

2025



WORLD
SUSTAINABILITY
FOUNDATION



WORLD SUSTAINABILITY FOUNDATION

“Joining the UN Decade on Ecosystem Restoration marks an important step that reaffirms our commitment to expanding non-profit activities and promoting sustainable practices globally”, said Paolo Bray, Founder and Director of the World Sustainability Foundation.





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OUR MISSION

Protect the planet's biodiversity—on land and in the oceans—through innovative conservation projects and global awareness.





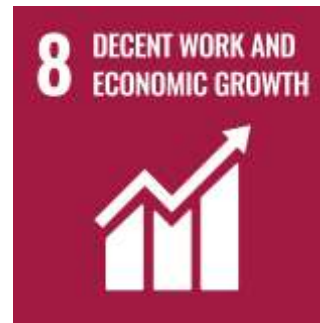
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UN SDGS ADDRESSED

Out of the 17 Sustainable Development Goals, the work of the World Sustainability **Organization directly impacts** ten SDGs (1, 2, 5, 8, 11, 13, 14 & 15) and indirectly supports five SDGs (3, 5, 10, 13 & 16).



SUSTAINABLE
DEVELOPMENT **GOALS**





**WORLD
SUSTAINABILITY
FOUNDATION**

VISION 2030

By 2030, we aim to:



Plant **1 million** trees



Support **animal rescue centers**



Restore **100 hectares** of seagrasses



Transplant **100K** corals



Empower **local communities**



Reach **1 million** people with
awareness efforts



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UN Decade on Ecosystem Restoration

The Foundation is officially recognized as an active **participant**.



UNITED NATIONS DECADE ON
ECOSYSTEM
RESTORATION
2021-2030

UN
environment
programme



Food and Agriculture
Organization of the
United Nations



**WORLD
SUSTAINABILITY
FOUNDATION**

CONSERVATION & WELFARE PROJECTS

6

We work to:

Protecting endangered species

- Sharks in the Galapagos Islands
- Lemurs in Madagascar
- Belugas in Norway
- Lizards in Italy
- Frogs in Peru
- Snow leopards in India and Mongolia

Restoring habitats

- Coral reefs in Thailand
- Seagrasses in Italy, France, and Spain
- Reforestation in Central Africa and Indonesia

Rescue, rehabilitate, and release

- Penguins in Tasmania
- Pangolins in Vietnam
- Sea Turtles in Italy
- Seals and otters in the UK
- Bats in the US
- Rhinos in South Africa
- Elephants in Zambia



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LOCATE OUR PROJECTS

We support projects in more
than 40 countries

Global projects :

-  Save the Butterflies in 38 countries
-  Dolphin Safe in 77 countries
-  Whale Watching in 4 countries
-  Whale Ship Strike + 20 operators

-  Friend Of the Earth
-  Friend Of the Sea
-  Friend Of the Sea + Friend Of the Earth



 United States 2	 Portugal 1	 Italy 3	 UK 2	 Brazil 1	 Peru 1	 India 1	 Indonesia 1	 Tanzania 1	 Congo 1	 Tasmania 1	 Zambia 1
 France 1	 Spain 1	 Greece 1	 Norway 1	 Ecuador 1	 Madagascar 2	 Mongolia 1	 Vietnam 1	 Niger 1	 Kenya 2	 South Africa 1	 Ciad 1



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WHY SUPPORT US

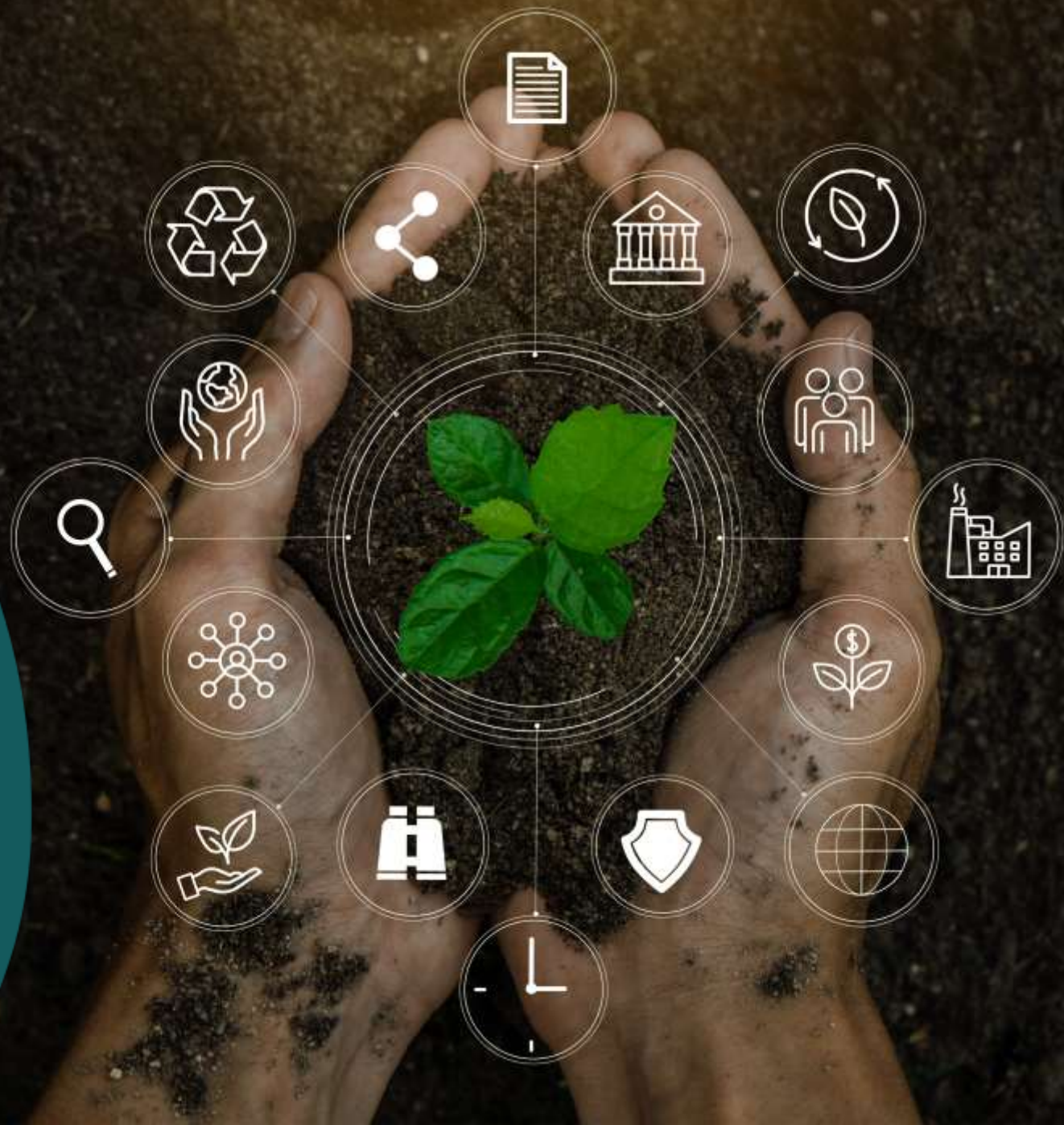
Wildlife populations dropped by **68%**.

Pollution, overexploitation, and habitat destruction are accelerating the crisis.

THE TIME TO ACT IS NOW.

WSF selects high-impact projects to protect nature and inspire change—but we need your support to keep going.

Join us, and together we can make a lasting difference.





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IMPACT

WSF focuses on global biodiversity—marine and terrestrial.

WE ACT THROUGH:

- Species protection
- Ecosystem restoration (forests, coral, seagrasses, and wetlands)
- Community and youth engagement

25K+

Trees Planted

37+

**Endangered species
protected**

1K+

Kids educated

7+

**Hectares
reforested**

10+

**Threatened
ecosystems
restored**

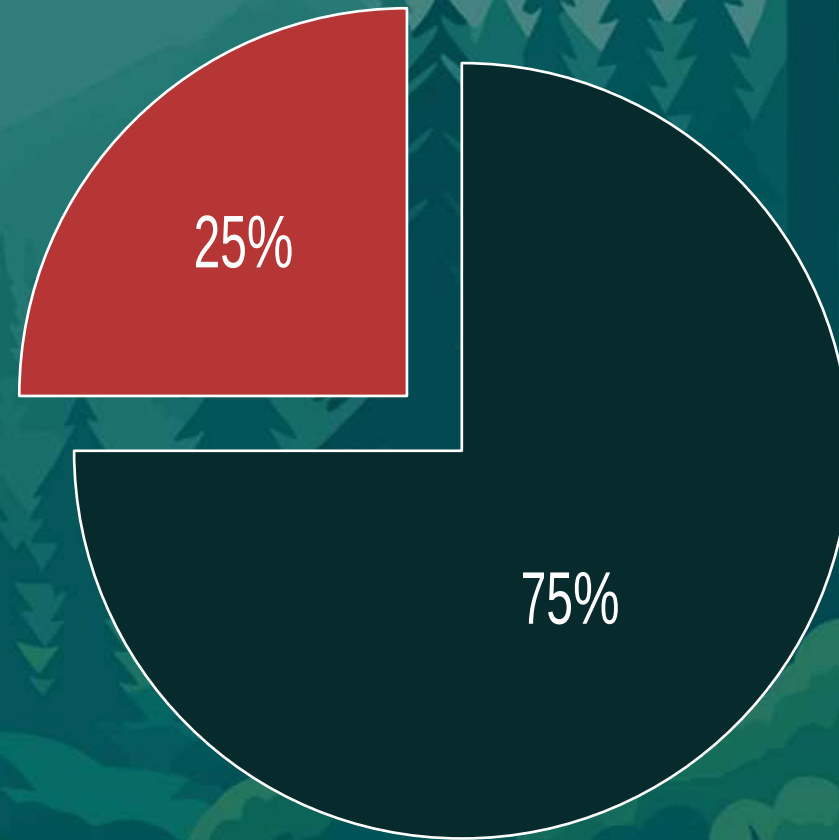
[read more](#)



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HOW WE USE FUNDS

- Project(s) related costs
(*fundraising and overhead*)
- Project(s) implementation



Visit www.worldsustainabilityfoundation.org



CONTRIBUTION LEVELS – OVERVIEW

Four levels of support, each with increasing benefits for your **brand visibility** and **CSR impact**.

Level	Amount	Highlights
SUPPORTER	500 €	Basic visibility + official recognition
PARTNER	2.000 €	All Supporter benefits + Premium visibility + social/media + webinars
CHAMPION	5.000 €	All Partner benefits + Full brand exposure + media + VIP events + detailed reporting
VISIONARY	10.000 €	All above + custom engagement: training, marketing kits, team building, + tailor made project



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SUPPORTER

€ 500

Ideal for individuals or small businesses looking to contribute.

You receive the following benefits:



Your logo and link featured in our
“Supporters” web section



Official appreciation certificate
A simple but meaningful way to make a
difference and be acknowledged.



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PARTNER

€ 2.000

Perfect for companies wanting stronger visibility and project association.

You get all the benefits of Supporter, plus:

Logo on project pages &
homepage footer

Inclusion in digital events/webinars
(monthly updates)

Social media shout-out
(logo, project, impact)

Recognition in press releases and
LinkedIn

Digital marketing kit
(photos, video, WSF logo)

Access to exclusive project webinars

Detailed Impact Report



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CHAMPION

€ 5.000

For brands seeking leading visibility and deep storytelling.
You get all the benefit of Partner, plus:

Dedicated brand space in brochure,
Annual & Impact Reports

VIP invites to exclusive galas (networking
& donor retention)

In-depth storytelling (photos & videos
from the field)

Potential media exposure (e.g., interview
with donor CEO)

Comprehensive, transparent reporting on
impact and methodology



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VISIONARY

€ 10.000

For visionary leaders in sustainability.

You get all the benefits of Champion, plus tailored engagement:

Exclusive in-person or virtual training on supported projects

Custom marketing kit (exclusive footage, photos, banners, etc.)

Team-building experiences on sustainability with expert guidance

We can build a tailor-made project for you



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FRIEND OF THE EARTH[®]

Conservation projects:

The World Sustainability Foundation supports and develops conservation projects and campaigns for the protection of endangered terrestrial species and the earth's environment.

[read more](#)



Save the ibis



Save the butterflies



Save the Big cats



Save the Bats



Save the Forests



Save the Snails



Save the Parrots



Save the Rhinos



Save the Pangolins



Save the Wetlands



Save the Lizards



Save the Primates



Save the Giraffes



Save the Elephants



Save the Mangroves

SAVE THE ELEPHANTS



Projects
Map

KEY ELEMENTS

Project activities: Conservation, local communities

Environmental benefits: Biodiversity, anti-poaching tactics, wildlife rescue, protection of an endangered species

Social Benefits: Jobs, awareness

Local partner: Game Rangers International

Where: Lusaka National Park, in Zambia

Target: Awareness, ecotourism, anti-poaching, wildlife rescue, wildlife protection

WSF achievements: Provided donations to support rangers engaged in anti-poaching and training to improve their conservation skills. We also supported the Elephant Nursery, helping to rehabilitate orphaned elephants in the Kafue National Park.



GAME RANGERS
INTERNATIONAL

SAVE THE SNAILS



Projects
Map

KEY ELEMENTS

Project activities: Conservation, monitoring

Environment benefits: Biodiversity, protection of endangered species

Social Benefits: Awareness

Local partner: Mossy Earth

Where: Madeira Island - Portugal

Target: Monitor and protect the local populations of snails

WSF achievements: Monitoring and conservation of four endangered snail species through population assessment, habitat analysis, threat surveillance, captive breeding, and public awareness.



SAVE THE FROGS



Projects
Map

KEY ELEMENTS

Project activities: Census of species, monitoring, and conservation

Environmental benefits: Biodiversity, protection of endangered species

Social Benefits: Awareness

Local partner: Pro Carnivoros

Where: Perú, Titicaca Lake

Target: Awareness and protect the Titicaca frogs

WSF achievements: Purchasing the materials required to continue the investigation into the Titicaca frog, including a steamer, boots, gloves, snorkeling equipment, and a digital caliper.



SAVE THE FORESTS



Projects
Map

KEY ELEMENTS

Project activities: Reforestation, agriculture, local communities, climate change

Environment benefits: Biodiversity, key habitat for species, environmental recovery

Social Benefits: Jobs, and inclusion

Local partner: Trees for the Future + Tree Nation

Where: Central Africa (Tanzania, Kenya, etc.), Java Island – Indonesia

Target: Planting trees, supporting local communities, protecting biodiversity, and tackling climate change

WSF achievements: Planted more than 5,000 trees, more than 200 metric tons of CO₂ compensated, remuneration to more than 77 persons, around 1,200 species protected



SAVE THE BUTTERFLIES



Projects
Map

KEY ELEMENTS

Project activities: Citizen science, census of species, knowledge of invasive species

Environmental benefits: Biodiversity

Social Benefits: Awareness

Local partner: WSF project, plus Polyxena.

Where: Global Butterfly Census (GBC) → worldwide. Polyxena → Italy

Target: Awareness, restore habitats for butterflies, and conduct a global census of butterflies and moths.

WSF achievements: Identification of over 2.300+ individuals from 38 countries. Creation of a butterfly house.



SAVE THE BIG CATS



Projects
Map

KEY ELEMENTS

Project activities: Conservation, local communities, database on a vulnerable species

Environment benefits: Biodiversity, protection of an endangered species

Social Benefits: Local community employability, awareness, and sales of local craftwork

Local partner: Snow Leopard Trust

Where: Afghanistan, Bhutan, China, India, Kazakhstan, Kyrgyzstan, Mongolia, Nepal, Pakistan, Tajikistan, Russia, and Uzbekistan.

Target: Protect and monitor the snow leopards and involve local communities.

WSF achievements: identification of 2 individuals as well as common leopards in the region, and another endangered species, the Western Tragopan



SAVE THE PRIMATES



Projects
Map

KEY ELEMENTS

Project activities: Awareness, conservation, local communities, habitat restoration

Environment benefits: Biodiversity, protection of endangered species

Social Benefits: Kids' education, new jobs, salaries, and inclusion

Local partner: U-ONLUS and DBIOS

Where: Maromizaha forest, Madagascar

Target: Protect and monitor the 14 families of singing lemurs, and involve local communities.

WSF achievements: Support singing lemur population monitoring, habitat restoration, Awareness, and local communities. Reforestation of 20,000 trees in 10 hectares to save the forests in which the lemurs live, and involvement of locals in the action.



SAVE THE RHINOS



Projects
Map

KEY ELEMENTS

Project activities: Conservation, local communities

Environment benefits: Biodiversity, protection of endangered species

Social Benefits: Jobs, awareness

Local partner: The Rhino Orphanage

Where: Limpopo, South Africa

Target: Protect and preserve the population of local rhinos

WSF achievements: 32 orphans were relocated to a 4,800-hectare reserve in Limpopo and protected.

[Watch the video!](#)



the
rhino
orphanage
Ntsha yon' luvata

SAVE THE PANGOLINS



Projects
Map

KEY ELEMENTS

Project activities: Conservation, wildlife rescue, awareness

Environment benefits: Biodiversity, animal traffic control, wildlife rescue, protection of endangered species

Social Benefits: Jobs, awareness

Local partner: Save Vietnam's Wildlife (SVW)

Where: Cuc Phuong National Park, Vietnam

Target: Give protection, food, and veterinary care to pangolins, otters, leopard cats, binturongs, etc.

WSF achievements: Support to cover food and medication expenses for the pangolins in the rescue center.



SAVE THE GIRAFFES



Projects
Map

KEY ELEMENTS

Project activities: Conservation, local communities, anti-poaching

Environment benefits: Biodiversity, protection of endangered species

Social Benefits: Jobs, and awareness

Local partner: Somali Giraffe Project (SGP)

Where: Northeastern of Kenya

Target: anti-poaching, de-snaring, locating and deactivating hunting traps, disease surveillance, community engagement.

WSF achievements: Supported the rangers involved in anti-poaching activities in Garissa's area and minimized the giraffes-farmers conflict, and our community engagement program reached over 2,000 pastoralists and 6,000 school children, fostering conservation awareness and nurturing future conservationists.



SAVE THE BATS



Projects
Map

KEY ELEMENTS

Project activities: Conservation, awareness, educational activities

Environment benefits: Biodiversity, protection of endangered species

Social Benefits: Awareness, debunking myths

Local partner: Bat World Sanctuary

Where: United States of America

Target: Support the sanctuary, protection, conservation, treatment, education

WSF achievements: Funded the creation and distribution of bat packs for education and distribution in schools and libraries.



BAT WORLD
— SANCTUARY —

SAVE THE LIZARDS



Projects
Map

KEY ELEMENTS

Project activities: Conservation, development of research in evolution and conservation

Environment benefits: Biodiversity, protection of endangered species

Social Benefits: Science research, awareness

Local partner: Istituto di Gestione della Fauna (IGF)

Where: Capri island, Italy

Target: Support ecosystems, research species, and conservation.

WSF achievements: Supported the IGF to develop many research projects, as well as to continue with the ongoing research, such as the research to know more about the endemic Italian Wall Lizard (*Podarcis siculus coeruleus*).



SAVE THE WETLANDS



Projects
Map

KEY ELEMENTS

Project activities: Conservation, local communities, awareness

Environment benefits: Biodiversity, key habitat for species, environmental recovery

Social Benefits: Awareness among the local people and students

Local partner: MedWet, Greece

Where: Europe, Africa and Middle East.

Target: Protect the wetlands, awareness, and increase ecotourism.

WSF achievements: Funded a field trip for students to the Messolonghi-Aitoliko Lagoons, a Ramsar site rich in biodiversity and cultural heritage.





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FRIEND OF THE SEA[®]

Conservation projects:

The World Sustainability Foundation supports and develops Friend of the Sea conservation projects and campaigns for the protection of endangered aquatic species and the marine habitat.

[read more](#)



Save the Albatrosses



Save the Penguins



Save the Turtles



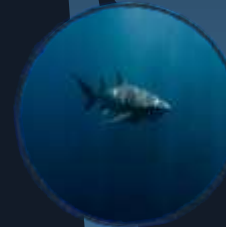
Save the Corals



Save the Whales



Save the Seals



Save the Sharks



Save the Seagrasses



Save the Mangroves



Plastic Offset



Save the Otters



School Awareness

SAVE THE PENGUINS

KEY ELEMENTS

Project activities: Conservation, awareness

Environment benefits: Biodiversity, protection of endangered species

Social Benefits: Local communities support, awareness

Local partner: Penguin Rehab & Release

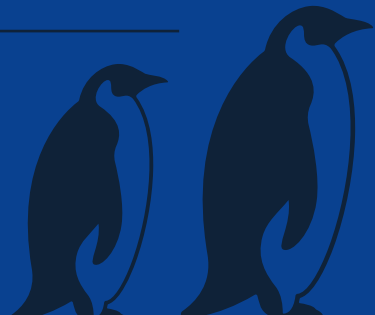
Where: Tasmania

Target: Rescue, cure, feed, and release back to nature little penguins

WSF achievements: Supported the rescue, cure, feed, and release back to nature of several individuals of little penguins.



Projects
Map



Penguin
Rehab & Release

SAVE THE ALBATROSSES



Projects
Map

KEY ELEMENTS

Project activities: Conservation, awareness

Environment benefits: Biodiversity, control of invasive species, plastic removal from the ocean/beaches, protection of an endangered species

Social Benefits: awareness

Local partner: Galapagos Conservation Trust (GCT)

Where: Galapagos Islands, Ecuador

Target: Protect albatrosses and other Galapagos animals (e.g.: giant tortoises, iguanas, sharks, etc.).

WSF achievements: Supported a project to census waved albatrosses and the negative effects of plastics on these animals.



SAVE THE CORALS



Projects
Map

KEY ELEMENTS

Project activities: Transplanting new corals, conservation, local communities, and awareness

Environment benefits: Biodiversity, key habitat for species, environmental recovery

Social Benefits: Awareness

Local partner: ATMEC + Love Wildlife Foundation

Where: Koh Mun Nai Island, Rayong - Thailand

Target: Contribute to the monitoring and protection of transplanted corals, and transplant new corals

WSF achievements: Coral monitoring and protection activities, such as the planting of new corals and the purchase of prefabricated materials for the construction of artificial reefs.



SAVE THE MANGROVES



Projects
Map

KEY ELEMENTS

Project activities: Conservation, awareness

Environment benefits: Biodiversity, key habitat for species, environmental recovery

Social Benefits: local communities support, raise awareness

Local partner: Associação MarBrasil.

Where: Paraná, Brazil

Target: Support research on mangrove evaluation and blue carbon, and plant endemic mangroves

WSF achievements: Supported biodiversity conservation initiatives through scientific research, education, and sustainable management of the Guaraqueçaba UNESCO area. Economic development for the local community of caiçaras.



SAVE THE WHALES



Projects
Map

KEY ELEMENTS

Project activities: Conservation, awareness

Environment benefits: Biodiversity, protection of endangered species

Social Benefits: Awareness



This is a WSF project!

Where: Worldwide, Mediterranean Sea

Target: Continue investigating and collecting data, disseminating, informing, and involving the authorities to reduce this impact.

WSF achievements: Two in-depth reports, involvement of more than 20 operators, a petition in Sri Lanka to reduce the collisions.



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SAVE THE TURTLES



Projects
Map

KEY ELEMENTS

Project activities: Conservation, wildlife rescue, awareness

Environment benefits: Biodiversity

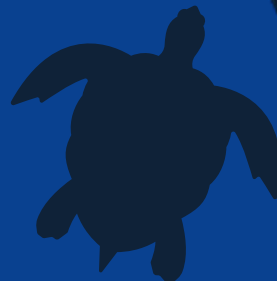
Social Benefits: Awareness, involvement of local fishermen

Local partner: Fondazione Cetacea

Where: Emilia Romagna and Marche regions, Italy

Target: Rescue, cure, feed and release back to nature injured sea turtles

WSF achievements: Supported the sea turtle rescue center, for injured sea turtles to be able to return to the sea.



SAVE THE SEAGRASSES



Projects
Map

KEY ELEMENTS

Project activities: Conservation, awareness, habitat restoration, climate change, and involvement of young researchers

Environment benefits: Biodiversity, key habitat for species, environmental recovery

Social Benefits: Jobs, students, awareness

Local partner: Sea Ranger Service

Where: France and the Netherlands

Target: Seagrasses restoration, marine surveying, tackling climate change

WSF achievements: Supporting the Sea Rangers Services to train over 20.000 young people and achieve their goal of replanting 1 million hectares by 2040.



SAVE THE BELUGAS



Projects
Map

KEY ELEMENTS

Project activities: Conservation, awareness

Environmental benefits: Biodiversity, protection of an endangered species

Social Benefits: Awareness

Local partner: One Whale

Where: Norway

Target: Create a sanctuary for cetaceans in Norway and protect both belugas and cetaceans.

WSF achievements: Supporting the protection of Bella, a young female beluga whale currently confined in a glass tank inside a Korean shopping mall.



ONE WHALE

SAVE THE SHARKS



Projects
Map

KEY ELEMENTS

Project activities: Conservation, tagging sharks, and awareness

Environmental benefits: Biodiversity, protection of endangered species

Social Benefits: Awareness

Local partner: Galapagos Conservation Trust (GCT)

Where: Galapagos Islands, Ecuador

Target: Protect sharks and track their migrations.

WSF achievements: WSF successfully carried out a petition against shark finning internationally, preventing Deliveroo companies from delivering shark fin soup at home. We support GCT to protect sharks in the Galapagos.



SAVE THE SEALS



Projects
Map

KEY ELEMENTS

Project activities: Conservation, awareness

Environment benefits: Biodiversity,
protection of endangered species

Social Benefits: Local communities support,
awareness

Local partner: Hillswick Wildlife Sanctuary

Where: Shetland Islands, United Kingdom

Target: protection, care of wildlife, and
awareness

WSF achievements: Supported the Hillswick
care for injured seals, care for orphan puppies
during summer and winter, and later release them
back into the wild.



Hillswick
Wildlife Sanctuary

SAVE THE OTTERS



Projects
Map

KEY ELEMENTS

Project activities: Conservation, awareness

Environment benefits: Biodiversity,
protection of endangered species

Social Benefits: Local communities support,
awareness

Local partner: Hillswick Wildlife Sanctuary

Where: Shetland Islands, United Kingdom

Target: protection, care of wildlife, and
awareness

WSF achievements: Supported the Hillswick
care for injured sea otters, care for orphan
puppies during summer and winter, and later
release them back into the wild.



Hillswick
Wildlife Sanctuary

SCHOOL AWARENESS



Projects
Map

KEY ELEMENTS

Project activities: Education

Environment benefits: Conservation

Social Benefits: Education for students and teachers

Local partner: U-ONLUS, M.e.d.i.c., and Bat World Sanctuary

Where: Madagascar, Nigeria, and the United States

Target: Social sustainability, educational development, conservation through education, and combating misinformation.

WSF achievements: Involvement of thousands of students and teachers.





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PLASTIC OFFSET

The **Plastic Offset** project has been created to recover as much plastic from the environment as you use in your business, and dispose of and recycle it correctly.

KEY POINTS

- Plastic Neutral certificate and logo
- Traceability via blockchain
- Plastic Credits





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CARBON OFFSET

The **Carbon Offset** project has been created to offset as many CO₂ emissions from commercial activities as possible through reforestation and seagrass restoration projects.

KEY POINTS

- Carbon footprint
- Compensation through a restoration project
- Carbon Neutral certificate and logo





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TREES
FOR THE
FUTURE

1 GUEST



1 TREE PLANTED



The project consists of **planting a tree for each guest** who has stayed and will stay in your facility.

The trees will be planted in Central Africa, in collaboration with **Trees For the Future**.

To plant a tree, we ask you for a donation of **1 euro**.

Note: we ask for 1 euro per guest regardless of how long they stay consecutively in your facility, so whether they stay one night or twenty nights what we ask is always 1 euro.



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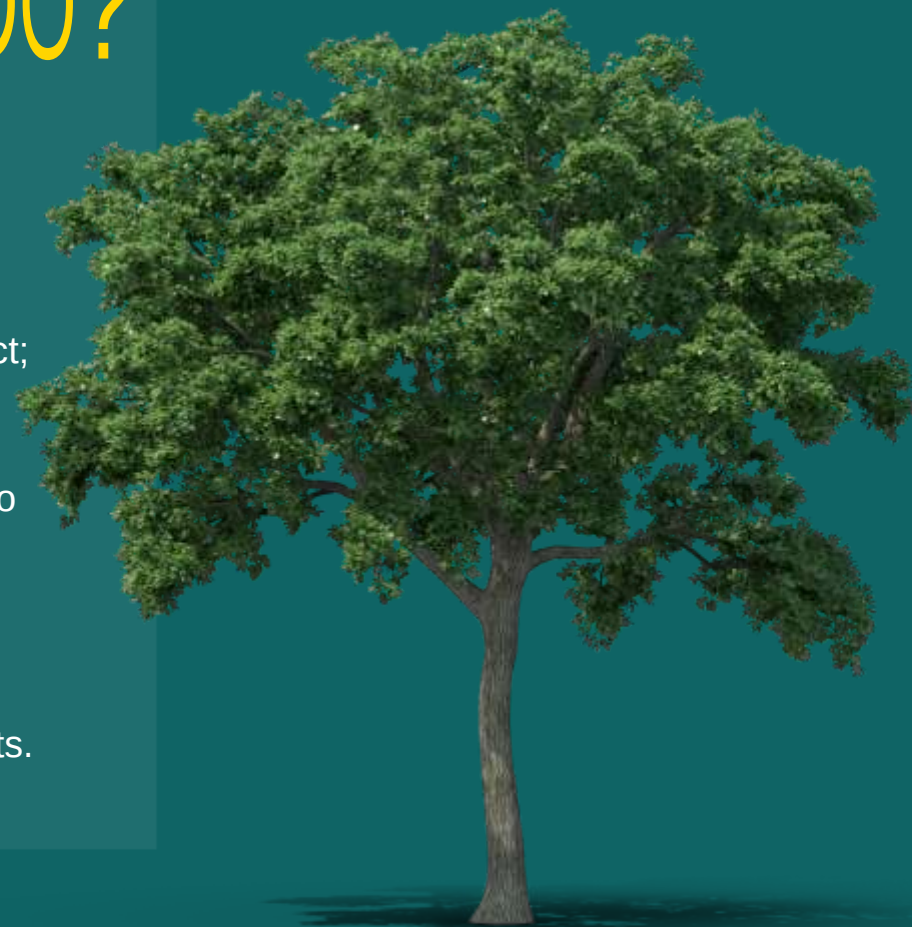
WHAT WILL WE DO?



With 1€ we will be able to:



1. select the plant suitable for the project;
2. plant the tree;
3. monitor and protect the tree;
4. remunerate the local communities who carry out on-site activities;
5. cover administrative costs;
6. cover marketing and communication costs;
7. give general support to all our projects.



Note: we deal with reforestation, which means planting local trees where they were already present, and which have disappeared due to deforestation.



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WHAT ARE THE BENEFITS FOR YOU?

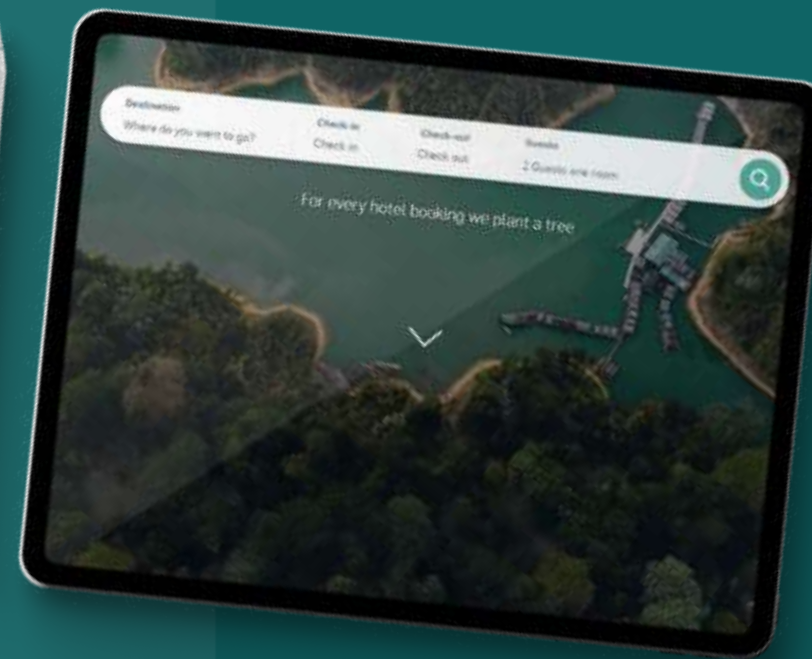
- A green way to **involve your guests** by increasing their **engagement**;
- We will provide you with content that you can use for your **marketing and communication activities**;
- You will **increase your visibility** as your logo and link to your website will be published on our website;
- You will be part of a **simple but innovative project**, which will reach all your customers clearly and decisively;
- You will do something concrete for the **environment, local communities** and to **tackle climate change**.
- This project is **aligned with 8 SDGs** and with **CSR targets**.





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MARKETING CONTENT



Here is an example of a brochure for your rooms, elevator, reception, etc.

Below is a suggestion about how to promote this project on your webpage.

Example of Sustainability Pills:

“Take your trash with you - leave behind only good memories, not your trash.”



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SPECIAL TEAM-BUILDING TRIPS!

We collaborate with **travel agencies** that have created special trips to visit and support our conservation projects in the field and discover the local biodiversity and culture.

In cooperation with these travel agencies, we can organize **team-building trips** for your staff, focusing on sustainability and conservation.

Here is a short list of available trips:

- **Vietnam** – pangolins
- **Madagascar** – lemurs
- **Galapagos Islands** – sharks
- **Kenya** – sea turtles and mangroves
- **Thailand** – corals
- **Italy** – sea turtles

Find out more: info@worldsustainabilityfoundation.org



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info@worldsustainabilityfoundation.org



worldsustainabilityfoundation.org



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