



World Development Endowment Foundation

Invites You To The

**WORLD INNOVATIONS FOR  
SUSTAINABLE ENVIRONMENTS  
CONVENTION**

**The Future of Your Municipality  
At a Crossroads in Time**

May 8 – 13, 2010  
Toronto, Canada

***THE WISE PLACE TO MEET  
A WORLD GATHERING***

# **WORLD INNOVATIONS FOR SUSTAINABLE ENVIRONMENTS**

## **THE WISE PLACE TO MEET**

The **World Innovations for Sustainable Environments (WISE)** will introduce world decision makers to a multi-disciplinary, comprehensive forum that is organized to facilitate global transformation and be a catalyst for sustainable development in your community.

Our mission and high expectation with the staging of this major world event is to provide a new positive atmosphere that showcases municipality investment opportunities from every corner of the globe.

### **WHERE YOUR MUNICIPALITY QUESTIONS MEET THE ANSWERS**

Everyday, Everywhere, in every Municipality, basic questions are being asked:

- How, where, when, and with whom can we become aware of the sustainable opportunities that will dramatically impact our municipalities?
- How, where, when, and with whom can we gather the resources that are essential for the successful growth of our municipality?
- How can we as public servants improve the Quality of Life for our citizens, who have entrusted us with protecting their interests and well being?

There is nowhere that these struggles, challenges, ponderings, debates, meetings, controversies, and voting are not taking place.

The inaugural WISE convention will provide a global platform where these questions can be addressed and answered among peers.

The primary purpose of the WISE convention is to raise the Quality of Life in every facet of life in every community of the world. The Convention theme, “Our World at a Crossroads in Time,” highlights the gathering of new ideas, perspectives, and forging new relationships, resulting in new opportunities. The Convention will look objectively at our world, locally and globally, so that we can join together with a renewed determination to live smartly together.

# **WORLD INNOVATIONS FOR SUSTAINABLE ENVIRONMENTS**

**MAY 8 – MAY 13, 2010**

The following outline will serve as a basis for your use as an initial framework for the WISE Convention and its requirements in order to maximize your participation there.

The WISE Convention will occupy over a million square feet of the Direct Energy Centre, including a major portion of the meeting rooms, the surrounding area, and involving many of Toronto's attributes and amenities. The WISE Convention will provide the stage for an accelerating action-packed week for all participants.

The WISE Convention therefore offers a unique combination: to become aware of proprietary business innovations and insights, view tomorrow's technology and scientific breakthroughs, to participate in timely market intelligence, and to meet extraordinary key players in advancing sustainable quality of life for communities world-wide.

## **WDEF MISSION**

The World Development Endowment Foundation (WDEF) is a New York based philanthropic organization formed 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 and educational activities. The World Innovations for a Sustainable Environment (WISE) is one of these opportunities.

## **WISE MISSION: OUR WORLD AT A CROSSROADS IN TIME**

To enlighten and inspire public servants to become wise stewards of their communities through implementing innovations that foster environmental responsibility and sustainable development.

## **UNIFYING PRINCIPLES OF A MODEL COMMUNITY**

The Convention and exhibits will be organized around the four pillars of a healthy community:

- **Commerce**
- **Culture**
- **Education**
- **Spirituality**

These four pillars reflect the importance of our understanding of how our cities are communities woven together that house and embrace our commonality and our individuality.

## **EXHIBITION SPACE**

**The exhibit space will be categorized into four major exhibit areas:**

- **The World of Innovation**
  - Scientists, Inventors, Educators
- **The World of Finance & Investment**
  - Global Financial Organizations
- **The World of Sustainable Industry**
  - Agriculture
  - Commodities
  - Communications-Publishing/Media/Print/Broadcast/Web cast /etc
  - Culture and the Arts
  - Education
  - Energy
  - Environmental / Ecological – Green Urban Planning
  - Human Resources – Intellectual Capital and World Work Force
  - Infrastructure and Construction
  - Life Sciences /Health/Medical
  - Media, responsible and objectively informative
  - Real-Estate Development & Restoration / Sustainable Urban Planning
  - Security
  - Technology
  - Trade Associations / Organizations
  - Transportation
- **The World of Social Action & Philanthropy**
  - Organizations that are involved with resolving global social issues

## **THE WORLD OF INNOVATIONS**

For the first time in human history, the worlds of Innovation, Investment, and Municipal/Community opportunity will come together. The world is rich with fresh innovative resources, including scientists, engineers, inventors and entrepreneurs, all addressing the needs for future survival solutions. They need a gathering place where they can meet with financiers and public leaders who will help put their innovations to work for all of us. The WISE Convention is that place and the time is now. It will set the stage for the advancement of human potential in the new communities of tomorrow.

### **OPEN TO THE PUBLIC AND CONVENTION PARTICIPANTS**

Saturday, May 8 – Sunday May 9

The public will have an opportunity to become aware of all the technology trends, attend innovation seminars, visit the Wise Exhibitors showcase, and enjoy an exciting educational experience of being on the 21st Century frontier of exploring our future.

### **TRANSPORTATION IN THE 21ST CENTURY - OPEN TO THE PUBLIC**

The WISE Convention will feature a transportation exposition. This exposition will precede the convention and extended after it, from May 8 to May 16, 2010. It will be one of the world's first and largest exhibitions of smart transportation. In today's energy sensitive world this exhibit will be your forecast of how we can expect to travel in the 21st Century.

### **CULTURE: ICONIC ART IN THE PARK - OPEN TO THE PUBLIC**

A municipality's appeal is measured by its public presence. The public parks and public squares are the social fabric that weaves the city into a pleasant, desirable place to live. An assembly of some of the world's most notable artists will present their iconic art in a major world gathering, thereby creating an atmosphere of artful ways to enhance the quality of life in your community.

### **GREEN FURNITURE SHOWCASE**

Wise will bring the future of the furniture industries leading furniture manufactures, interior designers, and consultants together to display throughout the exhibit space as well as in the major indoor/outdoor designer showcase section, the Greening of furniture and healthy environments for commercial and residential use.

Municipality's can enjoy envisioning the latest technology advancements in furniture/carpeting, wall treatments, etc. that will transform public space, office buildings, demonstrating beautification that measures up to meeting green standards in the green quest for sustainable environments.

## **THE SUMMIT**

The Summit portion will be structured with content designed for solution-driven, action directed forums. The WISE Summit Committee will create and organize agendas and initiatives to be presented with an extensive platform of significant global and community-based subjects. We will be bringing together notable speakers that will use a panel format for different perspectives on world issues. Special auditorium facilities will be available for daily keynote speakers as well as the availability of ample meeting rooms for the Summit.

## **THE COLLABORATORY**

This facet of the WISE Convention brings together international civic organizations, public and private sector associations, along with the world's foremost research organizations, scientists, special university programs and all those who are contributing their expertise to the advancement of a world in transition.

## **THE ONE TO ONE OFFICE**

An important feature incorporated into The WISE Convention will be a specially arranged area for conducting convenient, comfortable private meetings. The room environments will be designed and equipped to accommodate a variety of different size meeting needs. The expectation is that a significant quantity of rooms will be reserved for the entire show period while other space will be available on an as need basis. Again every consideration will be made to encourage and accommodate the advancement of meaningful relationships.

## **CYBER CAFÉ LOUNGE**

The Cyber Café Lounge will be the always open, state-of-the-art, and full service communication center. This actually becomes the Convention Connection Center featuring internet facilities/tech assistance, phone and message center, secretarial support and all the services required for participants to be in touch. The lounge section becomes the central spot to meet for informal get-togethers in a proactive networking atmosphere. Light-bites and beverages will be a part of the menu of services available at The Cyber Café Lounge.

## **COMMUNICATION RESOURCE CENTER**

A bookstore / library / information / center will be set-up for the offering of books, literature, tapes, and all collateral material relevant to The WISE Convention mission of presenting world opportunities through communication, and connectivity.

## **THE WISE WEB**

Due to the enormous anticipated attendance to all events, our web site – **WISE-TIMES.ORG**, with a special informative reservations system, will monitor and manage the flow of traffic and control the roster of activities available for pre-registration right through to the show's conclusion. The web site will help document this world-encompassing endeavor providing an efficient and effective communication and coordination system.

## **SPIRITUALITY AND RELIGION**

Spirituality and Religion plays such a major role in the lives of the people who dwell in communities of every size and shape with different diversities walking on different paths, living side by side mostly in harmony with each other.

Based on the Four Pillars of a community principal, we realize that they all have an intertwining connection with each other. Spirituality and Religion always enhances the “Quality of Life” essential in building a sustainable community. Therefore, it is meaningful to deeply involve Spirituality and Religion as an integral focal point in accomplishing the mission of the Wise Convention.

We will gather the World of Spiritual Leaders and Clergy representing the world of Spirituality and Religion and how Religious Institutions and their congregations work together to demonstrate the power of belief in uniting us to actualize successful sustainable and responsible communities.

## **THE ORCHID ICON**

To further enhance the attractiveness and message mission of the WISE Convention, we will display floral corridors of orchids throughout the show. The orchid becomes the icon representing the fragility of our eco-system. The orchid is a world flower with over 30,000 species, with some varieties in danger of extinction as a direct result of how we are altering our eco-system. This message is reflective of the vulnerability of all species of life that inherit the earth.

## **WORLD FOOD FESTIVAL**

A fulfilling feature is to create a special World Food Festival in a buffet format to add spice and flavor to the eclectic ethnic mixture of the event.

## **CONCERTS AND CULTURAL EVENTS**

Throughout the convention we will “Celebrate Life” with programs of world music, dance, and film. Our intention is to involve well-known local entertainment promoters with the cooperation of international and national associates to bring together a culture showcase worthy of this event. Many of these events will be televised for the commercial value to be fully realized.

The cultural and social aspects integrated into the business climate of the WISE Convention serves to forming a respectful balance between culture and commerce becoming a part of the shared enriching experience offered here.

## **WORLD CULTURAL EVENTS**

A special emphasis at the WISE Convention will be to advance the cultural interest inherent to all municipalities by offering a series of cultural events to demonstrate the importance of investment into the arts of the world:

- Art in the Park – Iconic Urban Art
- International Cultural Exhibitions
- International Film Festival
- Multi-Cultural music events
- Party City –places for special group entertainment
- Eco-Tourism itinerary

## **PASSPORT PROGRAM**

A Passport Program will be included for all attendees to The WISE Convention. The cost self-liquidates through savings and passes offered on a local area basis to the sponsored events, theatres, retailers, restaurants, and a special transportation passport for the week. Our goal is to add to the attendees' value for our visitors through the "City at a Savings Program" as a host city thank you. Significant sales will be generated for the location along with measurable marketing information.

## **EDUCATION**

Toronto's schools could play a very prominent role in the convention activities. Local high schools could host delegates from a visiting country. A teen team volunteer program from each high school will assure their adopted country guest an enjoyable warm, personal meaningful experience. This student-hosting project will require country research, cultural understanding, and awareness therefore an enriching educational opportunity. This also becomes an opportunity for touching lives, bridging cultural differences and is one of the profound purposes of The WISE Convention.

## **WORLD CITIZENS AWARD CEREMONY**

### **(Closing Event)**

The World Citizens Award Ceremony will establish the beginning of our recognizing, celebrating and honoring those World Citizens that have contributed to the well being of our world. This occasion will become the ground breaking for the rooting of new ways for achieving world respect for our individuality and commonality. Global core values will be planted here with seeds of world integrity, trust, cooperation and compassion ingrained into the fiber of the WISE Convention. A spirit of The WISE Convention will be to enhance the economic growth of municipalities leading to prosperity by improving the Quality of Life for its citizens and therefore establishing the basis for collaboration and cooperation. This will be our mission before, during and long after The WISE Convention.

## **WORLD CITIZENS AWARD CEREMONY (CON'T)**

We will introduce The World Citizens Award at the WISE Convention closing ceremony to the first selected honorees that have demonstrated the core values represented here.

We anticipate that the coveted World Citizens Award will become much sought after and that this world event will become the perfect venue to honor the much-deserved recipients. Invited dignitaries, political figures, corporate sponsors, participants, guests will be the who's who from around the World.

## **NEXT STEP CONFERENCE SERIES**

Our approach to the first WISE Convention is that by making the offerings exceptionally broad based, encompassing many subjects will serve as a nucleus for the formation of other more focused Next Step mini-conferences to take place. We will therefore have the consensus for a definitive follow up conference series to evolve that will be result oriented, with obtainable objectives to be accomplished in the interim period leading to the second WISE Convention, the World Investment Summit Expo.

## **SOCIAL TIME**

Our endeavors are to create a total professional and personal experience bridging business and social activities along with the significant objective of relationship building. This adds a quality of not only a must attend, want to attend, but also want to contribute to the expansion possibilities brought together in this world assembly collective. This becomes a real professional and personal networking opportunity for world-wide long-term relationship building.

## **HOSTING REQUIREMENTS**

With the above planned events, we anticipate the involvement of the significant resources of Toronto. It is requested that the Convention and Visitors Bureau, Direct Energy Centre, hotels, along with Toronto support companies, offer the World Development Endowment Foundation (WDEF) organization the most attractive incentive package available. Hotel occupancy should total more than 30,000 rooms over the course of the event.

We will request the support from Toronto community leaders from the political, educational, entertainment, media, security, transportation, retail, hospitality, restaurants, and other public/private sectors that will assure the success of The WISE Convention.

## **THE WORLD DEVELOPMENT ENDOWMENT FOUNDATION**

### **Staff**

Within the planning and execution period we will need temporary office and housing arrangements for staff throughout this time period. We expect to accommodate approximately six to ten staff members in the initial months with our facility needs escalating as the date of the event nears.

## **Participation**

We will require special consideration and support with hotel accommodations for participants who will utilize the facilities throughout the planning period for a variety of coordination and arrangements needs. Our staff will forward requests for accommodations to the designated Toronto coordinators.

## **OUR COLLECTIVE OPPORTUNITY**

We recognize the scope and complexity attached to such an ambitious first time convention. Our collective focus and commitment is paramount. Our collective skillful marketing creating the excitement and momentum is essential. Our desire to capitalize on turning an innovative concept into reality requires our unparalleled collective vision for The WISE Convention to become an unparalleled opportunity.

## **AN INTERNATIONAL GATHERING**

In its full scope WISE encompasses a trade show, a symposium, a convention, concerts and entertainment, and other events. It is all those and more. It is an International Gathering whose time has come.

Collectively we can generate and realize enormous long-term political, economic, and social benefits directly and indirectly for all those involved and for the furthering of sustainable world communities.

# WORLD INNOVATION for SUSTAINABLE ENVIRONMENTS

## THE WISE CONVENTION

Sponsors – Speakers – Exhibitors – Attendees  
BY INVITATION ONLY

### Who Should Attend and Why?

#### World Decision-Makers

If your responsibility requires expert decision-making, then you need to network in an atmosphere created by an event of like-minded decision makers. Our families are going to live in a world we can't even imagine today. You will help create that world by the knowledge you gain at the WISE Convention.

Decisions makers from the following categories will find a valuable experience exploring the many innovative opportunities offered here:

- Technology and Invention
- Science and Education
- Governance
- Finance and Investment
- Commerce
- Civil Society

Every municipality has a world of needs – meet your needs at WISE.

Official decision makers representing their respective Country, State, City,

Municipality or Organization\*.

### **Governance**

Economic Development Corporations  
Finance Ministry  
International / National / State / Municipal / Community Officials  
Port Authority  
Trade Ministry  
Tourism Ministry

### **Finance/Investment**

Financial/Banking Institutions  
Investment Community  
International Financial Organizations (World Bank, IMF etc.)  
Pension Funds  
Insurance Companies

### **Commerce**

Chambers of Commerce  
Communications Industry  
Construction Infrastructure Industry  
Multi-National Corporations  
Trade Corporations / Organizations (Import & Export, etc)  
Transportation Industry (Int'l / National Airlines, Inter/Intra Transportation)  
Technologies Industry

## **Civil Society**

Ecological Industry

Education Community

Medical Community

Cultural Community

NGO's (Non-Governmental Organizations)

## **Communications**

Media Int'l / National Regional

Trade Publications (Int'l / National / Regional)

\*The above listing is not inclusive or conclusive. It is to be used as an indication of the meaningful subjects that can be addressed and of the event's potential to reach a large audience. We welcome all comments.

# **Creativity - What a great Idea**

## **WISE Convention**

### **Culture and Creativity**



#### ***The banner of peace through culture***

Dating from antiquity, the sign of the triad is found all over the world as a heroic symbol of *past, present* and *future* or as *religion, science* and *art* enclosed in the ring of *eternity*.

#### ***What is the meaning of culture?***

The word “culture” is derived from “cult” and “ur.” “Cult” means cultivation. “Ur” is an ancient Chaldean term meaning “light” — the creative aspect of the universe. Hence, culture is literally the cultivation of creativity.

#### ***Why creativity?***

There is nothing higher than creativeness, and there is no greater joy. Therefore – create and rejoice! Be daring in creative flight. “Create courageously!” Let thought undistorted and unrestricted be impressed in your being. Let it be free from the shadow of the censor’s scalpel. Be true to yourself because there is nothing higher than creativeness.

# Thank You, With Appreciation

The future is not a result of choices among alternative paths offered by the present, but a place that is created, created in mind and will, created next in activity. The future is not some place we are going to, but one we are creating. The paths to it are not found but made, and the activity of making them change both the makers and the destination.

John Scharr  
*Creating the Future*, 1974