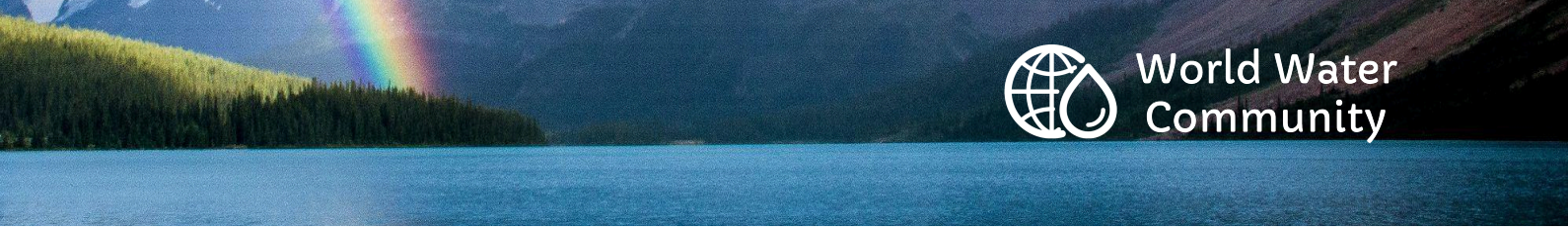

Stichting World Water Community
Policy Plan 2024-2026

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✓ Articles of Association (current)
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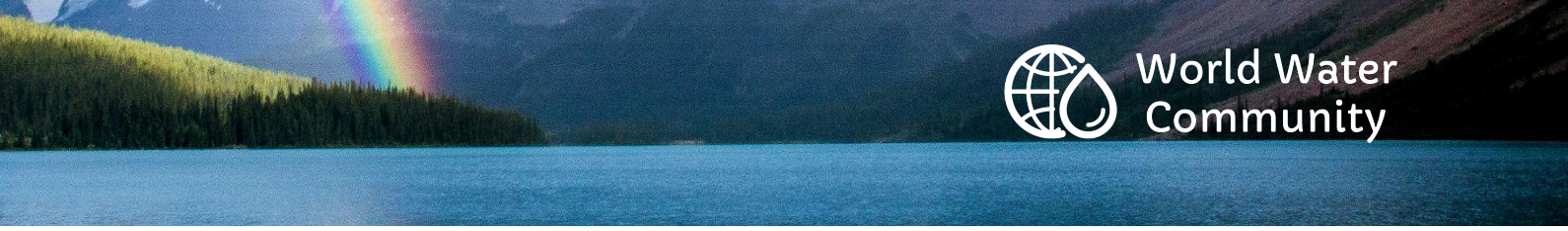
✓ Website with all other information from marketing and communication



1. Introduction

In the policy plan below, the board of the foundation lays down the current policy.
This policy plan was adopted in the board meeting on 10 June 2022 and updated in June 2024.
The policy plan states the policy to be pursued for the period 2024 up to and including 2026.

2. Strategy

2.1 Core principles of the foundation

The objective of the foundation is set out in Article 2 of the Articles of Association and reads as follows:

"The aim of the foundation is: to facilitate worldwide cooperation, crowdfunding, marketing, realization and management of projects, products, services, research, innovation, education, events and movements across borders, organizations and disciplines for the benefit of healthy and vital water and all life and the performance of all that is connected with it or may be conducive thereto.

This purpose does not include making any distributions to the founders or to those who are members of the foundation's bodies. Profits made from commercial fundraising activities fully benefit the main activity of the foundation."

With its objective, the foundation aims to serve the general interest. Within the framework of ANBI regulations, the foundation touches the following pillars: welfare, education, science, research, protection of nature and the environment, religion, philosophy and spirituality.

The resources that the foundation deploys to achieve its objective consist of money from private and institutional donors, but are not limited to them.

Other resources are:

- a community platform connecting individuals and organizations, open (forum) discussions
- a learning management system for education about water
- a knowledge database (World Water Wiki / World Water Library) for knowledge sharing
- directory for everything water related (including water organizations)
- a project management system for supporting projects
- a shared calendar of events for water

The online platform also supports local offline activities and is only a means to an end.

The foundation is not for profit, as is apparent from Article 2 of the Articles of Association and from the actual activities. The foundation does not strive for profit for the sake of profit itself.
This is apparent from the fact that the foundation allows the proceeds obtained from the activities to benefit its objective. As is apparent from Article 12 of the Articles of Association, a positive liquidation balance will have to be spent on behalf of a charitable foundation with a similar objective.

3. Policy

3.1 Activities to be performed by the foundation

The foundation carries out the following activities with the aim of supporting, stimulating and initiating projects, education, research, awareness and events that contribute to our mission:

- facilitating the community, including:
  - stimulating discussions on the community platform and writing articles, especially by the community members
  - collecting and disseminating education (contributing to the preservation of our global intangible, living, educational, and geological heritage)
  - manage events calendar and have it filled by community members (water conferences and festivals)
  - manage the marketplace for community members
- setting up and supporting projects, including:
  - actions to restore water and actions to raise awareness about water
  - (crowd) funding for the actions and projects
  - marketing and outreach for the actions and projects
  - one of the projects is the World Water Lab:
    establishing and expanding a worldwide research network
  - develop and make available a quality matrix for products, services, and solutions
- filling knowledge database, including:
  - World Water Library, collecting, bringing together and categorizing, among other things: water science, how to restore the water cycle, improve water quality, water rituals of all cultures and indigenous peoples, as well as mapping (sacred) water sources
- marketing and social media for the World Water Community and its activities

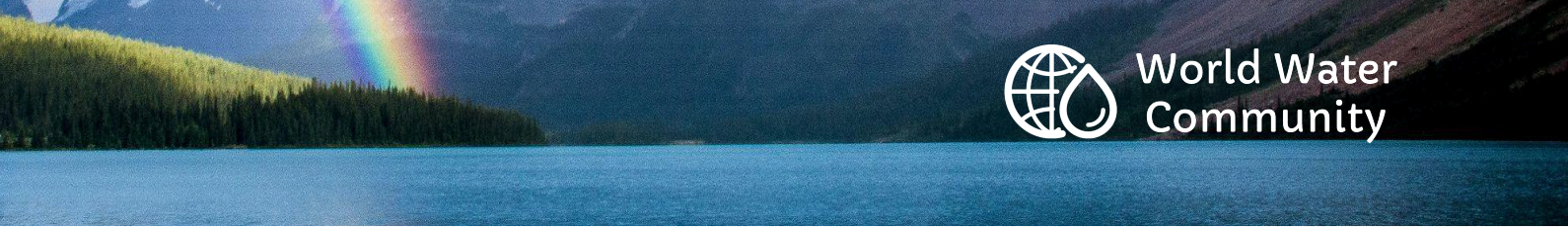
By performing these activities, the foundation contributes to the realization of the objective as stated in Article 2 of the Articles of Association.

3.2 Fundraising and money management

Fundraising
The foundation raises funds for its purpose through the following activities:

- Donation buttons on all communication channels (website, newsletters, etc.)
- Crowdfunding for specific projects
- Request sponsorship money
- Apply for grants and funds
- Paid services to community members (use tools and software, etc.)
- Percentages of paid courses, events and products

Money management
The income obtained is managed by depositing the funds into the foundation's bank account. In consultation with the board, the foundation uses the available resources to achieve its goals. The foundation reports proactively and transparently about this. The foundation strives to keep the management costs as low as possible, but not to exceed approximately 10% of the income received.



3.3 Assets of the foundation

The founders have contributed approximately €400.000 in time and money to the foundation in 2020 and 2021. The foundation does not hold more capital than is reasonably necessary for the continuity of the planned activities for the purpose of the foundation.

In view of the risks, overhead costs, ambitions and planned activities for the foundation in the period 2024 up to and including 2026, i.e. the ambition to maintain the assets of the foundation in a realistic sense, the foundation considers assets to be €150.000 as of December 31, 2025 desired.

3.4 Spending policy

The foundation spends the income obtained in accordance with the objective on the following activities:

- Fundraising
- Expand community
- Platform maintenance and expansion
- Investments from the assets in projects
- Organizing donations for a specific cause

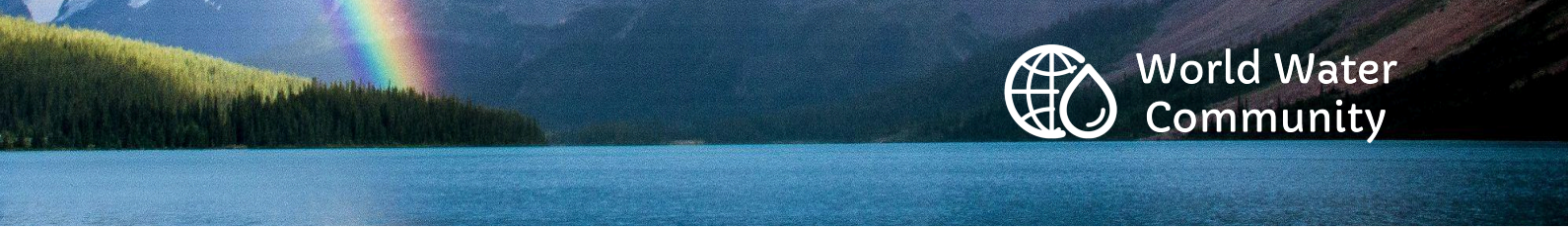
Distributions to third parties from the assets of the foundation must (at least) meet the following conditions:

- If it concerns a project, a clear project description and 100% transparent financial accountability, the exact conditions will be stated on the website
- The third party must undertake activities that contribute to the ideal purpose of the foundation, and shall not engage in conflicting activities.

The foundation has a number of preferred partners or creditors that are required to perform the work of the foundation, namely the administrator “VitalCampus B.V.”, the lawyer of the notary's office “Van der Valk Netwerk Notarissen” and possibly an external marketing party, and possible contributions from the foundation to various funding platforms for the purpose of raising funds.

3.5 Having the assets of the foundation

Pursuant to Article 7 of the foundation's articles of association and its actual activities, no (legal) person has decisive say within the foundation. Thus, no (legal) person can dispose of the foundation's assets as if they were its own assets.



4. Other

4.1 Reward policy

The members of the board do not receive any remuneration for their work, in accordance with article 3.5 of the articles of association. Expenses incurred in the performance of their duties may be reimbursed pursuant to the provisions of Article 3.5 of the Articles of Association, provided they are reasonably incurred and not excessive.

The foundation does not employ any staff and/or will reimburse volunteers at most the amount of the maximum compensation and provision pursuant to the volunteer compensation from Article 2, paragraph 6 of the Wages and Salaries Tax Act 1964.

4.2 Description of administrative organization

The administration of the foundation is conducted by:

VitalCampus B.V.
Goudsesingel 130
3011 KD Rotterdam
KvK: 73275816
https://www.vitalcampus.nl/
office@vitalcampus.nl

4.3 Publication obligation

The foundation complies annually with its publication obligation by providing the required information about the foundation and the most recently closed financial year via www.worldwatercommunity.org in a timely manner, no later than six months after the end of its financial year.

Appendix

- Articles of Association (current)
- Chamber of Commerce extract
- Problems that the foundation aims to solve

Appendix

What problems does the foundation aim to solve?

Consumers (private and business)
People who are insufficiently informed about the importance of water, water filters, vitalization and water science are susceptible to the incorrect or incomplete information from providers.

The foundation solves this through online education and comparative research into the effectiveness of the various water filters and water vitalization systems.

As a result, private consumers can make a more informed decision about which water structuring, vitalization and programming is best for their health.

And for business consumers in every industry, purity, vitality and structure of water are important.

For example, for the agricultural sector, less use of water and pesticides, while simultaneously improving the quality of the soil (microbiome) and thus increasing quantity, quality and shelf life, are of added value. Knowledge about this helps them to make the right decision.

Scientists and inventors
Scientists and inventors have no knowledge of website building, social media, legal regulation, GDPR, etc. The World Water Community platform offers them an opportunity to crowdfund their research and invention, as well as the expertise, guidance and advice to optimize the time-to-market of their solution.

Business
Business needs product innovation and new inventions and science. However, research takes a lot of expertise, time and funds. The World Water Community, the World Water Lab, water education and marketplace offer them the opportunity for matchmaking and huge savings of millions in research costs.

Global unification
Water does not belong to any government or business, but it is the Source of all life, from micro-organism to all flora and fauna, on land, sea, in the air.

The positive thing about the involvement of scientists in the World Water Community is that scientists are interested in pure water research, without any political interest.