

**WORLD
SUSTAINABILITY
FOUNDATION**

Impact Report

2022 - 2023



INTRO

Turning Challenges into Achievements

The Impact of Conservation Projects of the World Sustainability Foundation

We pioneered in seafood sustainability certifications with Dolphin-Safe tuna and Friend of the Sea. We then expanded the scope of our certification to other products and services which respect the marine habitat.

With Friend of the Earth we proposed a strong sustainability certification to the agriculture sector, then expanding into fashion, furniture and more.

Before the establishment of the World Sustainability Foundation (WSF) in 2022, all our conservation projects were managed under the Friend of the Sea and Friend of the Earth programmes. Since then, the WSF has become the central entity for all our efforts.

In 2022, we officially launched the World Sustainability Foundation to manage and support conservation campaigns in over 40 countries, focusing on protecting endangered species and critical habitats. Through various initiatives, including webinars, courses, conferences, posts, events, and our concept store, Sustainable Friends, we have made significant contributions to the sustainability movement.





WORLD
SUSTAINABILITY
FOUNDATION

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The meaning of the World Sustainability Foundation and it's mission

The World Sustainability Foundation (WSF) is a non-profit Segment of the World Sustainability Organization (WSO) which aims to protect and improve the environment by promoting a culture of Sustainable development.

Chaired by the economist and environmentalist Paolo Bray, some of the Foundation's commitments include land enhancement, protection of marine and terrestrial resources and habitats, and the development of campaigns to protect endangered species.

The World Sustainability Foundation is also active in the field of citizen awareness. Thanks to the assistance of experts, it provides outreach materials and support to companies with regard to Sustainable production and new technologies.

The Foundation manages conservation projects and supports administrative expenses thanks to approximately 10% of the Annual Revenue of the World Sustainability Organization and donations from individuals and private companies.

WSO & WSF giving back to Nature
(yearly average 10%)



● Yearly Revenue
● Conservation Projects

Key Highlights

The World Sustainability Foundation's **main goal is to safeguard and preserve global biodiversity, encompassing both marine and terrestrial ecosystems.**

Preserving biodiversity is essential for our current and future well-being, demanding immediate action to ensure the enduring vitality of nature.

To accomplish this, **we are actively engaged in various initiatives, including the protection of critical endangered species and the implementation of ecosystem restoration projects such as reforestation and coral restoration.** These endeavors aim to provide a habitat for all the plants and animals that inhabit these ecosystems.

Moreover, the Foundation seeks to engage both local communities and younger generations in environmental stewardship, empowering them to care for their environment.

37+
Endangered Species
Protected

7
Threatened
Ecosystems
Protected

24k
Trees
Planted

10+
Reforested
Hectares

1k+
Kids
Educated

DISCOVER MORE 

Active Projects

Give yourself and the planet a chance for a better future! Support the foundation's projects by donating or selecting our certified products.

Do you have a company and want to get involved? The WSF selects the most effective conservation projects in the world and will guide you in becoming a part of them.

You can decide to donate generically to one of these two categories (or both) or select a specific project.

Our projects fall into two main categories:



Ocean Projects

**Under the Friend of the Sea® logo
these are projects closely
related to our seas and oceans.**



FRIEND OF THE SEA 



Earth Projects

**Under the Friend of the Earth® logo
These are projects closely
related to land.**



FRIEND OF THE EARTH 

Locate our Projects



Projects & Results over the last 2 years

Over the past two years, **the Foundation has devoted itself to global conservation projects**, tirelessly striving to protect the environment and minimise human influence.

Throughout this period, a multitude of initiatives have been undertaken, ranging from safeguarding our oceans and landscapes to preserving endangered species and ambitiously reforesting our planet.

This comprehensive overview presents our projects, their impacts, and the Foundation's achieved results.



DISCOVER MORE [↗](#)



FEATURED PROJECT

Protect Albatrosses from Plastic Pollution

WSF's donations supported a research student through the Galapagos Conservation Trust, extending valuable career opportunities to the student. The student's task involves analysing drone survey footage from 2021 to create a report on plastic levels on Española Island, the only habitat for the critically endangered waved albatrosses.

The **Galapagos Conservation Trust** has a rich history of conservation efforts, including tagging whale sharks, monitoring giant tortoises, and funding community projects. Notable achievements in 2022 include monitoring 65 tagged giant tortoises, engaging 20% of the Galapagos population in environmental education events, funding 13 community projects, and tagging five adult female whale sharks in a new population.

DISCOVER MORE 





FEATURED PROJECT

Educating Future Generations on the Conservation of Sea Turtles in Nigeria



The WSF collaborated with the **Mental and Environmental Development Initiative for Children (M.E.D.I.C.)**, a Nigerian NGO dedicated to child development. With WSF's support, M.E.D.I.C. conducted awareness campaigns in five schools, reaching approximately 3,000 children, with a primary focus on sea turtle conservation.

Funding from the Foundation facilitated the creation of advocacy T-shirts, development of

educational booklets, printing of a story wall featuring rescued turtles, and provision of arts and crafts materials for the Kids Beach Garden.

M.E.D.I.C. oversees the sea turtle sanctuary located within the Kids Beach Garden at Elegushi Beach, Ikate Lekki, Lagos. The success of this project has brought recognition to the Elegushi Royal Family and their beach, establishing it as Nigeria's premier shoreline with a Sea Turtle Sanctuary.



DISCOVER MORE



FEATURED PROJECT

Preserving Brazil's Mangrove Forests

In 2022, the World Sustainability Foundation supported **Associação MarBrasil** to conserve mangroves in Guaraqueçaba Protected Area.

Through our efforts, key species like Green Turtles, Mero, sharks, and Manta rays have been successfully protected and reintroduced into their habitats.

Local Caiçara communities engage, fostering stewardship and creating economic opportunities. Emphasis on environmental benefits like significant carbon storage. This partnership crucially preserves Brazil's mangroves, benefiting biodiversity, communities, and the environment.



DISCOVER MORE 



FEATURED PROJECT

Save the Corals in Thailand

Since 2022, we've supported **ATMEC** in restoring the local reef by transplanting 1,000 coral pieces into artificial structures, ensuring their survival and growth.

Indirect effects of protecting ecosystem biodiversity since then include habitat creation for over 20 coral reef-associated fish species, substrate for threatened anthozoa groups, and habitat creation for cryptic vertebrates and invertebrates. Additionally, we've established additional zooxanthellae reservoirs beyond the reef edge and increased genetic diversity of core coral groups.

Non-targeted species protected: Thousands inhabiting coral reefs.

Other benefits achieved since 2022 include encouraging Sustainable tourism, creating independent dive sites, and increasing public and governmental support for protected waters.

DISCOVER MORE 



**LOVE
WILDLIFE**
FOUNDATION, THAILAND



ATMEC

by Love Wildlife Foundation



FEATURED PROJECT

Whale Ship Strike

This project was created with the aim of reducing the risk of collision between boats and whales.

In 2015 The World Sustainability Foundation launched a **campaign focusing on the increasing numbers of whales being killed or affected by ship strikes**. Pygmy blue and other whales feed and breed in the Indian Ocean, just south of Sri Lanka, an area subject to some of the busiest cargo ship traffic in the world.

Aside from the potential lethal strikes, the loud noise from ships creates negative impacts on whales' feeding and breeding behaviours.

The WSF has also proposed an international project to assess such risks and introduce impact reduction measures.



15

**New "Whale Safe"
dolphin and
whale-watching
operators**

2

**Awarded companies
MSC Cruise and
Hapag-Lloyd**



DISCOVER MORE



FEATURED PROJECT

Save the Pangolins in Vietnam



Our support to **Save Vietnam's Wildlife** fed 9 pangolins for a month. SVW rescued over 2,471 wild animals of 45 species, and provided veterinary care with a 92% survival rate; released roughly 60% back to the wild, covering 220,747 km. Protecting pangolins indirectly benefits biodiversity by controlling other species' numbers, maintaining ecological balance.

These initiatives protect non-targeted species like Owston's Civet, Otters, and Tigers. The "Valuing Nature in Childhood" programme reached 5,897 kids, 1,078 teachers, and parents from 28 kindergartens, fostering environmental awareness.

DISCOVER MORE





FEATURED PROJECT

Monitor the Snow Leopards in India

The WSF supports the **Snow Leopard Trust**, a key organization dedicated to conserving snow leopards in Asia. Snow leopards are elusive, making research and protection efforts challenging. Through fundraising and awareness campaigns, WSF aids in initiatives such as monitoring and anti-poaching. In Mongolia, two camera traps gather vital data on snow leopard behaviour.

In 2023, WSF helped fund a project in Himachal Pradesh, India, where 40 camera traps revealed the presence of at least two snow leopards in the Great Himalayan National Park. Researchers also spotted common leopards, highlighting the importance of camera traps.

DISCOVER MORE [↗](#)





FEATURED PROJECT

Save the endangered singing Lemurs and their habitat in Madagascar

The WSF's collaboration with the **Department of Life Sciences and Systems Biology (DBIOS)** at the University of Turin (UNITO) and U-ONLUS in Madagascar supports the "Maromizaha Project," focusing on the conservation of the singing lemur and local biodiversity. Through funding and awareness-raising, the Foundation aided in planting 20,000 endemic trees across 10 hectares, expanding the lemur's natural habitat.

Protecting the singing lemur (*Indri indri*) also safeguards the entire ecosystem of the New Protected Area of Maromizaha, benefiting 13 lemur species, diverse insect populations, birds, amphibians, reptiles, mammals, and numerous plant species endemic to Madagascar.

Engaging local communities is a cornerstone of our conservation strategy, with active involvement from women in restoration projects and educational programmes targeting children to enhance conservation awareness.

u
onlus

DBios



DISCOVER MORE [↗](#)



FEATURED PROJECT

Travel to Discover and Protect

The Austrian **travel agency Nice Dive & Trips** organized a trip in collaboration with the Foundation, aiming to support WSF's singing lemur project. A portion of each guest's trip cost was donated to the WSF, contributing to conservation efforts.

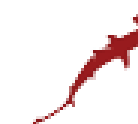
Mario Passoni, the WSF's conservation project manager, guided guests to explore the biodiversity of the Nosy Be archipelago.

Donations collected will aid in reducing the environmental impact of hosting activities in the New Maromizaha Protected Area. This forest area accommodates various facilities supporting research and eco-tourism. All contributions will help equip these facilities with innovative braziers, cutting charcoal consumption by 50% to 70%.

Additionally, solar kits will provide sustainable energy alternatives to diesel generators, benefiting both researchers and local communities.



DISCOVER MORE 



nice
DIVE & TRIPS



FEATURED PROJECT

Planting trees and supporting local communities in central Africa

Trees for the Future trains local farmers across five countries in sub-Saharan Africa in their “Forest Garden Approach,” prioritising agroforestry and Sustainable land management.

In 2022-2023, farmers successfully planted 38 million trees, covering 56,000 acres of land, with the participation of approximately 240,000 individuals, including 44% female farmers.

The project emphasizes planting indigenous trees that also provide food for communities. Data reveals that farmers now consume over twice the average

household’s fruit during the dry season, significantly improving food security. With WFS’s support 4,000 trees were replanted in Cameroon, Chad, and Mali.

Environmental restoration efforts have led to the return of bird species, as well as benefiting the thousands of species inhabiting the equatorial forests where the trees were planted.

The project also prioritizes the involvement and compensation of local communities engaged in tree planting operations.

Over 20 years, the initiative has offset 144 metric tonnes of CO2 emissions, contributing to climate change mitigation efforts.



**TREES
FOR THE
FUTURE**

DISCOVER MORE 



FEATURED PROJECT

Protecting orphan Rhinos in South Africa

The WSF's partnership with **The Rhino Orphanage (TRO)** in South Africa is crucial for rhino conservation. TRO rescues, rehabilitates, and releases orphaned rhinos. With the Foundation's support, 32 orphans were relocated to a 4,800-hectare reserve in Limpopo, improving their chances of rehabilitation and return to the wild.

Protecting rhinos benefits their habitat, beetle populations, and the ecosystem. All efforts indirectly support bird species like *Buphagus africanus* and *Buphagus erythrorhynchus* (oxpeckers) and insect populations such as dung beetles.

Returning rhinos to the 4,600-hectare reserve enhances ecosystem health by maintaining grasslands and providing watering holes. The relocation involved 57 individuals, with 90% sourced from the local community, providing employment opportunities and fostering community involvement in conservation.

DISCOVER MORE 

the
rhino
orphanage
Ntlo ya Lerato



FEATURED PROJECT

Defending wild elephants in Zambia

The World Sustainability Foundation supported **Game Rangers International (GRI)**, a non-profit in Zambia since 2008.

GRI empowers rangers and communities for nature conservation, notably through the Elephant Nursery in Lusaka for orphaned elephants due to poaching. Innovative methods like “Smelly Elephant Repellant” and “Eye-cow” tattoos mitigate conflicts.

Community initiatives include clean water, conservation clubs, and youth activities. 57 orphaned elephants were rehabilitated, with 7 reintroduced into the wild. GPS collars aid monitoring, benefiting biodiversity by protecting elephant habitats and

indirectly supporting other species. Economic and medical support is provided to ranger families, along with conservation education and empowerment programmes.

Environmental benefits include patrols, solar power provision, and carbon neutrality across 2 million hectares. Collaboration with GRI helps fund anti-poaching activities, ranger training, and elephant conservation. This aids the release of orphans into Kafue National Park.

DISCOVER MORE 





FEATURED PROJECT

Protecting Kenya's Giraffes Combating Poaching



The World Sustainability Foundation has provided vital support to the **Somali Giraffe Project**, aiding in the conservation and recovery of the endangered reticulated giraffe in Kenya.

Our efforts include funding for anti-poaching activities, mitigating giraffe-farmer conflicts, and establishing feeding stations and educational centres.

Through these initiatives, we not only protect the giraffe population but also contribute to biodiversity by aiding in seed dispersal and providing resources for other wildlife.

Additionally, our community engagement programmes reach over 2,000 pastoralists and 6,000 school children, fostering conservation awareness and nurturing future conservationists.

This holistic approach promotes coexistence between giraffes and local farmers while enriching both ecosystems and communities.



DISCOVER MORE



FEATURED PROJECT

Elevating awareness for bats' conservation

The WSF funded the creation and distribution of bat packs by an American nonprofit organization to schools in the USA and Seychelles, providing essential educational resources to hundreds of students.

These packs raise awareness about bat conservation and benefit both wildlife and educational experiences.

By protecting bats, the WSF safeguards biodiversity and supports their crucial roles as pollinators, seed dispersers, and pest controllers.

This initiative contributes to global ecosystems and fosters awareness about the importance of bat conservation.

DISCOVER MORE 





FEATURED PROJECT

Titicaca's Frog conservation initiative

The WSF's support enabled the development of **monitoring programmes for the Titicaca Water Frog (*Telmatobius culeus*)**.

Protecting the Titicaca Water Frog over 7,982 hectares indirectly safeguards the water bodies of these three lagoons, crucial reserves supplying water for crop fields in the high Andean plateau.

The presence of the frog serves as an indicator of good water quality, contributing to our conservation objectives.

This initiative indirectly benefits various species, including the Andean goose, Andean deer, Andean fox, vicuña, Chilean flamingo, and Andean flamingo.

The Foundation engaged approximately 80 individuals in the Rural Community of Lagunillas and collaborated with the Association of Artisan Women of Lagunillas (AMAF) to develop handicrafts inspired by the giant frog as part of community involvement efforts.



DISCOVER MORE



FEATURED PROJECT

Discovering & Protecting Wetlands of Greece

The Mediterranean Wetlands Initiative (MedWet), established in 1991, unites 27 Mediterranean countries under the Ramsar Convention.

The WSF's mission is to conserve Mediterranean wetlands and promote their Sustainable use. To further this goal, the Foundation funded a field trip for students to the Messolonghi-Aitoliko Lagoons, a Ramsar site rich in biodiversity and cultural heritage.

Following the trip, a workshop was conducted at the school, featuring a film showcasing wetland values, a presentation on wetland benefits, and a discussion to brainstorm ideas for improved wetland protection.

Additionally, students were encouraged to depict wetland scenes in their art classes.

This initiative not only safeguards all species within this ecosystem but also engages local communities.

DISCOVER MORE [↗](#)

MedWet



FEATURED PROJECT

Discovering Madeira's Snails

The WSF partnered with **Mossy Earth** to conserve four snail species: *Discula lyelliana*, *Atlantica calathoides*, *Geomitra coronula*, and *Geomitra grabhami*.

Together, they located *Geomitra coronula*, which was previously difficult to find for captive breeding, as well as carefully monitoring the wild populations of the other three species and their habitats. Thus to assess their habitats, identify threats, and plan future conservation efforts.

Protecting these snails benefits biodiversity as they contribute to nutrient cycling and serve as preys for native insects.

Raising awareness about Madeira's biodiversity strengthens local and global connections. Many in Madeira were unaware of these species, but now support conservation efforts. This awareness could influence public opinion and support ecosystem conservation efforts worldwide. WSF's work in snail conservation offers insights for similar efforts globally.

DISCOVER MORE 





FEATURED PROJECT

Global Butterfly Census

The WSF's project operates on the principles of Citizen Science, inviting everyone to contribute as scientists by helping collect data on butterflies and moths. Through this initiative, WSF engaged thousands of individuals worldwide who shared over 2,000 photos and videos of these species via WhatsApp, representing 38 countries altogether.

Protecting these butterflies and moths has significant implications for biodiversity. Not only are they a vital food source for many animals, but they also play a crucial role in pollination, benefiting local flora and agriculture.

Our initiatives extend protection to all organisms reliant on these insects for sustenance, as well as to plants dependent on their pollination.



World Sustainability Foundation® Global Census Butterflies

Thanks to your help, since the launch of the Global Butterflies' Census in January 2021, we have received 2269 pictures of butterflies and moths' species, from 38 countries in the World.



Anyone can contribute to the project by photographing butterflies spotted and sending photos via email or WhatsApp number **+39 351 2522520**

DISCOVER MORE [↗](#)

Crowdfunding: protecting singing lemurs and their habitat

In 2023, the Foundation successfully completed its first crowdfunding.

The goal was to obtain funds to expand the habitat of singing lemurs in Madagascar's Maromizaha forest. The campaign was a success and the Foundation was able, in collaboration with UOnlus and Dbios, to plant 10,000 endemic trees in 5 hectares, involving dozens of people from the local community.

DISCOVER MORE 

WATCH THE FULL STORY





OUR LATEST PROJECT

One Guest One Tree Planted

For every guest, we plant a tree.

REFORESTATION

This is a reforestation project, which means replanting trees where they once lived but have disappeared due to deforestation.

WHO'S IT DEDICATED TO?

To hotels, resorts, B&Bs, lodges, campsites and all tourist facilities that want to get involved, protect and preserve nature.



WHAT WILL WE DO?

Thanks to your contribution, together we will achieve the following:

- **Involve your guests;**
- **Protect local biodiversity;**
- **Involve local communities;**
- **Help protect local wildlife;**
- **Tackling climate change by absorbing CO₂.**

We will also provide guests with material to create content that can be used to enhance their participation in the project.



WHERE WILL YOUR TREES BE PLANTED?

The planting will take place in Central Africa, but on request, it will be possible to consider planting in other geographical areas.

DISCOVER HOW TO CONTRIBUTE [↗](#)

Lessons for a better Future

From Webinars to documentaries, WSF is committed to audio-visual production to teach people about sustainable measures.

Additionally, the WSF through Friend of the Sea® and Friend of the Earth® YouTube Channels publishes institutional videos, documentaries, webinars and other forms of audiovisual content that help educate the public about environmental issues and the importance of adopting sustainable practices.

We also share inspiring stories about companies and communities that have adopted sustainable measures and found success in the process.

List of WEBINARS (and case studies) made in our YouTube Channels:

1. Butterfly-safe certified (Ya'axkin Butterfly Farm)
2. Frogs conservation (SERFOR)
3. Dolphin Safe (Earth Island Institute)
4. Whale and dolphin watching (Me.Ri.S)
5. Big Cats Conservation (Snow Leopard Trust)
6. Parrot conservation (Mastervet Veterinary Clinic)
7. Fish Welfare, Aquaculture (Fair Fish)
8. Bats conservation (Bat World Sanctuary)
9. Pangolins, Covid-19 (Pangolinreports)
10. Whale Ship Strikes (Tethys Resea. Insti.)
11. Offsetting Plastic (Nagua's)



WSF FOS WEBINARS [↗](#)

WSF FOE WEBINARS [↗](#)

Social Media

All projects are communicated weekly to boost global awareness and foster collaborations, ensuring overall transparency. We share updates across social channels, promoting open communication and engagement.

Access our FOS and FOE platforms through...

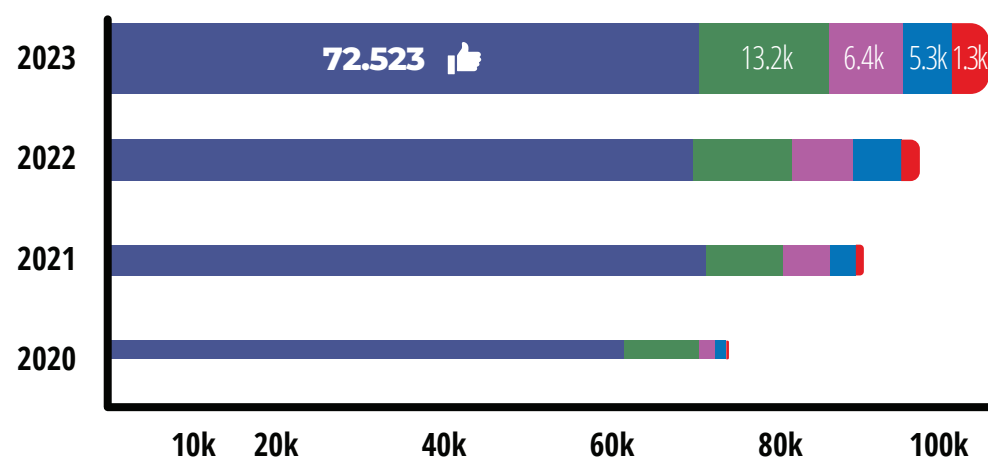


- friendoftheseaorg
- friendofthesea
- friend-of-the-sea
- friendofthesea_official
- friendofthesea
- friendoftheearthWSO
- friendoftheearth
- friend-of-the-earth
- friendoftheearth_official
- wso_foe

world-sustainability-foundation



Evolution of followers on WSO Social Media



Facebook Web Instagram LinkedIn Youtube



Agenda 2030 WSF positively impacts 8 SDGs.

According to an in-depth SDG Impact Assessment Study, the World Sustainability Foundation is aligned with Agenda 2030.

The Agenda 2030 Sustainable Development Goals (SDGs) are crucial as they provide a universal framework for addressing pressing global challenges, such as poverty, inequality, climate change, and environmental degradation.

They serve as a roadmap for governments, organizations, and individuals to work together towards a more sustainable and equitable future.

By committing to the SDGs, countries can prioritize action, mobilize resources, and track progress towards achieving a better world for all by 2030.

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WORLD SUSTAINABILITY FOUNDATION

Contact us!

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Designed by Hesmart Design Studio.