

Policy Plan

ANBI Name: Stichting Wisdom Age
Contact details: Erik.vanbuuren@wisdomagefoundation.org
Address: Papaverhof 71C, 1032 LX Amsterdam
RSIN: 8691.47.808
KvK: 99822318

1. Introduction

Nature is in crisis. Climate change is driving record-breaking heatwaves, raging wildfires and devastating floods, leaving destruction in its wake. Meanwhile, forests are torn down, oceans are polluted and precious ecosystems are pushed to the brink, as faceless corporations rip through biodiverse habitats and communities for profit. For the world's most vulnerable, these events mean losing homes, livelihoods and even lives. This crisis isn't just an environmental issue – it's a human one.

An estimated 250 billion tons of CO₂ are stored in rainforests. Globally, this is equal to 90 times the man-made greenhouse gas emissions per year. 40 percent of the oxygen in the atmosphere comes from rainforests. While the metaphor of forests as the “lungs of the Earth” does not fit perfectly, it certainly does underscore their vital role.

Rainforests are increasingly unable to act as climate stabilizers. When they are destroyed for plantations, grazing area or mining projects, vast amounts of the greenhouse gases CO₂, methane and nitrogen oxides are released.

Once humans have caused a certain level of rainforest destruction, the ecosystem will collapse inexorably and irretrievably. Then, in addition to the vast biodiversity, one of the most important climate stabilizers will be lost – one in which a quarter of the carbon exchange between the atmosphere and the world's biosphere takes place.

The Wisdom Age Foundation (the **Foundation**) responds to the urgent global challenge of climate change and biodiversity loss. We recognize the vital role of rainforests and other critical forest and water ecosystems as climate stabilizers and as homelands to millions of people. We also recognize the essential contribution of Indigenous communities as guardians of these ecosystems and as carriers of ancestral wisdom traditions.

We aim to contribute to the preservation and regeneration of nature, while also safeguarding and learning from Indigenous wisdom for the benefit of future generations.

2. Mission and Vision

2.1 Vision

We envision an “Age of Wisdom” in which humanity lives in balance with nature, drawing upon ancestral wisdom and modern knowledge to protect biodiversity, stabilize the climate, and ensure a livable planet for all.

2.2 Mission

Our mission is twofold:

1. to regenerate and protect rainforests and other critical ecosystems worldwide; and
2. to promote and safeguard Indigenous and other wisdom traditions, which contribute to sustainable living and stewardship of the Earth.

2.3 Objective

The objectives of the Foundation are:

- i. preservation and regeneration of rainforests and other critical forest and water ecosystems worldwide;
- ii. protection of biodiversity and climate stability through projects that restore ecosystems and support local livelihoods;
- iii. strengthening the rights and leadership of Indigenous peoples as guardians of their lands; and
- iv. raising awareness of Indigenous and other ancestral wisdom traditions and integrating their values into decision-making, business practices, and societal systems.

The Foundation stands for a world where everybody lives in accordance with honouring the Earth and acknowledges and learns from ancestral wisdom traditions. We aim to foster projects applying timeless wisdom in our daily decisions, habits and actions. So that we may all survive and thrive, by becoming wise stewards of this planet, true guardians of life.

Based upon the urgency of the climate crisis, our mission and vision, the Foundation has formulated two important target paths: path of action and path of wisdom.

2.3.1 Path of Action

- Focusing on preservation and regeneration of rainforests and other critical forest and water ecosystems worldwide.
- Focusing on protection of biodiversity and climate stability through projects that restore ecosystems and support local livelihoods.

2.3.2 Path of Wisdom

- Strengthening the rights and leadership of Indigenous peoples as guardians of their lands.
- Raising awareness of Indigenous and other ancestral wisdom traditions and integrating their values into decision-making, business practices, and societal systems.

How the Foundation intends to achieve these goals is shown in Chapter 3.

2.4 Intended Audience

The Foundation primarily engages with:

- i. family offices, institutional investors, and philanthropic foundations;
- ii. high-net-worth individuals and socially responsible entrepreneurs; and
- iii. Indigenous communities and grassroots partners.

These groups are important as they provide resources, expertise, and cultural leadership aligned with our mission.

Our target audience has a strong personal connection to our mission. The importance of our target audience in relation to our mission is as follows.

2.4.1 Path of Action

The benefits of reforestation and biodiversity projects for rainforest regions are numerous. Reforestation helps restore wildlife habitats, mitigate climate change by sequestering carbon, prevent soil erosion, and improve soil health. It also supports biodiversity, offers economic opportunities such as ecotourism, and contributes to global climate goals. Our target group has established the benefits of reforestation and biodiversity projects as a central strategic theme.

2.4.2 Path of Wisdom

Our target audience is motivated by an interest in exploring Indigenous wisdom and working with Indigenous communities. The philosophical wisdom of Indigenous peoples is central to the necessary cultural journey to address the climate crisis. Our target audience supports the development of programs to disseminate Indigenous wisdom.

3. Strategy and Planning

3.1 The Activities

The Foundation supports projects which bring together ancestral, Indigenous and scientific knowledge, open our minds for a new kind of thinking, shift perspective, go beyond CO2 and climate emergency and foremost embrace the systemic nature of the world.

3.1.1 Path of Action

Contribute to the protection and restoration of rainforest environments through concrete projects in communities of Indigenous peoples.

Motivation	Activities
To steward land, protect water, air, soil, biodiversity and integrate ancestral wisdom.	Supporting or participating in joint projects that advance reforestation and biodiversity in rainforest regions, in cooperation with organizations that deliver measurable climate and biodiversity outcomes, and for which the Foundation will carry out a clear process of selection, monitoring, and evaluation.
To steward community and leadership for nature conservation and livelihood.	Develop programs to strengthen Indigenous leadership and communities.

3.1.2 Path of Wisdom

Awareness raising of a Wisdom Age mindset for conscious decision taking in Western and extractive oriented societies to develop new, beneficial Earth centred laws, projects, processes, systems and cooperation models. The Foundation will start awareness campaigns, education and network-building in Western and extractive oriented societies. Following activities are planned for our target audience and a broader scope of interested parties like investors, decision makers, innovators, entrepreneurs, leaders in societal and environmental change.

Motivation	Activities
Interested in exploring Indigenous wisdom and working with Indigenous communities.	Raising awareness of ancestral wisdom, systemic worldviews, and Earth-centred approaches to decision-making.
Wishing to deep dive into Indigenous wisdom and practices, open for an inner transformation journey.	Organizing education programs, networking events, retreats and leadership programs with Indigenous elders.

Supporting or participating in joint projects that benefit Indigenous communities and contribute to the preservation of Indigenous culture and knowledge.	Develop philanthropic investment opportunities. Co-development of joint projects in cooperation with Indigenous elders.
---	--

3.2 Strategic Roadmap

- 2026–2027 (**initial phase**): establish partnerships, build governance structures, start first projects and raise initial capital.
- 2028–2030 (**expansion phase**): scale up projects, increase funding base, deepen partnerships and consolidate organizational capacity.
- Long-term goal: to be a recognized platform for planetary regeneration and Indigenous wisdom preservation, with global partnerships and sustainable financing.

How do we become a foundation and platform for planet regeneration and ancestral wisdom preservation and promotion in rainforest regions?

Based on the principle of “Think big, start small,” we are taking the first steps to ultimately achieve our goals from 2026 onwards.

3.2.1 Initial Phase

Establish partnerships, build governance structures, start first projects and raise initial capital.

Focus	Actions 2026 - 2027	2027 Goals
Initial phase with first partnerships, funding, learning and refinement.	<ul style="list-style-type: none"> ▪ Align core team. ▪ Formalize partnerships for reforestation and biodiversity projects. ▪ Formalize first Indigenous partnerships. ▪ Formalize marketing channels. ▪ Networking and events. ▪ Prepare offering to western-oriented society. 	<p>Path of action</p> <p>Raise EUR 5mm to realize joint projects for rainforest regeneration (reforestation and biodiversity), combined with Indigenous-led projects based on ancestral knowledge.</p> <p>Path of wisdom</p> <p>Raise EUR 1mm to establish the Wisdom Age platform through a podcast, social media outreach and local initiatives in Western-oriented societies.</p> <p>Raise EUR 1mm to build an alliance bringing together leaders of Indigenous</p>

		<p>communities with leaders from finance and corporate sustainability, aimed at inspiring a shift in priorities towards Indigenous-led regeneration projects.</p>
--	--	---

3.2.2 Expansion Phase

Scale up joint projects, increase funding base, deepen partnerships and consolidate organizational capacity.

3.2.3 Long-term Goal

To be a recognized platform for planetary regeneration and Indigenous wisdom preservation, with global partnerships and sustainable financing.

The most important thing in the coming period is that we establish a strong, stable organization and focus on fundraising. Based on the four key pillars that underpin a charitable organization, we intend to implement our strategy as described in the following paragraphs.

3.3 Partnerships

We have strong contacts and a broad network of organizations involved in nature regeneration (reforestation and biodiversity) and Indigenous peoples. Some of our initial partners include:

- Global Impact Alliance (network);
- Living Gaia e.V. (working with the Huni Kuin community)
- World Live Spaces (tech);
- Cirquify (data); and
- Soultion (platform).

Through these and similar partners, we will develop and set up the Path of action and the Path of wisdom projects.

3.4 Information, Public Relations and Communications

The Foundation shares information through publications, events, social media and collaborations with networks and multipliers, always with the aim of increasing awareness and impact.

We have extensive experience in this area, and the Foundation is therefore well-established. We have extensive contacts with global networks, organizations and social media. To further strengthen our information and communication efforts, we aim to collaborate more intensively with multipliers. This will further spread the general sense of urgency.

3.5 Business Operations

The Foundation of a secretariat is still being built, including a sound financial and administrative structure.

Currently – in the start-up phase – both the financial resources and staffing capacity (the **Recourses**) of the Foundation are limited. In order to carry out all the activities and achieve the goals outlined in the policy plan the Resources need to be expanded. Within two years, the Foundation aims to have at least 3 FTEs in place.

The board is responsible for overseeing the general affairs and supervising its management and policy implementation. The board meets four times a year for this purpose. The board annually assesses whether the activities and expenditure of the Resources are in line with the Foundation's objectives.

3.6 Marketing

We will first establish concrete collaborations with partners from our existing network, including jointly organizing events and campaigns.

4. Organisation

The Foundation has a three-member board, whose members serve for at least three years, with the option to renew for another three years. The Board supervises policy and financial management and meets at least four times per year. Separate advisory board and a wisdom council will be established to support the mission.

4.1 Board Members

Chair: Erik van Buuren

Member: Ulrike Glatz

Member: Frans Versteeg

4.2 Advisory Board

For the path of action, we plan to set-up an advisory board with esteemed personalities from the fields of system change, impact investment and ancestral wisdom.

5. Financials

5.1 Remuneration Policy

The Foundation's remuneration policy follows a market-based remuneration policy. This means that it is in line with that of comparable non-profit organisations. The Foundation may employ staff in the future. Staff salaries typically range between EUR 50.000 and EUR 200.000, depending on role, experience and responsibility.

Board members with policy-making responsibilities will not be remunerated for such duties, but may be reimbursed for reasonable out-of-pocket expenses and non-excessive attendance fees.

Executive board members may also be employed by the Foundation under a contract, in which case their remuneration is determined by the board.

5.2 Fundraising and Management of the Assets

The Foundation will be raising funds mainly through donations, partnerships, events, grants and philanthropic contributions. It may also accept gifts, subsidies and other income. The Foundation will not aim to make a profit. All funds will be used in line with the Foundation's objectives. Funds will be allocated to:

- i. projects (reforestation, biodiversity, Indigenous partnerships);
- ii. awareness and education campaigns; and
- iii. organizational and administrative costs required to ensure accountability and proper execution.

The Foundation's assets will be held in Dutch bank accounts. If invested, this will only be in low-risk, socially responsible financial instruments. No speculative or high-risk investments will be made.

5.3 Accounting Principles

The annual accounts are to be prepared in accordance with the Guidelines for Annual Reporting, specifically RJ 650 Fundraising Organisations (modified 2017).

5.4 Financial Statement

By 2028, the Foundation has set a target of raising a total of EUR 5.5mm. The financial statements provide an overview of the Foundation's anticipated income and expenditures in the coming years. The tables in paragraphs 5.5 and 5.6 outline projected target income and costs for the period 2026–2028. These projections are intended to support financial planning and ensure alignment with the Foundation's objectives.

5.5 Estimated Benefits

	2026		2027		2028	
Donor	EUR 25.000	2%		0%		0%
Gifts (event)		0%		0%		0%
Family Offices	EUR 250.000	24%	EUR 500.000	17%	EUR 750.000	14%
Foundations	EUR 250.000	24%	EUR 500.000	17%	EUR 750.000	14%
Third parties		0%		0%		0%
Businesses		0%	EUR 500.000	17%	EUR 500.000	9%
Donor-advised fund	EUR 500.000	49%	EUR 1.500.000	50%	EUR 3.500.000	64%
Subsidies		0%		0%		0%
Total	EUR 1.025.000	100%	EUR 3.000.000	100%	EUR 5.500.000	100%

5.6 Estimated Costs

	2026		2027		2028	
Path of Action	EUR 350.000	38%	EUR 1.000.000	36%	EUR 1.900.000	36%
Path of Wisdom	EUR 350.000	38%	EUR 1.400.000	50%	EUR 3.000.000	57%
Fundraising costs	EUR 75.000	8%	EUR 100.000	4%	EUR 100.000	2%
Research	EUR 30.000	3%	EUR 50.000	2%	EUR 50.000	1%
General expenses	EUR 125.000	13%	EUR 225.000	8%	EUR 225.000	4%
Total	EUR 930.000	100%	EUR 2.775.000	100%	EUR 5.275.000	100%
Continuation reserve	EUR 95.000	10%	EUR 225.000	8%	EUR 225.000	4%