

August 25, 2008

Ms. Barbara Outschoorn  
Direct Energy Centre, Exhibition Place  
100 Princes' Blvd., Toronto ON  
M6K 3C3 Canada

Dear Barbara,

Thank you for your time, interest and insight into the planning of the Inaugural World Innovation for Sustainable Environments (WISE) Convention. This will confirm our intentions to reserve space for May 4 – May 17, 2010. You certainly set Toronto as a wonderful stage as the host city for a new world experience and perhaps even history in the making.

The World Development Endowment Foundation (WDEF) is a New York based philanthropic organization formed to provide venues for international communications, innovations and cooperative initiatives. The projects, programs, and events are part of an integrated sequential plan to bring world neighbors together in result-oriented economic sustainable collaborative opportunities. The WISE Convention is one of those opportunities.

Considered in full scope of this event is more than a trade show, symposium, convention, concerts/entertainment and other events. It is an International Gathering. Collectively we can generate and realize enormous long-term political, economic, social benefits directly and indirectly for all those involved and for the furthering of sustainable world development.

As reviewed with you, part of our initiatives include events in alternating years beginning with the World Innovations for Sustainable Environments (WISE), then followed the next year with the World Investment Summit/ Expo (WISE) to be scheduled for 2011. As outlined above, these events are part of a larger opportunity to bring new philanthropic and educational endeavors that are responsive to our need for world unity and world peace to the world marketplace.

At the present time, we continue to form a world-class organization including a Board of Directors and Advisors. Our major emphasis is to provide a world showcase uniting major financial leaders, multi-national corporations, trade organizations, educational institutions, scientists, and inventors. This will bring together the participants needed to achieve the WISE Convention objectives.

We have held focus groups and high-level meetings with diverse groups of significant professionals with the expertise to evaluate this project resulting in exceptional endorsements.

The selection of May 4 – May 17, 2010, although very ambitious, seems to be the most positive time period in Toronto giving all of us a very aggressive planning schedule to execute the pre-events, the convention, and post-event activities.

This uncommon opportunity will require Canada and Toronto's full leadership involvement, guidance and coordination, to maximize the convention. The vision and boldness that Toronto continues to demonstrate as a world-class city will be called upon to unite the key Toronto notables to support this project. It won't happen otherwise. With our combined resources we can help guarantee the enormous economic returns, global goodwill, and a vast array of related benefits that will be incalculable to Canada, Toronto and the World.

I look forward to meeting with you on September 17. My schedule calls for visiting Toronto, September 16 – September 29, 2008 in which I will need to meet with all relevant participants from Toronto that can play their role in the success of this inaugural event.

Toronto has an unparalleled opportunity to "Welcome the World" with the International spotlight shining on this momentous occasion. We look forward to your collaboration.

With appreciation,

Jerry Greenberg  
Co-Founder  
World Development Endowment Foundation

**World innovations for sustainable environments**

## **a world-wide municipality gathering at a crossroads in time**

Humankind is at a crossroads in time. In the course of human history we have grown from a marginal species of hunters-and-gatherers to become the dominant species on the planet. The journey has been challenging, frustrating, but also insightful, joyful and fulfilling. We have clearly demonstrated how creative we can be, but too often we have been destructive rather than constructive. Earth has been humanity's educational classroom. As the dominant species it is our responsibility to now come together creatively to ensure the health of the planet.

The mission of the World Development Endowment Foundation (WDEF), a New York based philanthropic organization, is to provide venues for international communication in a variety of cooperative initiatives. The projects, programs, and events are part of an integrated plan to bring world neighbors together in result-oriented economic activities and transformation opportunities. The World Innovations for a Sustainable Environment (WISE) is one of these opportunities.

With this critical responsibility in mind, the World Development Endowment Foundation (WDEF), in cooperation with other international organizations, invites world decision-makers to the World Innovation for Sustainable Environments Convention (WISE) to develop solutions to the issues we share and to explore a new generation of thinking in a new international gathering environment.

The summit and the expo will be categorized into four major areas of interest with common focus on sustainability innovation for: Municipalities, Finance & Investment, Industry, and Social Action & Education.

This WISE Gathering is a unique combination of a trade expo and conference that, for the first time, gives municipalities everywhere an efficient and effective way to explore the world of sustainable innovations that will help ensure their future. With both public sector and private sector stakeholders attending, WISE is designed to be a catalyst for an international movement for social transformation and evolution.

The Convention will be built upon the basic four pillars that are embodied in the heart of every vital community: Commerce, Culture, Education, and Spirituality. The summit portion will be structured with content designed for solution-driven, action-directed forums. We will bring together notable organizations and speakers with diverse expertise and perspectives on world issues that impact the future of smart municipal and community development.

The synergies we are calling upon require a unified, comprehensive and insightful approach if the convention is to redefine human potential for the twenty-first century. Collectively we can generate and realize enormous long-term political, economic, and social benefits directly and indirectly for all those involved for the furthering of sustainable world environments.

The WISE Convention presents a rare moment in time when world decision-makers can make smart choices that will have a profound, positive impact in their own back yard and on the world's destiny in ways we cannot even begin to contemplate. The effects of this timely gathering will demonstrate to the world the foresight, vision, will and wisdom of world-class leadership and stewardship.

***wise can ennoble the world: the opportunity is now***