ADDRESSING GLOBAL CHALLENGES AND DRIVING MEANINGFUL CHANGE





ADDRESSING GLOBAL CHALLENGES AND DRIVING MEANINGFUL CHANGE

Expo 2020's aspiration to inspire meaningful action manifested itself through a range of programmes and initiatives. Engaging communities around the world, from schoolchildren to social entrepreneurs and thought leaders, Expo 2020 began creating tangible impact even before its opening.

Endorsed and adopted by the UAE Cabinet in April 2021, the Programme for People and Planet encompassed a rich schedule of events, experiences and conversations spanning 10 Theme Weeks. Involving every strata of society, from political leaders to grassroots activists, it sought to address some of the most pressing problems facing our world.

Building on one of the most cherished practices of the Arab culture – the traditional 'majlis' – Expo's World Majlis was both a physical and digital meeting space for ideas and conversations. Welcoming an array of interdisciplinary, multi-generational participants, it invited open and informed discussions on topics of global relevance.

Expo 2020's global innovation and partnership programme, Expo Live, was established to fund, accelerate and promote creative solutions that would improve lives while preserving our planet. To date, it has supported 140 Global Innovators in delivering tangible and quantifiable impact to 5.8 million people worldwide.

With a firm commitment to inspiring and engaging the next generation, the Expo School Programme provided a wealth of meaningful learning experiences, both in the classroom and on site. The first ever dedicated programme for students at a World Expo, it would become a significant part of the event's long-term legacy.

With SME empowerment a strategic priority for the UAE, Expo
2020 sought to act as an enabler for the sector by maximising their integration into the Expo supply chain.

320

2/22/23

Chapter 6 - Addressing Global Challenges The Expo 2020 Dubai Story

PROGRAMME FOR PEOPLE AND PLANET

The Programme for People and Planet was an essential part of Expo 2020 Dubai's events calendar. Made for, and belonging to, the global community, the flagship programme encompassed an incredible schedule of events, experiences, thought leadership and public conversations that aimed to involve every strata of society, from political and business leaders to academia and grassroots activists, to find solutions to some of the most pressing problems facing our world.

Endorsed and adopted by the UAE Cabinet in April 2021, the Programme for People and Planet was designed within the context of the global pandemic and in collaboration with Expo's participants. It epitomised Expo 2020's core theme and purpose of 'Connecting Minds, Creating the Future', identifying the 10 most urgent priorities of our time and catalysing global action and impact.

The programme was anchored by 10 Theme Weeks and 15 International Days, through which participants discussed and explored real solutions to real-life challenges, ranging from mitigating climate change and biodiversity loss, to bridging the digital divide and ensuring equal access to education and healthcare.

Underpinned by the themes of technology and innovation, youth, and women and girls' empowerment, it assembled an unparalleled array of perspectives, connecting minds

and fostering exchanges of impactful ideas between leading experts, Expo's 200-plus participants, business leaders, grassroots actors and the wider global community. Much of the substantive programming from Expo's 192 participating nations was also aligned with these themes. This pioneering programme, which has become a movement of almost 20,000 changemakers from around the world, is Expo 2020 Dubai's collective response to the shared, critical challenges of our era.

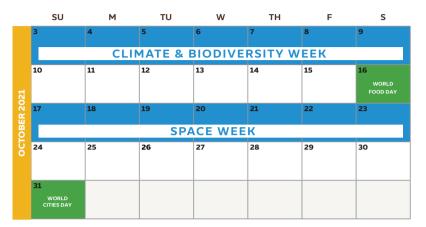
To ensure maximum participation, and against the ongoing backdrop of the global pandemic, the majority of Programme for People and Planet events were hybrid, with physical gatherings blended with a virtual component. This enabled policymakers, the private sector and the general public to come together, no matter where they were in the world.

Unlocking bold aspirations to shape a healthier, safer, cleaner, more equitable future for all, the Programme for People and Planet demonstrated that each and every one of Expo 2020's partners, participants and visitors, whether attending Expo physically or participating remotely via virtual and digital channels, can – and must – become an agent of change.



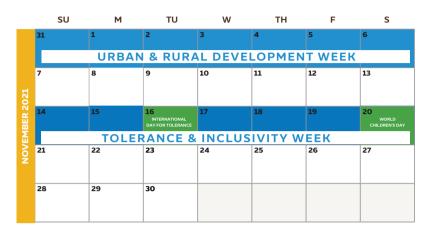
From October 2020 to March 2021, Expo 2020 hosted **Expo Talks** – a series of virtual events featuring industry experts and thought leaders designed to drive awareness

Programme for People and Planet calendar













- Theme Week
- International Day
- Event

and engagement around the Programme's Theme Weeks in the lead-up to Expo's opening.

Ten Theme Weeks

Each Theme Week was held 'In Association With' one or more partner organisations including UAE Ministries, UN Agencies, and Expo 2020's Partners.



In Association With: UAE Ministry of Climate Change and Environment, DP World.

How do we work together to better manage climate change and protect biodiversity?

Recognising we stand at the brink of a crucial moment in time, the week highlighted the need for us to take our place in history as the generation that stepped up to halt climate change.

Across seven days of action, dialogue and hope for the future, it was a privilege to hear from climate experts such as Eden Project founder Sir Tim Smit, wildlife advocate Dame Jane Goodall, co-chair of UN Energy Christiana Figueres, filmmaker and climber Jake Norton, and Director General of the Zoological Society of London, Dominic Jermey.

The landmark announcement of a national drive to achieve net-zero emissions in the UAE by 2050 topped a series of initiatives during the week that clearly demonstrated the UAE's vision for a clean future as well as Expo's pivotal role in galvanising a groundswell of collaborative global action.





THE UAE NET ZERO BY 2050 STRATEGIC INITIATIVE

On 7 October 2021, the UAE government chose Expo 2020 Dubai to reveal its Net Zero by 2050 Strategic Initiative, one of the most ground-breaking pledges in the country's history and the first such commitment to be made by a country in the Middle East and North Africa (MENA) region.

Coupled with an investment of more than AED 600 billion (USD 163 billion) in renewable energy, the initiative cemented the UAE's leadership on climate change within the region and seized the opportunity to drive development, growth and new jobs as it works towards its vision of a clean future.

POWERFUL MESSAGES TO POLICY-MAKERS

The People's Promise for Climate Impact, held on 4 October 2021, catalysed youth-led action across the globe, inspiring and empowering people to play an active role in tackling climate change. It concluded with young climate leaders sending powerful messages to policy-makers gathering in Glasgow, UK, for the 26th United Nations Climate Change Conference (COP26) in November 2021.

Nisreen Elsaim, Chair of UN Secretary-General's Youth Advisory Group on Climate Change, said: "All of the actions, meetings and momentum we're having now is building towards COP26 and climate advocacy. We're hoping that it works like a snowball effect, getting bigger and bigger, until we reach the optimum size of action that will save the planet and the future."

324

2/22/23 15



In Association With: UAE Space Agency, Mohammed Bin Rashid Space Centre

How do we safely and productively explore new frontiers?

Space travel and exploration has captured people's imaginations for generations, and this week looked at how the world safely, sustainably and productively explores new frontiers and the benefits and challenges of venturing beyond our planet's orbit – including a peek at the very latest innovations in space research and travel.

Discussing the wonders of the cosmos with astronauts from around the world, star-gazing workshops with cutting-edge telescopes, probing sustainable growth and space waste at the Space Business Forum, and an incredible voyage through the infinite at Al Wasl dome's immersive cosmos show – outer space had never felt closer.

Only by working together can we ensure every nation develops the right tools, technology, skills, and competencies to thrive in this new age, driving the fundamental change towards our future.

Her Excellency Sarah Al Amiri, UAE Minister of State for Advanced echnology and Chairwoman of the UAE Space Agency





In Association With: Siemens, UN-Habitat, Aga Khan Development Network

How do we live and grow in harmony with our planet?

With 70 per cent of the world's population predicted to be living in urban areas by 2050, the urgency for smart thinking on how to stop cities from rapidly becoming unliveable and unsustainable is greater than ever.

Launched to coincide with International World Cities Day (31 October), the week featured speakers from UN-Habitat, the World Bank and the European Commission, as well as world-renowned architects and urban planners, all re-thinking the way in which habitats – urban and rural, formal and informal – are designed and managed. It concluded with the announcement that more than 120 of Expo 2020's permanent buildings had been granted the globally recognised Leadership in Energy and Environmental Design (LEED) certification.

THE UNITED NATIONS LAUNCHES LAST MILE DELIVERY ROADMAP

On 3 November 2021, the UN unveiled The Last Mile Delivery Roadmap – a comprehensive plan for an inclusive, localised approach to make informal settlements safe and sustainable.

Maimunah Mohd Sharif, Executive
Director, UN Habitat, said: "Inclusiveness
is necessary for all if we want to reduce
poverty and inequality. Last-mile
delivery... entails providing good living
conditions for all, and empowering
governments. We have the conditions
to build the last mile, and we need to
implement sustainable goals into the
new agenda based on human rights."



326

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In Association With: UAE Ministry of Tolerance and Coexistence

How can we foster a greater common understanding to enable more tolerant and inclusive societies?

During Tolerance & Inclusivity Week, Expo 2020 Dubai provided a platform for diverse voices to reimagine how social spaces, physical environments, and modes of storytelling can be rendered more inclusive, regardless of gender, faith and physical ability.

Falling inside the week, UNESCO's International Day of Tolerance (16 November) featured a number of significant events, including a youth forum highlighting the creative and resilient abilities of young people from different nationalities and backgrounds, and the launch of the Global Tolerance Alliance, a UAE initiative to make tolerance and peaceful coexistence an integral part of our lives.



Rising Stars

On International Day of Persons with Disabilities on 3 December, Dubaibased talent academy Rising Stars put on a series of heart-warming performances, fuelled by big cheers and standing ovations from a visibly-moved audience. Founded by Rahima Amiraly in December 2020, Rising Stars helps disabled children develop their skills, focusing on talent and not labels. The inclusive academy has also garnered immense support from celebrities, such as two-time world boxing champion Amir Khan, known for breaking down barriers in sports.



We've created a safe space for the children share their talent. At Expo 2020, you are seeing people from all around the world come together to shine in this fantastic place. It is also living proof of how tolerant the UAE is.

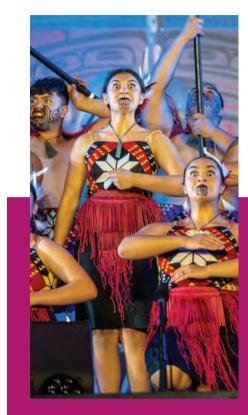
Rahima Amiraly, Founder, Rising Stars











TE ARATINI FESTIVAL

The first indigenous festival to be held at a World Expo, the three-day Te Aratini Festival of Indigenous & Tribal Ideas aimed to catalyse a movement towards greater inclusion and acceptance of indigenous peoples' knowledge systems and practical know-how across various existing and emerging trade and economic policies.

Spearheaded by the New Zealand Pavilion and curated by Māori leaders in partnership with the New Zealand government, the celebration of indigenous culture saw collaboration between a number of nations, including the UAE, Australia, Canada, Malaysia, Paraguay, Panama and the USA.

328

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In Association With: Dubai Cares

How do we harness and challenge our knowledge today to prepare for the future?

Expo 2020 provided a platform to showcase and celebrate the knowledge, culture and heritage of its participants, bringing them together under the UAE's Golden Jubilee theme of Human Solidarity.

Events included discussions on intangible and tangible heritage, creative industries, and knowledge economies, with the global RewirEd Summit spearheading the week – gathering the brightest educators from around the world and generating new ideas on how to tackle the future of education.

Education is the foundation for everything we strive to achieve in our societies, whether that is addressing the effects of climate change or a global health crisis, or addressing a much more equitable distribution of resources around the world.

Annina Mattsson, Director of RewirEd Conference and Programmes Director at Dubai Cares

REWIRED SUMMIT

The three-day RewirEd Summit, recognised as the newest hub for high-level discussions on global education, saw a number of concrete initiatives. These included the launch of the Smart Education Financing Initiative, which generated half a billion dollars of financing for education; the Global Business Coalition for Education, announcing that dozens of companies had committed to support education by signing the Education Business Pledge; and the unveiling of the RewirEd Global Declaration on Connectivity for Education.

Five presidents and 45 ministers from around the world joined 2,800-plus in-person and almost 1,400 virtual participants at the summit, which underscored the urgency to adopt new and innovative approaches to deliver quality education globally and praised the UAE as a role model.





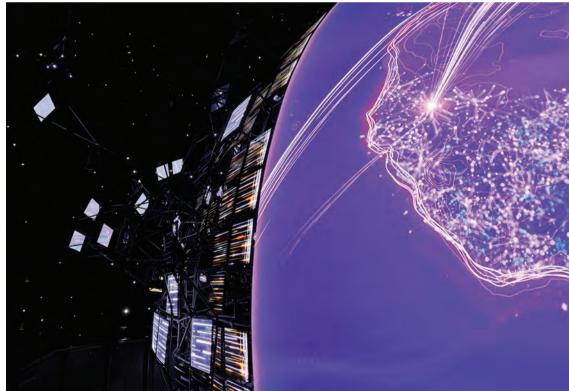
In Association With: Emirates Airline, Etisalat

How will we balance the impact of digital world expansion with our physical reality?

Sustainable tourism, contactless flying, digital connectivity strategies, harnessing technology for the betterment of humankind and Expo-backed innovators transforming lives were all headline themes across Travel and Connectivity Week.

The Thematic Business Forum explored the future of sustainable tourism in the wake of the COVID-19 pandemic, while Swiss start-up Exomotion's app to increase mobility and access within cities for people of determination was crowned winner of the Future Mobility Hack, held in conjunction with Siemens, Expo's Official Infrastructure Digitalisation Partner.





330

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Chapter 6 - Addressing Global Challenges

The Expo 2020 Dubai Story



In Association With: United Nations

What do we need to do together today for a better world in 2030?

Expo 2020 Dubai was an exceptional platform for hosting the first Global Goals Week to be held outside of New York. A keynote speech in Al Wasl Plaza from Amina J Mohammed, Deputy Secretary-General, United Nations launched a week that examined the role everyone can play in achieving this international roadmap. Packed with activities and events, it served as a platform for world and thought leaders from around the globe to connect and work towards achieving the Global Goals at a critical time of uncertainty in the midst of the COVID-19 pandemic.

The Sustainable Development Goals Business Forum, held in collaboration with United Nations Global Compact, united businesses and spurred further action towards a sustainable and inclusive future, while visitors of all ages embraced the site-wide activations. This included SDG-focused artwork positioned throughout the site; the stunning night-time Kaleidoscope that harnessed the beauty of photography, light and visual arts to advance the Global Goals messaging; and Expo's beloved robot Opti, who was always on hand to inform visitors about the various ways they could learn about the SDGs.

We're in the right place, at the right time, here in Dubai at Expo 2020, to tap into an immense spirit of hope, optimism, collaboration and urgency; to reignite the ambitions, actions and accountability that will help us achieve the SDGs.

Sanda Ojiambo, CEO and Executive Director, UN Global Compact



The world we want

The Change the World Challenge cemented Expo's status as a global stage for the Global Goals as visitors took part in an interactive and educational journey, collecting SDG stamps from locations across the site. They were also asked to make commitments towards achieving the SDGs – and their 'to do lists' were stuck on post-it notes across the site. More than 80,000 visitors took part, contributing 57,053 promises with SDGs 2: End Hunger; 4: Quality Education; and 7: Clean and Affordable Energy, receiving the most commitments.





FLYING THE FLAG FOR GLOBAL GOALS

kpo 2020 Dubai had the honour of osting the first Global Goals Week aged away from the United Nations eneral Assembly in New York. Two ears in the making, this vital week elcomed a range of experts from round the world, with a collective focus how we can achieve the Sustainable evelopment Goals (SDGs) by 2030.

To mark the beginning of the week, a special activation was held at Al Wasl Plaza, with 18 'SDG Flagbearers' from around the world bringing to life the goals during the show. Inspiring bespoke projections lit up Al Wasl domethe largest 360-degree projection screen in the world.

Speaking at the event, Amina J
Mohammed, Deputy Secretary-General,
United Nations said: "It is up to each
and every one of us, individually and
collectively, to turn this engagement
into partnerships and investments
that tangibly improve people's lives
everywhere. With the Global Goals
woven into the fabric of Expo 2020,
cannot think of a more appropriate
blace for us to renew our shared
commitment to keep the promises that
we made in 2015."

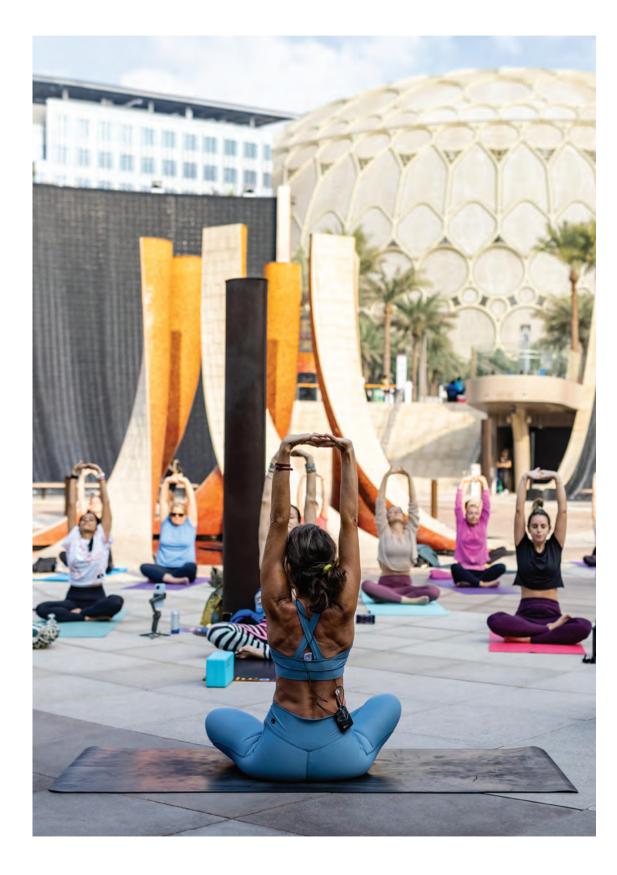


In Association With: World Health Organization, Mohammed Bin Rashid University of Medicine and Health Sciences

How can we create a healthy, happy world?

With the world still reeling from the COVID-19 pandemic, Expo 2020 provided an important opportunity for governments, subnational actors and international organisations to come together to design an inclusive, crisis-proof global health system that is fit for the future. Discussions focused on democratising access to healthcare, preparation for future pandemics, the importance of mental health worldwide and healthcare as a universal right.

Visitors to Expo 2020 Dubai were also inspired to look after their own health and wellbeing through a raft of fitness activities including yoga, pilates and zumba, while downloadable journeys 'Ready, Set Go!' and 'How Humans Heal' guided guests through food and fitness practices from around the world and explored fascinating topics including plant-based healing and robotic brain surgery.





In Association With: UAE Ministry of Climate Change and Environment, PepsiCo

How do we sustainably grow food to meet future demand?

Debates on technology, agricultural innovation and strategies to enable smallholder farmers, particularly women, were in focus, with the flagship event – 'Good Food For All' – highlighting the strong connection between farmer, chef and consumer.

The issue of food waste was another hotly debated topic, and following Food, Agriculture & Livelihoods Week, the Ministry of Climate Change and Environment and Emirates Foundation, in collaboration with Cisco, Expo's Official Digital Network Partner, announced it would explore the national adaptation of a food waste and food rescue initiative, following its impactful implementation at Expo 2020 Dubai.

AIM FOR CLIMATE

The first Agriculture Innovation Mission for Climate (AIM for Climate) meeting of government ministers from across the world since the mission's launch at COP26 took place at Expo 2020 Dubai, where it welcomed seven new government partners – Chile, Costa Rica, Egypt, the European Commission, Guyana, Mozambique and Turkey – bringing the total to 40.



334

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In Association With: UAE Ministry of Climate Change and Environment, UAE Ministry of Energy and Infrastructure

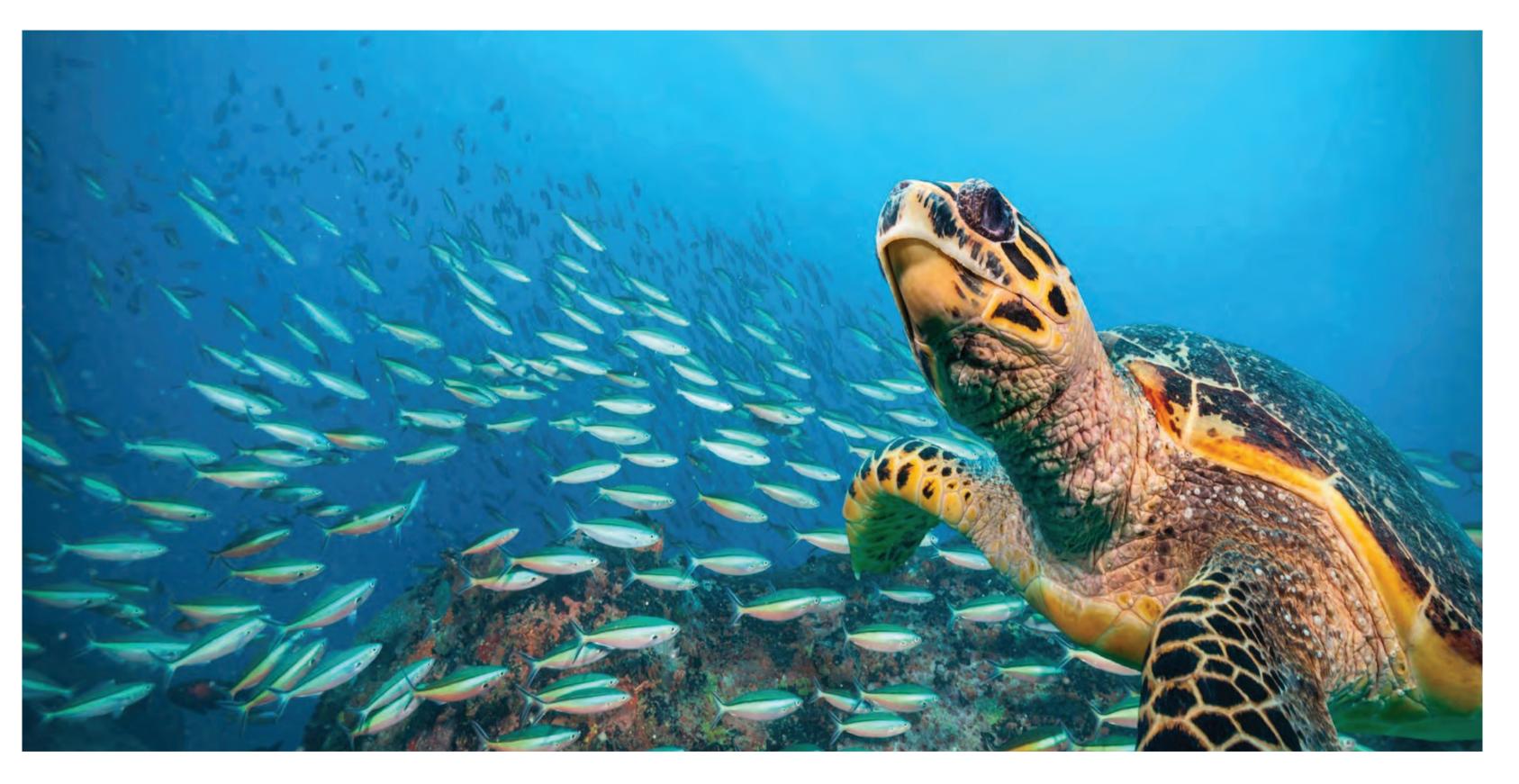
How will we protect our most precious resource today, for tomorrow?

Focusing on how to preserve and sustainably manage water, the week's events examined water security, future technologies and respecting and harnessing indigenous people's innate and deep knowledge of water systems.

The Theme Week's flagship event coincided with World Water Day and featured a series of discussions that reimagined our relationship with water, recognised the challenges posed by water scarcity and explored ways to improve sustainable water use. The audience heard from a range of experts across the water sector and learned about international best practice from innovators showcasing their work. Speakers agreed that the issue of water scarcity cannot be addressed without combatting climate change.

It's not nature and then people, its people and then nature. That's why this is called Programme for People and Planet – the people take care of the resources if you secure their rights.

Randall Mabwa, Regional Communications Officer, Blue Ventures, nighlighting indigenous communities' key roles in coastal conversation success



Fifteen International Days

Expo 2020 Dubai celebrated 15 International Days throughout the event, each offering an engaging opportunity for advocacy and the exploration of important topics and issues through a series of site-wide activations, as well as providing a powerful call to action.

International Days were co-curated with a range of relevant UAE entities and International Organisations to showcase the international community's efforts to tackle these global issues, while highlighting the strategic foresight and leadership of the UAE within each thematic area.













WORLD FOOD DAY 16 OCT 2021

In Association With: UAE Ministry of Climate Change and Environment and the Food and Agriculture Organization

WORLD CITIES DAY 31 OCT 2021

In Association With: The Executive Council of Dubai and UAE Habitat

INTERNATIONAL DAY FOR TOLERANCE 16 NOV 2021

In Association With: UAE Ministry of Tolerance and Coexistence

WORLD CHILDREN'S DAY 20 NOV 2021

In Association With: UAE Ministry of Community Development and UNICEF

INTERNATIONAL DAY OF PERSONS WITH DISABILITIES 3 DEC 2021

In Association With: UAE Ministry of Community Development and the United Nations Department of Economic and Social Affairs

INTERNATIONAL VOLUNTEER DAY 5 DEC 2021

In Association With: Ministry of Community Development and the United Nations Volunteers Programme

INTERNATIONAL UNIVERSAL HEALTH COVERAGE DAY 12 DEC 2021

In Association With: UAE Ministry of Health and Prevention and the World Health Organization

ARABIC LANGUAGE DAY 18 DEC 2021

In Association With: UAE Ministry of Culture and Youth, and the League of Arab States

INTERNATIONAL DAY OF EDUCATION 24 JAN 2022

In Association With: UAE Ministry of Education and UNESCO

INTERNATIONAL DAY OF WOMEN AND GIRLS IN SCIENCE 11 FEB 2022

In Association With: UAE Ministry of Industry and Advanced Technology, UNESCO and United Nations Office for Outer Space Affairs

WORLD WILDLIFE DAY 3 MAR 2022

In Association With: UAE Ministry of Climate Change and Environment, and the United Nations Environment Programme

INTERNATIONAL WOMEN'S DAY 8 MAR 2022

In Association With: Cartier,
Dignified Storytelling

INTERNATIONAL DAY OF HAPPINESS 20 MAR 2022

In Association With: UAE Ministry of Community Development

MOTHER'S DAY 21 MAR 2022

WORLD WATER DAY 22 MAR 2022

In Association With: UAE Minister of State's Office for Food and Water Security and UN Water

INTERNATIONAL DAY FOR TOLERANCE 16 NOV 2021

Promoting tolerance and religious harmony

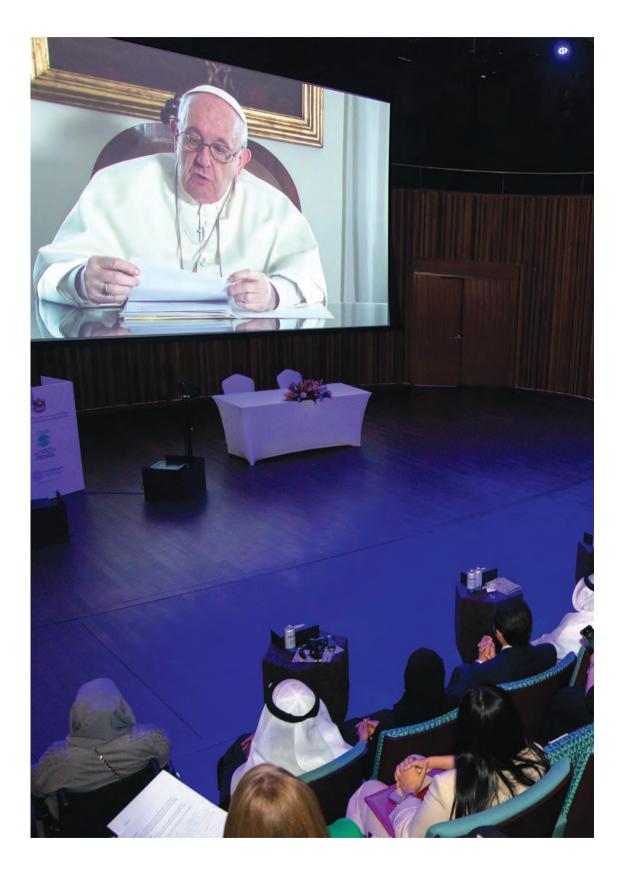
In the presence of prominent leaders and thinkers from around the world, His Excellency Sheikh Nahayan Mabarak Al Nahayan, UAE Minister of Tolerance and Coexistence and Commissioner General of Expo 2020 Dubai, announced the Global Tolerance Alliance – a unified pledge for peaceful coexistence and tolerance among different nations and cultures. He then officially opened the Joint World Summit of Religions, aimed at promoting dialogue between different religious backgrounds.

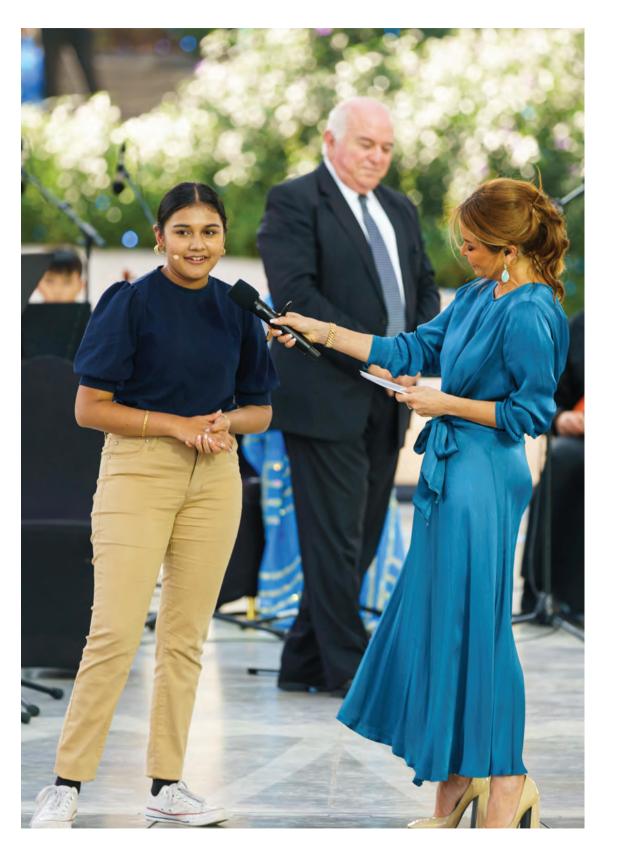
Both initiatives were revealed at the National Festival for Tolerance and Coexistence, held during Tolerance & Inclusivity Week at Expo 2020 Dubai.



We believe that the only strategy that will reduce, and eventually eliminate, conflict emerging from religious or cultural differences is direct action to find common ground among people of all nations, cultures and faiths.

His Excellency Sheikh Nahayan Mubarak Al Nahayan, UAE Minister of Tolerance and Coexistence and Commissioner General of Expo 2020 Dubai





WORLD CHILDREN'S DAY 20 NOV 2021

Voices of youth

Expo 2020 Dubai hosted the global flagship event for World Children's Day, where UNICEF announced the appointment of two new UNICEF Youth Advocates – Gitanjali Rao, an inventor from the United States of America and TIME Kid of the Year, and Saeed Almutaiwei, member of the United Arab Emirates Children's Parliament.

When youth have their voices heard, more people are willing to adapt, change, and go towards a mission together.

Gitanjali Rao, UNICEF Youth Advocate



INTERNATIONAL UNIVERSAL HEALTH COVERAGE DAY 12 DEC 2021

Taking steps towards better health coverage

Dr Tedros Adhanom Ghebreyesus, Director-General of the World Health Organization (WHO), made his first international trip since the beginning of the pandemic, visiting Expo 2020 Dubai for Universal Health Coverage (UHC) Day 2021 in a demonstration of confidence in Expo's handling of COVID-19.

During his visit, WHO held a press conference and announced the findings of two significant reports, while Ghebreyesus joined more than 1,500 people in 'Walk the Talk' – a 24-hour global walkathon to celebrate frontline healthcare workers and better health for everyone. Held at Expo 2020 Dubai, it was the first Walk the Talk event to take place in the Middle East.











INTERNATIONAL WOMEN'S DAY 8 MAR 2022

#BreakTheBias

To mark International Women's Day, Expo 2020 Dubai brought together leading voices from the world of politics, business, technology and culture for a three-day global gathering around the International Women's Day 2022 theme – #BreakTheBias:

- o A weekend music festival 'We, the Women' featured international female artists chosen for their dedication to promoting gender equality and women's empowerment
- o A #BreakTheBias Assembly promoted women's leadership in the context of diplomacy, industry, health and youth
- o The International Women's Day Forum focused on the critical need to empower women for the achievement of the SDGs
- o The celebrations culminated in a stunning evening of entertainment in Al Wasl, including a spoken word performance by actor Rami Malek

I think we can all agree that there is no shortage of hope and aspiration. The struggle is the denial of opportunity, equality, and dignity which are the results of obstacles that men have put up and it is on us to tear those obstacles down.

Rami Malek, Academy Award-winning actor

 343

Five Programme Tracks

Five tracks cut across the Programme for People and Planet, forming a rich tapestry of exciting events and activations that explored the 10 Theme Weeks through distinct programmatic lenses.



Build Bridges

The programme's cultural track, Build Bridges harnessed the power of storytelling, art and music to foster dialogue, provide opportunities for knowledge exchange, and ultimately enhance cultural understanding.

From concerts and exhibitions to books and public forums, Expo 2020 worked with a range of collaborators across a host of events, products and experiences that celebrated our common humanity and the vital, enduring connections that help us prosper together as a worldwide community.

- Cultures in Conversation, co-curated with Dubai art hub Alserkal Avenue, invited creatives and policy-makers to join a series of open and interactive sessions that highlighted the wealth of cultural diversity at Expo and the surprising similarities between us all.
- Dignified Storytelling, led by Expo 2020
 Dubai and Dubai Cares, aimed to create a storytelling ecosystem that upheld the dignity and respect of all persons and contributed to the Sustainable
 Development Goals. Its importance was also highlighted through a dedicated forum and the launch of the Dignified Storytelling Handbook a unique resource, available in Arabic, English, French and Spanish, to help promote and employ storytelling practices that are grounded in a deep respect for human dignity.

 The World Majlis was Expo 2020 Dubai's signature platform to connect minds and spark exchanges that pave the way for a better tomorrow.

Changing perceptions

Expo 2020 Dubai worked with Gapminder Foundation, a Swedenbased NGO specialising in dismantling misconceptions and promoting a fact-based worldview. Gapminder led a survey and analysis process to capture and measure misconceptions across the globe to help foster deeper solidarity and empathy between nations.

Titled 'Flip your worldview', the results were included in engaging and impactful pavilion experiences, featured across Expo's Global Goals Week as a key component of the Build Bridges cultural track, and were spotlighted across countries' National Days.



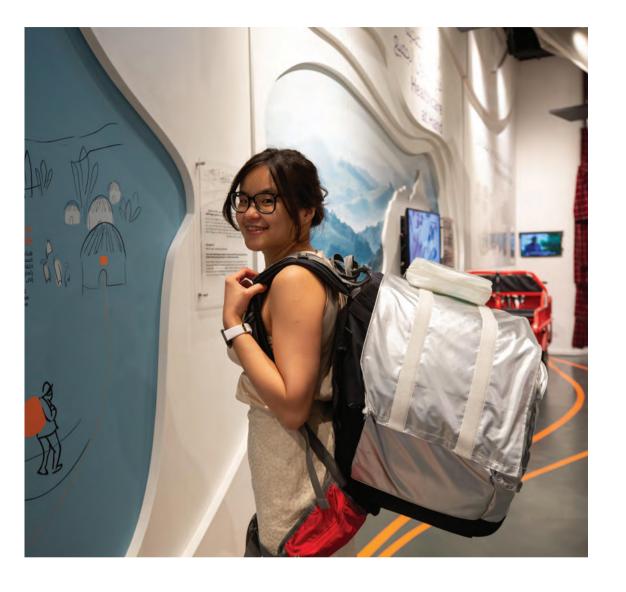
345

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Expo's social-development track, Leave No One Behind looked at the importance of opportunity for all, asking the question: what can we do today to create a more equitable tomorrow? This track also had a particular emphasis on gender equality and last-mile communities at risk of marginalisation.

- The Women's Pavilion, in association with Cartier, invited visitors to recognise a basic principle: when women thrive, all of humanity prospers.
- Expo 2020's Global Best Practice
 Programme highlighted simple yet impactful projects that have provided tangible solutions to some the world's biggest challenges. The programme culminated in an exhibition on site that showcased solutions that could be adapted, replicated or scaled globally.
- The Expo Live Impact Series comprised a number of conversations and networking events designed to bring together like-minded individuals to discuss the importance of social entrepreneurship in developing grassroots solutions to global challenges.
- The Expo Live Meet the Innovator events invited Expo Live grantees to showcase their work to a global audience, including country representatives, Expo Partners, regional and international ecosystem experts, fellow social entrepreneurs and general visitors.
- The Sustainable Development Goals (SDG)
 Programme focused on the localisation and implementation of Agenda 2030, highlighting the importance of scaling up and applying innovative solutions that empower last mile communities and households at risk of being left behind.



Impressing Bill Gates with a SMILE

Expo Live Global Innovator Ideabatic's SMILE vaccine cooling system – a low-cost, battery-powered carrier that provides constant, cool storage for vaccines – caught the eye of a number of visitors to Expo 2020 Dubai, including Microsoft founder, humanitarian and philanthropist Bill Gates.

Ideabatic's founder and CEO Kitty Liao explained to Gates how the SMILE system could help prevent people dying from easily-preventable diseases, by ensuring life-saving vaccines reached remote communities unspoiled.



Live in Balance focused on how the global community can work together to restore balance with the planet.

- Plastics Pledge Expo 2020 encouraged participants to sign a pledge minimising the impact of single-use plastics during the event
- Seeds of Change a crowd-solving initiative inviting visitors to determine which carbon offsets would be purchased by Expo, as they 'voted' by donating 'seeds'
- The Sustainability(@Expo series highlighted how participants had responded to Expo's sustainability standards through their pavilion content, design, programming and operations from net-zero energy rainforests, to living models of regenerative agriculture
- Conservation for Hope events centred on wildlife and ecosystem conservation and restoration
- The Coming Full Circle series presented various approaches individuals, corporations, and societies are taking to collectively transition towards a more regenerative and resilient model of development



346

2/22/23 44:12



The business-focused track of the Programme for People and Planet, Thrive Together offered a range of curated events that enabled visitors and participants to explore new business opportunities, form new partnerships and ultimately collaborate towards economic prosperity, both locally and internationally.

- by the Dubai Chamber of Commerce and Industry, Expo 2020 Dubai's Official Business Integrator, were also hosted at Expo 2020 Dubai: GBF Africa; GBF LatAm; and for the first time, GBF ASEAN. The three events focused on the economic outlook of the UAE and these specific regions, encouraging revenue flows by addressing essential global challenges and harnessing opportunities. They were instrumental in supporting Expo 2020's economic contribution and driving global growth.
- Ten Thematic Business Forums, aligned with the Theme Weeks and delivered in close collaboration with the Dubai Chamber of Commerce and Industry, provided an unparalleled platform for knowledge sharing and the formation of new partnerships, unlocking opportunities and contributing to local and global economic growth and recovery
- Country Business Briefings enabled Expo's international participants to showcase their specific trade and investment opportunities in front of a global audience on their dedicated National Days

GLOBAL BUSINESS FORUMS

GBF LATAM 'Towards a Resilient Future' GBF ASEAN

290+

ilateral meetings

2,000+

delegates from 95 countries

Presidents (and 1 Prime Minister)

high-ranking government and business leaders

1,300+ delegates from 58 countries 180+

'New Frontiers'

bilateral meetings

high-ranking government and business leaders



Driving tangible business growth

Expo 2020 Dubai facilitated partnerships between UAE companies and their global counterparts, helping expand Dubai's business ecosystem, according to a report commissioned by the Dubai Chamber of Commerce.

Some 76.5 per cent of companies in Dubai registered business growth during Expo 2020, while 73.5 per cent managed to build new business relations, the report 'Business Integration for Growth, Digital Transformation and Global Partnerships' noted.

Just over 70 per cent of respondents said they benefitted from networking during the event, while 47 per cent took part in the Global Business Forum series and B2B meetings.

In total, the Dubai Chamber helped organise 98 events during Expo 2020 Dubai, which were attended by more than 25,000 participants from more than 130 countries. It facilitated around 1,500 bilateral business meetings between UAE investors and their global counterparts, and received 1,746 visiting delegations from over 60 countries, which were joined by 3,350 government and business leaders.



In 1971, the Founding Fathers of the UAE conceived a bold vision to carve out a new future for their people. The fifth track, Vision 2071, was at the heart of the entire Programme for People and Planet, focusing on the UAE's long-term plans for its future and how anything is possible if the global community works together.



348

2/22/23 11412 / 2 11412 /

Engaging every visitor

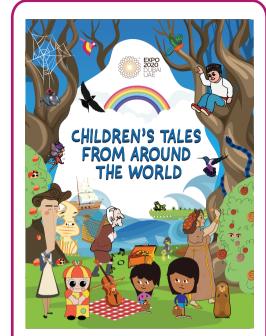
Visitors to Expo 2020 were able to explore the topics raised in the Programme for People and Planet by embarking on curated **Visitor Journeys**. Aligned with the Theme Weeks and International Days topics, these self-guided tours around key pavilions and attractions were available through the Expo app.

Over 10 episodes, each linked to a Theme Week, the **People and Planet podcast** brought together leading voices and changemakers from across the world to share their insights on what is needed to

create a sustainable future for our planet. Since its launch in November 2021, the People and Planet podcast has attracted listeners from more than 80 countries, and was placed in the top 10 of Apple's Education Podcast Charts in the UAE.

The three-kilometre Walk for People and Planet took place in the last week of Expo 2020 and symbolised the culmination of the programme. More than 3,000 people participated physically, with a further 30 million steps registered digitally by participants around the world.





Children's Tales from Around the World

Created for 5-12 year olds, Children's Tales from Around the World was an anthology of traditional folktales from almost 70 of Expo 2020 Dubai's international participants. Brought to life with illustrations created by both professional and amateur artists – including children – the stories reflected the cultural diversity and shared values of Expo 2020, its participants, and visitors.

To date, more than 3,000 copies of the digital anthology have been downloaded from the Expo School Programme website, while copies of the print collection were distributed for free to visitors and guests as part of Expo's World Children's Day celebrations.

Engaging the business community

Located adjacent to AI Wasl Plaza at the heart of the site, the exclusive Expo 2020
Business Connect Centre housed Chambers of Commerce and trade entities from across the region, including Dubai Chamber, Dubai Exports, Dubai FDI, Riyadh Chamber, Bahrain Chamber and Oman Chamber. It also welcomed a number of investment houses and venture capitalists, including Abu Dhabi Investment Office and Shurooq (Sharjah Investment and Development Authority), fostering connectivity and new opportunities across borders and industries.

A comfortable and welcoming space, it enabled participants to host meetings and networking events, workshops and other business sessions, and included access to a Premium Lounge at 2020 Club by Emaar. More than 7,000 visitors attended events at the centre.

Conceived and developed in collaboration with Dubai's Department of Economy & Tourism, the Expo Business Guest

programme offered business visitors customised itineraries, dedicated concierge services and exclusive privileges, including Fast Track Access, access to a VIP Lounge, and Guest Accreditation. Across the six months of Expo, the by-invitation-only programme welcomed almost 6,000 VIP business visitors.

The Expo 2020 B2B app brought together Expo's business stakeholders and visitors from around the world on a unique Alpowered launchpad, facilitating meaningful B2B, B2G and G2G interactions across geographies and industries. The app's cutting edge AI capabilities enabled it to suggest potential matches for users based on their profiles, expertise, objectives and interaction patterns, unlocking a host of opportunities for business and trade visitors to Expo 2020 Dubai. Visitors were able to keep track of their scheduled meetings by adding them to a personal calendar available within the app, enabling them to make the best, most efficient use of their visit.

13,000+ registered B2B app users

177,000+messages
exchanged

72,000 connections

100,000 discussions

706

The UAE Start-Up Funding Toolkit was developed as a one-stop guide to the UAE's thriving entrepreneurial ecosystem, positioning Expo 2020 Dubai as a launchpad for business growth. The kit contained profiles of relevant entities – from incubators and accelerators, to government investment arms and venture capital firms. It also featured a detailed overview of the regulatory frameworks and processes around establishing new ventures and deep dives into the investment ecosystems of each of the UAE's seven emirates.

Capturing the impact

Expo's 10 Thematic Journals highlight the global significance of the topics addressed during the Programme for People and Planet Theme Weeks. Setting out the challenges and opportunities connected to each theme, the books capture the outcomes of the rich thought leadership discussions that took place and highlight the programme's enduring global legacy.



351

2/22/23 14



THE WORLD MAJLIS

Since the first Great Exhibition held in London in 1851, Expos have connected people and provided special spaces for dialogue among those who are curious about the future. Expo 2020 Dubai's theme, 'Connecting Minds, Creating the Future', reflects a passionate belief that bringing people together to have meaningful conversations can create real and impactful change.

Building on one of the most cherished practices of the Arab culture – the traditional 'majlis' – the World Majlis sparked some of the most engaging and thought-provoking dialogues ever held at an Expo. It was a space for ideas and conversations that made important, often complex topics relatable to the general public. An interdisciplinary and multi-generational forum, it gathered everyone from government officials to students, academics and industry leaders, to share diverse points of view across geographies and generations.

The World Majlis was both a physical and digital meeting space that invited open and informed exchanges between its participants, generating new insights and forging meaningful connections between people and new ideas.



Format

Each World Majlis brought together between six and nine globally recognised thought leaders, industry experts, academics, policy makers and business leaders in a discussion facilitated by a moderator.

Across the series, participants included the Executive Director of the Nobel Foundation, Dr Lars Heikensten; the first female Arab astronaut Nora Al Matrooshi; astrophysicist Lord Martin Rees; Founder of the Eden Project Sir Tim Smit; international chess Grandmaster Judit Polgar; John Pagano, CEO of the Red Sea Development Authority; Former Prime Minister of New Zealand Helen Clark; Professor Vikram Patel, Co-Founder of the Centre for Global Mental Health at Harvard Medical School; Hong Hao, Chairman of the World Expo Museum; and Tunisian artist eL Seed.

To elicit different points of view from the participants and generate new insights and connections between topics, the World Majlis maintained the authenticity and richness of a conversation developed around a series of initially defined questions. Each session ran for 75 minutes, interspersed with engaging video content, followed by questions and comments from the audience. All conversations were conducted in English and live streamed, opening up the platform to both physical and virtual audiences.



Topics

Humanity must be at the heart of how the future is designed. This was the golden thread that connected all World Majlis conversations, which were rooted in Expo's subthemes of Opportunity, Mobility and Sustainability.

In parallel, the Next Gen and Women's World Majlis sessions further highlighted Expo 2020's emphasis on diversity of perspectives and under-represented voices in the global dialogue.

For each Theme Week, the World Majlis asked a "what if...?" question, underscoring an optimistic approach that opened the doors to imagination and foresight. The different insights, ideas and views that emerged were captured in a highlights report, while a series of four illustrated volumes, titled 'World Majlis: The Essays' saw some of today's most celebrated thinkers and thought-leaders contribute their own reflections and elaborate on the key issues and important ideas that emerged from the World Majlis conversations.



The conversation that flourished at the World Majlis demonstrates the potential of what we can achieve when we bring our differences together for a common goal.

Her Excellency Reem Al Hashimy, UAE Minister of State for International Cooperation and Director General, Expo 2020 Dubai

354

Sing Report - Chapter 6 English v14.indd 354-355

The Expo 2020 Dubai Story

Chapter 6 - Addressing Global Challenges

The majlis: A gift of Emirati Civilisation

Deeply rooted in the traditions of the UAE, the majlis is one of the cornerstones of Emirati civilisation.

The UNESCO Intangible Cultural Heritage of Humanity, where the majlis has been inscribed, defines it as: "a 'sitting place' where community members gather to discuss local events and issues, exchange news, receive guests, socialise, and be entertained."

In Arabic, 'majlis' refers to both a social gathering space and a formal legislative assembly for government. It is a place where people meet to hear informed opinions and shape decisions on subjects that matter to the community. The host of the majlis and their guests sit facing one another and engage in respectful but vibrant conversation, with the view of better understanding issues and exploring solutions.

The founders of the United Arab Emirates met in the desert, and, in the shade of their tent, shared coffee and talked to one another with hope and respect as they envisaged the future of their nation. In our digital age we may have lost the art of conversation, yet conversations can be a powerful force in creating the future.



WORLD MAJLIS IN NUMBERS



15 pre-Expo events across the world







30+ participating countries and partners

2,600+ physical attendees





413,000+ virtual attendees (as of 1 April 2022)

75+ hours of conversation





420+ participants

Women's World Majlis

The Women's World Majlis – a series of 10 conversations in collaboration with the Women's Pavilion – explored women's perspectives and contributions at the heart of each Expo 2020 Theme Week. They welcomed participants including Christiana Figueres, Executive Secretary of the United Nations Framework Convention on Climate Change; Dr Nawal Al Hosany, Permanent Representative of the UAE to the International Renewable Energy Agency (IRENA) and Epsy Campbell Barr, former Vice President of Costa Rica.

Final World Majlis

On 30 March 2022, Expo 2020 Dubai hosted its final World Majlis in Al Wasl Plaza.
Highlighting the impact of resilience, optimism and global collaboration, participants included Her Excellency Reem Al Hashimy, UAE Minister of State for International Cooperation and Director General, Expo 2020 Dubai and His Excellency Dimitri Kerkentzes, Secretary General of the Bureau International des Expositions (BIE).

The Majlis discussed the impact of the positive, can-do attitude, passed down from the UAE's leadership, that had pervaded Expo 2020 Dubai, as well as its legacy on youth. Participants also expressed hopes of seeing the World Majlis concept continue at Expo 2025 Osaka Kansai.

356

2/22/n

GLOBAL BEST PRACTICE PROGRAMME

In 2010, the BIE mandated that all future World Expo hosts must include a Best Practice Area (BPA) – a platform to showcase innovative, tangible solutions to some of the world's greatest challenges.

Expo 2020's Dubai's Global Best Practice Programme, launched in 2018 and titled 'Small Steps, Big Leaps: Solutions for Sustainable Impact', selected 50 best practice projects from 39 different countries over the course of three cycles. Each of these simple yet impactful interventions supported the Sustainable Development Goals (SDGs) at a local level, and could be replicated, adapted or scaled for enhanced global impact.

As Mission Possible – The Opportunity Pavilion was designed through the lens of the SDGs, it was a natural home for the Best Practice Area, providing a place for practitioners, curious visitors and creative minds to connect, innovate and encourage positive change through knowledge sharing and collaboration.

The solutions on display rotated monthly to align with the Programme for People and Planet's Theme Weeks, from Climate & Biodiversity in October to Water in March.



The Expo 2020 Dubai Story

For the first two cycles, projects were selected across five focus areas:



Inclusive and sustainable service delivery: A reliable service provision in urban and rural areas, as well as in fluid environments such as informal, nomadic, postdisaster, emergency, and refugee settlements



Livelihoods and enterprise development: Promoting alternative employment and income opportunities, women in the workplace, competitive products and services, and improved market access



Resilient habitats: Better protecting human, economic and natural assets in urban, rural and fluid environments



Social development: Reliable, affordable and appropriate healthcare and education systems and delivery



Water, food and energy security: Smarter consumption and resource management to better meet increasing water, food and energy requirements for a growing global population

Cycle One: Initial call

The Global Best Practice Programme's initial call for proposals ran from December 2018 to June 2019 and saw 1,175 submissions from 141 countries. These were presented to a prestigious international jury, co-chaired by the BIE and the Cambridge Institute for Sustainability Leadership, and a total of 25 projects were selected.

The Mountain Partnership Products (MPP) Initiative



The MPP Initiative supports smallholder farmers in mountain communities through labels that tell the story of their products, creating transparency and trust between producers and consumers, ensuring farmers are fairly compensated and preserving agrobiodiversity and ancient techniques.

To date, 10,000 farmers – of which 6,000 are women – have benefitted from a rise in selling prices of up to 25 per cent and an increase in production of up to 40 per cent.

The initiative is already in place in eight developing countries – Bolivia, Kyrgyzstan, India, Nepal, Mongolia, Panama, Peru and the Philippines – with plans to launch in Guatemala, Lesotho, Papua New Guinea and Rwanda. Goods marketed under the MPP label include stingless bee honey from the Bolivian Andes and pink and purple rice cultivated by farmers in India's Himalayas.

Cycle Two: Untold stories

Under the Global Best Practice Programme's second cycle, known as 'Untold Stories', the team hand-picked a further 20 innovative solutions from regions where the programme had less representation.

The EkoLakay Programme SOIL



In Haiti, only 30 per cent of the population has access to improved sanitation and less than one per cent of waste is treated safely, factors that fuelled one of the largest and most virulent cholera epidemics in recent history.

SOIL's EkoLakay provides cost-effective household sanitation collection services that provides access to safe, dignified sanitation then transforms waste into reusable resources using ecological sanitation. The model produces rich, organic compost as a natural resource for Haiti's badly-depleted soils, while also creating economic opportunities in some of the country's most impoverished urban communities.

Since joining the Global Best Practice

Programme, SOIL's social solution has

expanded to nearly double the number of

households being served in northern Haiti.

Expo 2020 Dubai has provided SOIL with

more visibility and a global platform to

share the critical work SOIL is doing

SOIL (Haiti)

Cycle Three: COVID-19

In September 2020, in response to the global pandemic, the Global Best Practice Programme launched a call for projects that were specifically aiding communities around the world in preparing, responding to and recovering from COVID-19. Over three months, it received applications from

318 projects in 78 different countries, and selected five, judged under the following focus areas:

- Digitalisation
- Education and Skills Development
- Health and Wellbeing
- Water
- Sanitation and Hygiene
- Protecting Livelihoods

Project Maji, Maji Bucket



The Maji Bucket is a simple, low-tech handwashing station designed to ensure safe handwashing practices among rural communities – a critical tool in the fight against COVID-19. Devised by Ghanabased Project Maji, the Maji Bucket is footoperated, eliminating the need for touch and successfully curbing the spread of germs. It is also affordable and made from locally available products, allowing for easy replication and bulk production.

Project Maji encourages communities to assemble their own buckets, and empowers marginalised groups, working, for example, with the Ghana Federation of Disability Organisations to create inclusive employment opportunities.



EXPO LIVE

From the very beginning of the Expo 2020 Dubai journey, the UAE's leadership was committed to accelerating entrepreneurial spirit around the world and supporting projects that would deliver lasting and positive impact. When presenting to the BIE in Paris in 2013, the UAE promised to create a USD 100 million fund that would empower all problem-solvers – from the region and around the world, regardless of their background, resources, or social status.

This fund would be a tangible representation of Expo 2020 Dubai's theme and purpose of 'Connecting Minds, Creating the Future', backing real solutions that supported Expo's three subthemes of Opportunity, Mobility and Sustainability, and creating a positive social and environmental ripple effect around the world.

The resulting innovation and partnership programme, Expo Live, was officially launched in May 2016, with the ethos that every social innovator – no matter where they are in their journey – deserves access to funding, business guidance and support, to realise their full potential.

Expo Live was set up with the objective to fund, accelerate and promote creative solutions that improve lives while preserving our planet, harnessing the convening power of a World Expo to demonstrate how global innovation and committed people can advance the pace of progress and inspire a more inclusive and prosperous future.

Expo Live symbolises a global gathering of nations dedicated to finding solutions to the pressing challenges of our time and embodies the pledge the UAE has made to the world – to inspire future generations, create positive impact and build a more prosperous future for everyone.



The approach

Expo Live turned its objectives into action through a combination of grant programmes, innovation challenges and knowledge-sharing events:

Innovation Impact Grant Programme (IIGP)

providing funding, business support and exposure to innovative solutions that benefit communities or the environment

University Innovation Programme (UIP)

incentivising creative thinking and collaboration between UAE university students to solve problems relevant to the UAE and the region

• The Good Place Pavilion

Expo Live's home at Expo 2020 Dubai, showcasing innovators and outstanding projects that have championed transformation The core aim of Expo Live was to support novel solutions, reaching across geographies, institutional boundaries, industry clusters, cultures and disciplines and making a distinct effort to reach people in remote areas and those less digitally connected. Expo Live enabled social innovation through four models: enterprises that innovate around a product, a service, a process or one that enables social transformation.

Expo Live's Global Innovators (GIs) are both social innovators and social enterprises. Size, legal form and geography are irrelevant. Change agents come from everywhere, including individuals working at the grassroots

level, frontline workers, ministries, NGOs, for-profit companies, charities or faith-based organisations.

The Expo Live programme followed a three-pronged approach focused on methodically supporting novel solutions from every corner of the world, connecting minds that encourage and catalyse innovation locally as well as globally, and inspiring agents of change by showcasing how GIs successfully market social innovations and deliver tangible impact for people and the planet.

Expo's three subthemes, seen as timeless drivers of progress, were key focus areas.



Selection process

The selection process was thorough, transparent and independent, spearheaded by a balanced and diverse Evaluation Committee that included individuals from international organisations, private and public sectors and the non-profit sector to ensure the diverse innovations were heard and considered from different standpoints.

Expo Live issued five competitive calls for proposals from May 2016 to August 2020, and projects were also encouraged to apply on an ad hoc basis.

Global Innovators Summit

The Global Innovators Summits were flagship events that gathered grantees from all cohorts to meet and network, share ideas and learn from each other's experiences and ongoing journeys. Attendees also took advantage of opportunities to engage with many of Expo 2020's Partners, who offered support and advice throughout the summits. Participants were inspired by the stories and journeys of their fellow Global Innovators, enabling them to identify new opportunities for collaboration and expansion.

Through this, the Expo Live programme has established influential social networks where innovation can flourish – a true manifestation of Expo's theme and purpose of 'Connecting Minds, Creating the Future'.



Powerful partnerships

Expo Live actively pursued partnerships with experts in innovation and impact, including the United Nations Development Programme (UNDP), Ashoka, Endeavour, Cambridge Centre for Global Equality and USAID.

In August 2020, Expo 2020 Dubai teamed up with the Bill & Melinda Gates Foundation to support grassroots innovators in improving the lives of people living in challenging environments by promoting innovation in global humanitarian and development responses. The Gates Foundation's Emergency Response Programme helps communities build strong systems to strengthen their ability to build back better in the wake of a crisis and shared expertise, best practices and technical assistance with a specific focus on water, sanitation, health, agriculture and financial inclusion. Learnings from the Expo Live Global Innovators will help the Gates Foundation's Emergency Response Programme assess how grassroots solutions can be applied elsewhere in the world, spreading optimism for the future and inspiring further action towards the Sustainable Development Goals (SDGs).

Grantees identified under the initiative include PichaEats, a Malaysia-based catering and meal-box service powered by Picha chefs – refugees who create authentic delicacies and cuisines from their homelands; myAgro, which uses cell phone technology to enable smallholder farmers in Mali to set aside funds for the purchase of high-quality agricultural supplies and training; and Seenaryo, which supports life skills and academic achievement for children in refugee and local communities across Lebanon and Jordan.

364

2/22/23 14:12

Chapter 6 - Addressing Global Challenges The Expo 2020 Dubai Story

Under **Opportunity**, Expo Live unlocks the potential of individuals and communities to shape a better future, with GI's focused on:

- Education
- Employment
- New industries
- Financial capital
- Governance

Innovator snapshot: Invested

InvestEd offers affordable and flexible loan products to students from lowincome households in the Philippines. The Expo Live grant enabled InvestEd to test and further develop its loan products to vulnerable target groups such as young mothers; allowed them to hire nine additional employees over the following 12 months; and catalysed additional funding. Through the network of Global Innovators, InvestEd found a supportive community with whom they have exchanged stories, learned from and increased their resilience.

As the pandemic hit, InvestEd's newly formulated business became irrelevant within the blink of an eye. With emergency financial aid from Expo Live, InvestEd was able to reconsider what learning in the face of a pandemic would look like and what that would mean for a student's financial and nonfinancial needs. By doing so – and doing so quickly – InvestEd has been able to grow the organisation to 50 employees and finance more students in 2021 than in the three previous years combined.

Mobility explores the many different ways in which movement can bring the world closer together:

- Transportation
- Travel and exploration
- Personal mobility Logistics
- Digital connectivity

Innovator snapshot: Be My Eyes

Be My Eyes is a mobile app, founded in Denmark, which connects blind and low-vision people with sighted volunteers for visual assistance through a live video call, improving their independence and self-reliance.

The business model relies on partnerships and contracts with companies, integrating the service into existing communication channels to accommodate the needs of the company's low-vision employees, clients, suppliers, and other stakeholders.

Be My Eyes has become a global phenomenon. It attracted 10,000 volunteers within its first 24 hours of operation, and within eight weeks, it had users in 100 countries. It is now the most prominent online platform for the blind and visually impaired, and one of the largest micro-volunteering platforms in the world, aiding in 180 languages.

I just loved the idea of being able to pay it forward and help someone who isn't close or nearby, who you probably will never meet. But you have a chance to be important in their life for a brief moment.

77

Christian Erfurt, co-founder, Be My Eyes

Sustainability reflects a commitment to respecting and living in balance with our planet:

- Natural ecosystems and biodiversity
- Resources
- Sustainable cities and built habitats
- Climate change
- Green growth

Innovator snapshot: **Desert Control**

Desert Control is a Norway-based climate technology company with a vision to make the earth green again, by stopping and reversing desertification and soil degradation. Its patented product, Liquid Natural Clay (LNC), can

hectare annually.

In April 2021, Desert Control successfully raised approximately USD 23 million in its initial public offering (IPO) on the Oslo Stock Exchange. The private placement attracted significant interest from domestic, Nordic and international investors, focusing on ESG, sustainability, and green innovation. The capital raised will finance the company's growth plan and commercial rollout in the UAE and the western USA.

turn degraded sand into fertile soil in less than seven hours. Desert Control's LNC reduces water consumption up to 50 per cent and increases crop yields up to 62 per cent. Changing desert to green land also reduces carbon dioxide emissions by between 15 and 25 tonnes per

Expo Live Impact Series

How to make learning a meaningfu

University Innovation Programme (UIP)

With Expo Live's Innovation Grant programme attracting applications from university students as well as global social innovators – and following a collaborative process with UAE's Knowledge and Human Development Authority (KHDA) as well as universities, faculty members and students across the UAE – Expo Live decided to launch the University Innovation programme (UIP) in September 2017.

A short-cycle, grant-making innovation competition on social impact challenges that were relevant to the UAE and the region, the UIP rewarded innovative and promising conceptual solutions that could be accelerated through the innovation curve, moving from ideation to validation and prototyping. Its primary objective was to change the mindset of young people in the UAE and trigger their interest in social innovation.

Expo Live joined forces with the Sharjah Entrepreneurship Center (Sheraa) to provide a bespoke programme that would empower young innovators with the tools necessary for the next stages of their entrepreneurial journeys. Specifically designed to support UIP grantees, this programme saw innovators mentored by Sheraa's in-house team of experts, helping them to develop skills and strategies that can be applied across all stages of future growth.

Expo Live has given development grants and exposure to networking opportunities to 46 grantees from 19 universities.

Innovator snapshot: Project You

In 2017, students studying Aeronautical Engineering at Emirates Aviation University felt that people skills and real-world learning were not being taught. Their idea – to bridge the gap between schools and the real world via programmes that are relevant, impactful, and experiential – was tested at a fourweek pilot programme at a UAE school, attracting interest from the Ministry of Education. With additional funding from Expo Live they were able to reach 1,000 students from eight schools. Project You now offers individual mentorship and guidance through a robust programme involving schools, national and international strategic organisations, passionate psychologists, and industry leaders – a collaborative platform that facilitates self-discovery and capacitybuilding with the aim of harnessing the best in youth potential.

When the Project You team applied to Expo Live, all they had was an idea on a piece of paper. They are now a registered start-up in the UAE. The team's success just goes to show that there's no such thing as a small idea.

Fatma Ibrahim, Grant Manager, Expo Live



Impact of COVID-19

Expo Live launched an Emergency Relief Fund (ERF) in March 2020, aligned with the UAE's wider response to the global pandemic. As an outcome of this initiative, 15 organisations that faced immediate financial hardship received funds, allowing them to continue making positive change in their communities. The relief fund also sought to support new initiatives proposed by grantees in response to the impact of COVID-19 on their communities.

Grantees that have received ERF assistance include Kenya-based Selina Wamucii, a global sourcing platform for fresh food and agricultural produce from African smallholder farmers.

368

2/22/23 1

Chapter 6 - Addressing Global Challenges

The Expo 2020 Dubai Story

An inspirational home

During Expo 2020 Dubai, The Good Place by Expo Live pavilion, located in Expo 2020 Dubai's Opportunity District, shared real Expo Live stories, introduced more than a quarter of a million visitors to extraordinary innovations by ordinary people, and inspired them to join the community.

A human-focused experience, The Good Place was designed by UAE national Ahmad Abdulrahman Bukhash, Founder of Dubai architecture practice Archidentity, and inspired by the traditional Bedouin tent where a pivotal 1968 meeting took place between the late Sheikh Zayed bin Sultan Al Nahyan and the late Sheikh Rashid bin Saeed Al Maktoum. This momentous meeting, which led to the birth of the UAE in 1971, was to achieve a common vision and a sustainable future for their people.

Architecture is about bringing the inside, outside. The Expo Live pavilion is a showcase for exactly that, exemplifying the notion that an idea is not limited by a single box — it is transformative, outreaching and radiant, and can affect all people around it.

Ahmad Abdulrahman Bukhash, Chief Architect and Founder, Archidentity



The pavilion's exhibits aimed to touch hearts, hands and minds, leading to action. Through a thoughtfully designed immersive experience, each aspect of the space invited visitors into the stories of Global Innovators, and their journey from idea to reality. The heart section of the pavilion profiled heroes of the community, and their actions taken from a perspective of selfless good. The hands section, themed around a market, showcased the community of Global Innovators and shone the spotlight on countries not regularly in the headlines as sites of innovation. The mind section was the most powerful part, persuading visitors to make a difference. The cumulative effect was a space that made real the dreams of innovators, their journeys and their role as catalysers of change.

370

2/22/23 11:12 | Expo Glosing Report - Chapter 6 English v14.indd 370-371

EXPO LIVE: GLOBAL IMPACT



611,000 people advanced their education and skills



190,000

140 ③ from 76 countries

160,000+
jobs created

760,000

farmers' livelihoods improved

36 million
hectares of land restored



1.1 million

♦ 6.3 million



INSPIRING THE NEXT GENERATION

The ideas, dreams and voices of youth were always at the core of Expo 2020 Dubai's planning, design and outcomes, and the knowledge capital developed through Expo 2020 Dubai would not have been complete without the contribution of the young generations.



The Expo 2020 Dubai Story



Expo School Programme

Expo 2020 Dubai was seen as an exceptional opportunity to inspire the next generation and ignite optimism about the world's future. It was perceived as a unique platform to bring learning to life, taking education beyond textbooks and classrooms and empowering the youth of today to become the leaders of tomorrow.

From as early as 2015, Expo 2020 Dubai began engaging with the educational community, recognising it as critical to the design and planning of a World Expo that would emphasise the value and power of the next generation and the importance of creating future leaders.

The Expo School Programme was created in 2016 to ensure UAE school students played a significant part in Expo 2020 Dubai – before, during and after the event – enabling them to make the most of this once-in-a-lifetime opportunity taking place in their country.

The first ever dedicated programme for students at a World Expo, it encouraged students to engage with Expo 2020 Dubai's themes and goals and understand the importance of the event for the UAE and the region. It would also spur visitation by offering students a sneak preview of the information and knowledge they could expect to access and contribute to during their visit.

Experiences were carefully designed to encourage young learners to fully engage with and explore the global landscape, with all its opportunities, aspirations and challenges. The scale, level of engagement, and outreach of the Expo School Programme will see it become a significant element of Expo 2020's long-lasting legacy.

Pre-event preparation

The Expo School Programme presented schools and students with a range of projects and activities to prepare for Expo 2020 both inside and outside the classroom and targeted 1.1 million UAE school students through outreach initiatives prior to Expo 2020 opening, which invited schools and students to explore and engage with Expo 2020 Dubai and offered a unique opportunity to learn about innovation, culture, and global challenges in a more experiential way.

The Expo School Programme also developed a raft of learning resources to support teachers in bringing Expo 2020 to their classrooms and kickstart schools' preparation ahead of their visit. These resources generated excitement, anticipation and understanding that would ignite their curiosity and help create a more meaningful experience during the event.

Before Expo opened, the Expo School Programme also instigated initiatives that would reach their culmination during the event. Empowering students and providing them with opportunities to showcase their talents and ideas on a global stage, they were also critical for information and engagement around Expo School Programme's lead event-time project: Expo School Journeys.

SCHOOL ROADSHOWS

50,000+ students from 250+ schools discovered everything from the history of World Expos and innovations to the scale and scope of Expo 2020 Dubai, its role as a platform for innovation, progress, and new ideas, and how schools could get involved in the journey.

SITE FIELD TRIPS

1,500+ students and 180+ school leaders and teachers visited the Expo 2020 construction site and followed its progress from early stages to the opening of the event.

EDUCATOR WORKSHOPS

4,600 educators participated in 45 workshops offering practical tools to engage learners through interactive sessions related to Expo's theme and subthemes.

ANNUAL SCHOOL LEADERS' FORUMS

Involved the education community in the journey to Expo 2020, encouraging 2,000+ school leaders and educators to become active ambassadors and make the most of the exciting educational opportunities that Expo offered.

STUDENT WORKSHOPS

16,000+ students explored and engaged with Expo 2020's main theme and subthemes during half-day workshops at the Visitor Centre.

LEARNING RESOURCES

60 downloadable learning resources designed for educators to curate 45-minute classes on World Expos and Expo 2020's subthemes, encouraging creativity, innovation, and collaboration. By the end of Expo 2020, the learning resources had been viewed 24,679 times and downloaded 18,645 times.

The programme in full swing

With more than 200 pavilions to explore and countless opportunities to discover and learn something new, various event-time initiatives placed students at the heart of Expo 2020 Dubai as performers, artists, innovators and speakers, as well as visitors.

Expo School Journeys

Through a dedicated free ticket for UAE schools, students gained access to four unique journeys across Expo's three Districts, as well as various pavilions celebrating the achievements and ambitions of the UAE. Each journey was a perfect combination of learning, fun and inspiration, packed with mesmerising exhibits, arts, culture, science, technology, innovation, wonder and opportunities for play. Aligned with diverse school curricula in the UAE and conducted in both English and Arabic, they were a unique chance for students to interact with tangible examples of concepts they had previously only experienced in the classroom:

> LEGACY OF THE UAE An opportunity to discover the

> UAE's rich history, vibrant culture and ambitious

future driven by the vision

of its leaders

1,003,747 1.101 students schools

> **561** 540 private public

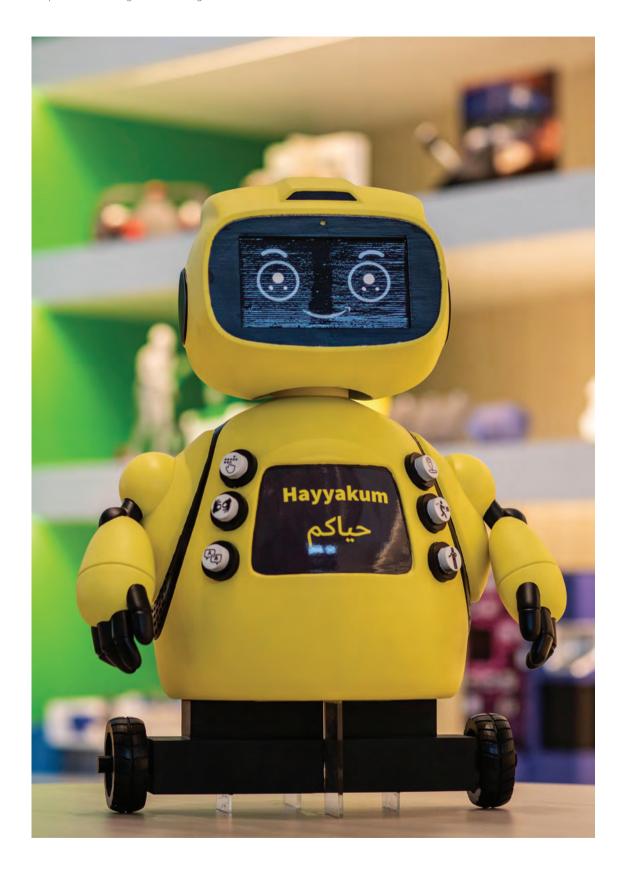


UNIVERSE IN MOTION Travel through time and space to discover human progress through physical and digital realms

WORLD OF OPPORTUNITIES How students' individual actions impact the world and

how they can become positive agents of change

Chapter 6 - Addressing Global Challenges The Expo 2020 Dubai Story





Expo Young Innovators

Designed to inspire the next generation of problem-solvers and critical thinkers to dream of a brighter future, for themselves and others around them, the Expo Young Innovators initiative challenged school students from across the UAE to take a closer look at their family, community and the world to find creative solutions to challenges across four categories:

- Future Mobility
- Smart Health
- Work & Play
- The Planet

Selected ideas were brought to life in an exhibition of animations and 3D printed innovations at Terra – The Sustainability Pavilion. The exhibit – which included an alarm to keep dolphins at a safe distance from fishing nets, a device to help parents decrypt baby talk and a solar-powered plant grower - was a true celebration of young people and the outstanding ideas they have the power to produce.

Many schools continue to use the teacher's toolkit and adopt the process within their own classrooms, encouraging students to keep developing their own innovations.

6,200 submissions 384 schools 298

projects exhibited

Next Gen World Mailis

Part of the World Majlis Programme, the Next Gen World Majlis provided high school students with a platform to share and discuss their views on some of the most pressing challenges facing the world today. The ideas and questions that emerged from these conversations enriched the content of the World Majlis before and during Expo 2020 Dubai.

Pre-event, four Next Gen World Majlis sessions were held and students shortlisted to take part in event-time global conversations on subjects that matter to all humanity, joining enriching and inspiring conversations about people, planet, technology and cities, and sharing their unique perspectives with their peers and a wide audience of educators and professionals.



Next Gen World Majlis participant

sessions

128 students

69 schools





Expo 2020 Young Stars

Expo 2020 Young Stars offered students the opportunity to showcase their unique talents at Al Wasl Plaza through a series of 15- to 20-minute performances. Thousands of students from across the UAE celebrated their unique vision of Expo 2020 Dubai through dance, music and songs, with students involved in the entire creative process from writing, designing and choreographing their performances to designing costumes and creating props. From musicals to puppetry, orchestras to circus acts, Expo 2020 Young Stars truly captured the attention and imagination of audiences at Expo 2020 Dubai.

> 3,757 students

65 schools

Nasheed Al Wasl

Inspired by the Expo-commissioned Al Wasl Opera [see Chapter 7], this education and outreach programme aimed to make opera more accessible to students and celebrated the young and talented voices of the UAE through a series of 30-minute choral journeys, with performances on the Jubilee Stage accompanied by the 30-member SharQ orchestra.

580 students

14 schools

Atelier 2020

The Atelier 2020 series, another Al Wasl Opera-linked programme, offered top-class qualifications, creating opportunities for the UAE's youth to embark on behind-the-scenes careers in the theatre and movie industry. Three Atelier 2020 courses, run by the Dubaibased London College of Make-up, focused on special effects, theatre and stage, and fashion and media make-up, while DIDI's costume design for theatre courses formed part of the DIDI Bachelor of Design.

Expo School Discoveries

Schools across the region were invited to compete against each other through a series of fun and exciting inter-school competitions powered by an online platform that developed a range of resources about World Expos, Expo 2020 and its subthemes. The platform also provided educators with access to a range of interactive online resources for use during event-time in the classroom.

8,040 students

99 schools If a student's visit to Expo 2020 Dubai sparks an idea or an interest in pursuing a certain path, then we have fulfilled our mission and participated in inspiring the leaders of tomorrow — and for us, that's the greatest achievement of all.

Dalia El Menhall, Senior Manager, Expo School Programme **1,003,747** total visits



First curated school programme in a World Expo



Highest number of student visits to any UAE event







1,101 schools

students visited on busiest day

21,700

100days of school operations

85,000hours of staff training

850+ dedicated tour guides

30,000+ buses

6 addressed curricula 460,000 school lunchboxes

The Expo 2020 Dubai Story

Chapter 6 - Addressing Global Challenges

Impact of COVID-19

Like schools and students across the world, the UAE's educational community was affected by the pandemic, having to adjust to remote learning overnight. The Expo School Programme followed Expo 2020 Dubai's health and safety protocols and immediately put student workshops and visits to the Visitor Centre on hold. It developed online workshops and forums aligned to Expo's theme and subthemes, making them readily and freely available on the programme's website, as well as virtual journeys to be utilised before and during schools' visits to Expo 2020.

In addition, the programme designed virtual initiatives to enhance engagement with students and teachers, including holding the 2021 School Leaders' Forum online, virtual teacher workshops and coordinator sessions, and an online 'Summer Explorers' camp for children between ages 7-16 that, over the summers of 2020 and 2021, welcomed **3,000+ children** to fun and educational virtual workshops during lockdown and school holidays.



Free tickets

As a gesture of support following the challenges of the pandemic and to ensure all students had the opportunity to visit Expo 2020, the Expo School Programme made school tickets free of charge.



A lesson in collaboration

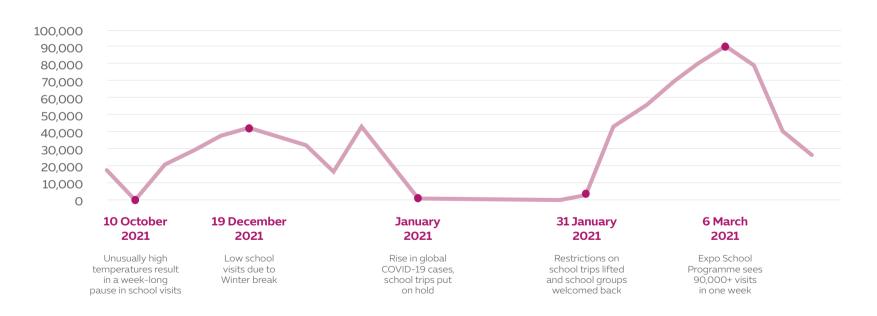
Throughout, the Expo School Programme worked closely with the UAE's leading educational authorities – including Emirates Schools Establishment (ESE), Knowledge and Human Development Authority (KHDA), Abu Dhabi Department of Education and Knowledge (ADEK) and Sharjah Private Education Authority (SPEA). These authorities were invited to the Expo 2020 Pavilions Premiere [see Chapter 5] and participated in two further test events prior to Expo opening. In addition, the Expo School Programme kept in regular contact with the education community through direct emailers, monthly newsletters and daily social media posts – in both English and Arabic – sharing the latest updates on face-to-face learning, health and safety measures and school trips, and ensuring communication remained timely and transparent.



Our aim was to build long-lasting relationships that would support Expo 2020 Dubai's legacy and carry it forward. We wanted to look back on this journey and feel that we all came together with parents, educators and educational authorities – and that together, we empowered and inspired students to create a better world.

> Alya Al Ali, Vice President, Expo School Programme

SCHOOL VISITS IN NUMBERS



Virtual journeys

To share the Expo 2020 Dubai experience with schoolchildren around the world, the Expo School Programme team collaborated with leading developers and creative studios to design a range of mixed-media journeys that catered to different age groups, offering a new way to play, learn and engage with the world of Expo 2020 Dubai. Packed with memorable and meaningful experiences, these virtual journeys supported teachers and parents and increased excitement ahead of the children's upcoming visit.

Expo Adventures: Children up to nine years could join the guardians of the different pavilions on an interactive quest filled with amazing facts, animated stories and plenty of games they could play on their own devices.

Expo 2020 Minecraft Education Edition:

Young learners and gamers aged 10+ were invited to explore unique online classroom experiences, which included a full re-creation of more than 200 pavilions, interactive games and educational material about Expo 2020's participants and themes. Users also had the option of putting their creative skills to the test to build a wonderful world of their own.

VirtualExpoDubai.com: For older kids and teenagers, VirtualExpoDubai.com offered the opportunity to watch the Expo 2020 site come to life from their mobile or desktop browser. They were invited to look inside Expo 2020's different pavilions and access relevant events, performances and ceremonies as well as the latest Expo podcasts, talks, audio guides, and 360 virtual tours.

By the end of Expo 2020, Expo School Programme virtual platforms had received

8.6 million visits

71 countries



Handing the baton to the next generation

The impact of youth – and their future leadership roles – received full recognition as students from across the UAE's seven emirates took their place as guests of honour at Expo 2020 Dubai's spectacular Closing Ceremony on 31 March 2022 [see Chapter 7].

Recognising that young learners of today will take the legacy of Expo 2020 forward, the ceremony put the focus firmly on the next generation as the UAE looked to the next 50 years having celebrated its Golden Jubilee during Expo 2020 Dubai.

It was the ultimate celebration of the engagement and inspiration that the Expo School Programme had set out to achieve, an opportunity to inspire young students one last time, ensuring that they carry the memories and the legacy of Expo 2020 forward towards a brighter, better future.



384

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Chapter 6 - Addressing Global Challenges The Expo 2020 Dubai Story

Expo Education Programme

The Expo Education Programme mirrored the hugely successful Expo School Programme and offered university students the opportunity to enrich their learning, broaden their horizons and indulge their curiosity through a series of five curated learning journeys:

- · Sustainability: how communities, cities, organisations and countries are partnering with the planet to restore the Earth's natural balance
- Innovation & Technology: experience technologies that will help us live more sustainable lives, change the future of transportation and revolutionise the way economies function
- Business & Entrepreneurship: how growing environmental awareness is changing the way corporate leaders define the bottom line and how industries manufacture products
- Engineering & Construction: discover innovations that are already transforming how cities are engineered and constructed
- Arts, Architecture & Design: experience signature buildings designed by Santiago Calatrava, Grimshaw Architects and Foster + Partners, and discover how pre-eminent artists, designers and architects find inspiration for their creative practices

The journeys focused on key disciplines and were designed in consultation with university faculties, students and industry experts to ensure a strong immersive learning beyond the classroom, cultural immersion through exposure and an opportunity to connect with global peers and industry experts.

Each tour was offered as part of a three-day package that included free entry to Expo 2020 Dubai; a programme facilitator for

each group of students; 30 per cent discount on selected F&B outlets and an e-certificate of participation for all visiting students who completed the programme.

The tours were enhanced through the successful engagement with universities, including dedicated University Coordinators and Student Champions who acted as Expo 2020 Dubai ambassadors and took part in familiarisation visits, forums and webinars. In addition, Expo 2020 Dubai Partners, including SAP, Accenture and DP World, hosted the highly interactive the Partner Webinar Series for university students, centred around the Future of Education and Work.

> **56** domestic universities

22

international universities





Apprenticeship Programme

Ensuring UAE citizens and residents – in particular the next generation of leaders and innovators – played a central role in delivering Expo 2020 Dubai was crucial to spurring sustainable growth and ensuring the nation's future success.

In 2016, Expo 2020 Dubai began contributing to the development of youth in the UAE with the launch of the nine-month Apprenticeship Programme. Aligned with the UAE Government's Youth Empowerment Strategy, the programme empowered young people by enabling them to learn directly from industry experts leading the delivery of Expo 2020 Dubai, equipping them with the skills and experience that would support their employability across a wide range of sectors.

Initially open to UAE-based graduates from any nationality under the age of 28, subsequent cycles in 2018 and 2019 focused on UAE Nationals and were integrated into the Tumoohi scheme, run by JAFZA (Jebel Ali Free Zone Authority), to create a new programme that would significantly impact unemployed Emirati youth. Many apprentices went on to accept full-time jobs with Expo 2020 Dubai.

> 5,400 applications

47 apprentices

The nine months of training, as well as the practical application, is more like what people would usually take five or 10 years to develop in their career. I came out of this internship apprenticeship programme, fully ready to face the world.

> Rahul Binyani, Project Manager, Overlay and former apprentice

A COMMITMENT TO SMEs

Small and Medium Enterprises (SMEs) are a significant economic driver globally – contributing to Gross Domestic Product (GDP) and job creation and thriving on creativity and innovation. This is particularly true in the UAE, where SMEs play a central role in the UAE's drive towards a flourishing private sector and diversified economy, contributing more than 53 per cent of non-oil GDP in 2021, representing 94 per cent of all companies and providing jobs for more than 86 per cent of the country's private sector workforce.

As a result, SME empowerment is a strategic priority for the UAE Government, and for governments across the world. From the outset, Expo 2020 Dubai was aligned with these efforts and sought to act as an enabler for SMEs by maximising their integration into the Expo supply chain. This included a range of engaging events that encouraged knowledge sharing and the formation of new partnerships across a range of industries, including the BusinessConnect series, highlighting upcoming business opportunities by sector, and the Meet the Buyer series, connecting SMEs with procurement professionals and enabling them to directly promote their product and services.



Fostering long-term growth

In August 2016, Expo 2020 Dubai announced a commitment to award at least 20 per cent of all direct and indirect spend to SMEs.

Shortly after Expo concluded in March 2022, it was revealed that AED 6.8 billion (USD 1.8 billion) of contracts had been awarded to the sector, representing more than a quarter of all Expo 2020 Dubai contracts in terms of value – one of the largest percentages awarded to SMEs for mega events.

The integration of SMEs into the delivery of what has been a truly exceptional World Expo will be an important part of Expo's legacy for the UAE and wider region, stimulating employment, strengthening existing industries, enhancing SME competitiveness and ultimately contributing to sustainable economic growth.

Mukhtar Safi, Chief Financial Officer and Deputy CEO, Expo 2020 Dubai





In total, of the 3,245 suppliers awarded Expo 2020 Dubai contracts, 66 per cent were SMEs, with 64 per cent of these comprising domestic SMEs. As a result, Expo 2020 topped the Government Procurement Programme in 2021. Overall, suppliers from outside the UAE were sourced from 94 countries, indicative of the World Expo's global reach and impact.

The Expo procurement process itself was based on three principles: Simplicity, Transparency and Inclusivity, enabling anyone, anywhere, to tender as easily and

competitively as possible. This included 25 per cent advanced payment for services and 50 per cent for goods/materials for SMEs, as well as contracts that were free of legalese and no requirements for tender bonds or an advanced payment guarantee. SMEs registered to do business with Expo 2020 were also able sign up for a preferential banking package from Expo's Official Banking Partner, Emirates NBD, allowing access to low minimum balance requirements and competitive pricing on working capital, trade finance, foreign exchange and commercial loans.

Women entrepreneurs

Mastercard teamed up with the 20,000+-member Female Fusion, the Middle East's largest network for women-owned businesses, to unlock opportunities for women entrepreneurs at Expo 2020 through a series of onground and virtual workshops.



390

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Setting new benchmarks in the field of procurement

Together with SAP, its Innovative Enterprise Software Partner, Expo 2020 launched SAP Ariba, a unified digital procurement payment platform, which digitised and automated the Expo procurement process and set new benchmarks for projects of this scale in the region.

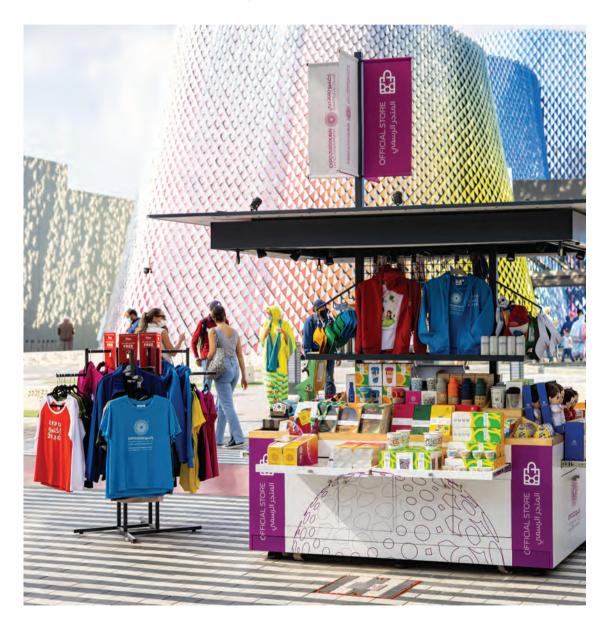
The platform offered a complete endto-end system created to enhance transparency and efficiency across the event's global supply chain. It provided registered companies with a clear, efficient process – from tendering to receiving payments and signing contracts, as well as submitting invoices and tracking payments in real-time.

In 2018, Expo 2020 became the first World Expo and only the second ever mega-event to secure a Procurement Excellence award from the highly respected Chartered Institute of Procurement and Supply (CIPS) organisation, a global body that works with organisations involved in procurement and supply chain management. Expo 2020 was also awarded in multiple categories at the 2021 CIPS Middle East Awards, being named overall winner and procurement team of the year.

Official licensees

The Expo 2020 Dubai Merchandising and Licensing programme [see Chapter 7] included a number of products produced by UAE-based entrepreneurs and SMEs, another example of how Expo 2020 Dubai supported this sector and stimulated the local economy. Many of the items also reflected the talent and artisanship and celebrated the cultural heritage of the UAE, further enhancing Expo's support for the creative economy.

Official Licensees were given the opportunity to reach millions of visitors from all over the world, with products on sale before, during and after the event itself, at key locations including at Dubai Duty Free, in supermarkets, across the Expo site and on Expo's official Amazon retail store, enabling many licensees to establish an online presence for the first time.



Boosting revenue and relationships

The success of Expo 2020 Dubai is more than any of us could have hoped for. It has been a huge confidence builder for those of us living here and for individuals considering the UAE as a destination for themselves or their businesses. We couldn't be prouder of our adopted country.

Guy Dawson, Managing Director,
Oryx Door Systems LLC, which installed
the sliding doors at the foot of the Alif –
The Mobility Pavilion

It has been an honour for us to be associated with a global event like Expo 2020 Dubai. Over the course of six months, we managed to change the mindset that cars can't be kept spotlessly clean without the use of water. Our workforce has quadrupled thanks to Expo 2020 Dubai, and our brand equity has risen several notches with visible respect and recognition.

Elizabeth Kuruvilla, owner of waterless car-wash service Green Shine, which saved 2.4 million litres of water in the cleaning of 12,000 cars at Expo 2020 Dubai.

The brand value of being associated with Expo 2020 Dubai has been invaluable.
Through the numerous Expo 2020 Dubai retail points, we had visitors from around the world try our Expo 2020 Dubai bars and take them back home to their loved ones.

Yousuf Saleem, CEO, The Dates Bar Company

