

Much information about the WSF and its network can be found on the website. In general, at <http://worldsustainabilityfund.nl> and more specifically at <http://worldsustainabilityfund.nl/me>.

## The Hague & Media World Life Mega Event

New event for the Municipality of The Hague

WSF - World Sustainability Fund



### **Ing. J. J. E. van Essen, Founder and President**

Member U.N. SD - Steering Committee [Rule of law and governance](#)

Director of the Instant Response Network, Commons Cluster for

the U.N., [commonsactionfortheUnitedNations.org](http://commonsactionfortheUnitedNations.org)

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