



A GLOBAL INITIATIVE BY EXPO CITY DUBAI

An aerial photograph of the Al Jumeirah Mosque in Dubai, featuring its iconic dome with a complex geometric pattern of interlocking circles and polygons. The scene is captured at sunset, with a warm, golden light illuminating the sky and the building's facade. The surrounding urban landscape is visible in the foreground and background, with various buildings and structures. The overall mood is serene and majestic.

## WE ARE **LEGACY** IN **ACTION**

Established to take forward Expo 2020 Dubai's legacy of 'Connecting Minds, Creating the Future', we are a Global Initiative by Expo City Dubai (ECD) leveraging deep expertise and an extensive network of partners across continents, cities and communities.

THE **WORLD** NEEDS A NEW AND  
**EFFECTIVE** WAY TO **DRIVE PROGRESS**  
FOR PEOPLE AND PLANET

At Expo Dubai Group (EDG) we champion collaborations that address the global priorities of our time – from how to improve the places in which we live, to how to create the world we must leave behind for generations to come.



# OUR **FOUR PILLARS**, EACH A MODEL FOR HOW WE CAN WORK TOGETHER ON **SHARED GLOBAL PRIORITIES**



## **Sustainable Living**

Transforming cities and communities with Expo City Dubai's approach to sustainable placemaking



## **Purpose-led Thinking**

Shaping ideas, sharing perspectives and driving programmes that unlock new opportunities for all



## **Storytelling & Experience**

Human dignity is at the heart of every story we tell: for change, for progress, and as a duty of care for generations to come



## **Public Engagement**

Catalysing awareness and crafting narratives with local relevance and global significance for action and impact

# TRANSFORMING CITIES AND COMMUNITIES

We work within city and community contexts to unlock opportunity and impact through our tried, tested and values-based approach to placemaking

## What We've Created with the World

- ▶ **3,000,000 m<sup>2</sup>** of sustainable smart city development
- ▶ **125** LEED-certified buildings (7 Platinums, 105 Golds)
- ▶ **8** BREEAM Infrastructure Excellent certifications for sustainable public realm infrastructure
- ▶ The largest city in the world to be fully covered by a **5G-network**

## Our Core Capabilities



Deep domain expertise from a multi-disciplinary team of practitioners



Living, breathing test-bed for environmentally and socially sustainable city and community development



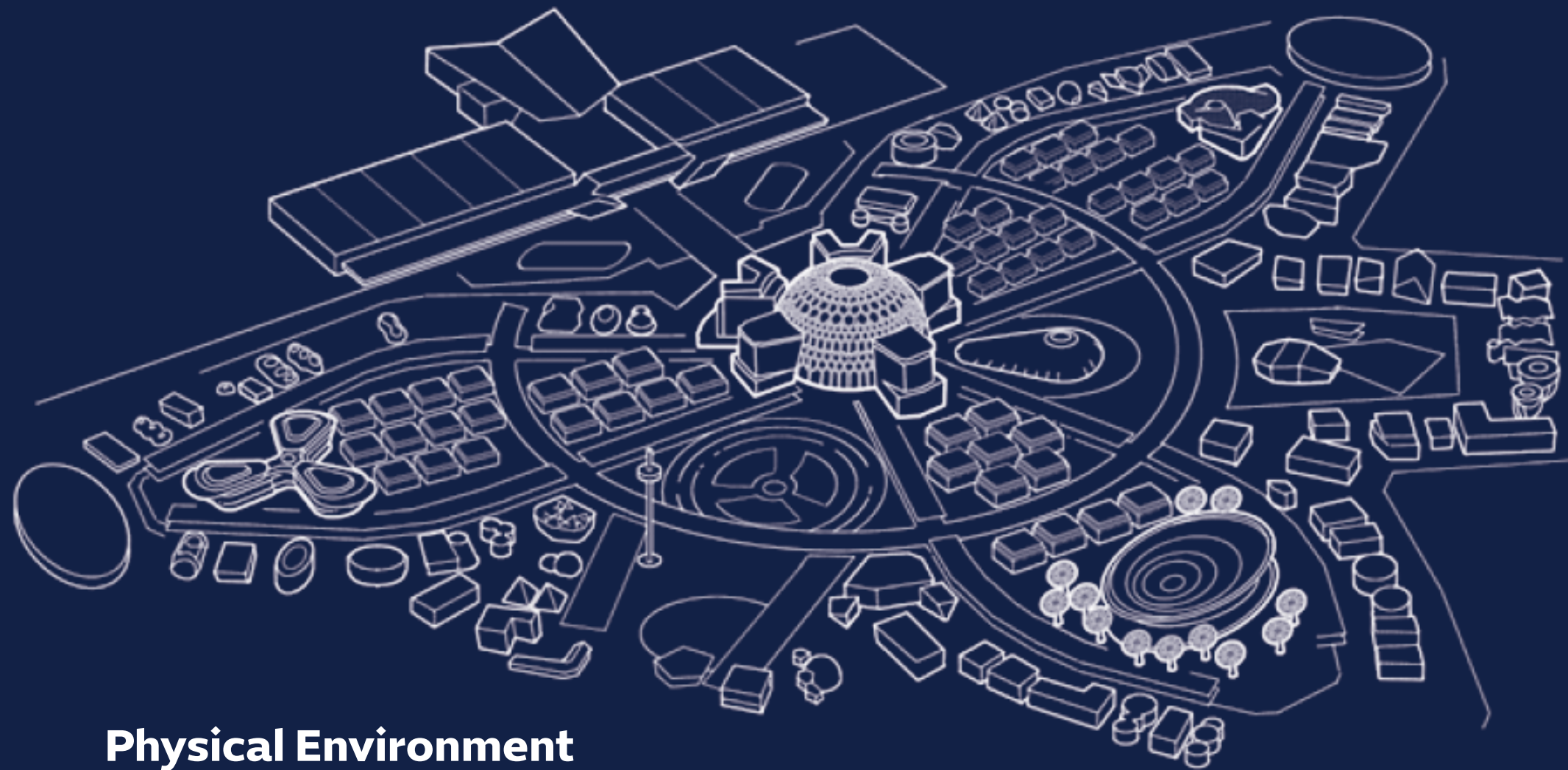
Support and guidance on strategy, planning, design, operations, decarbonisation and public engagement



# A LAYERED APPROACH TO CITY AND COMMUNITY BUILDING

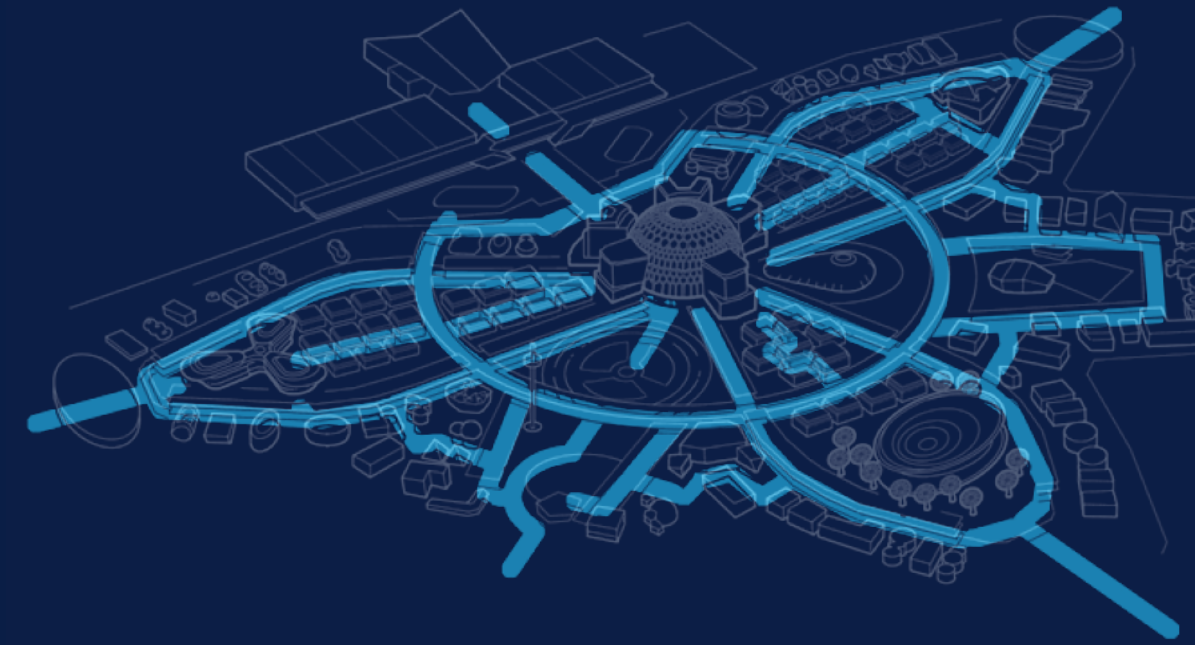
ECD embraces the principles of sustainable development and uses a values-based approach to create a positive impact on the environment and community.

The complex and interconnected nature of challenges requires a holistic approach. We integrate sustainability across each layer of the city, from business and operations, to how we partner with the world.



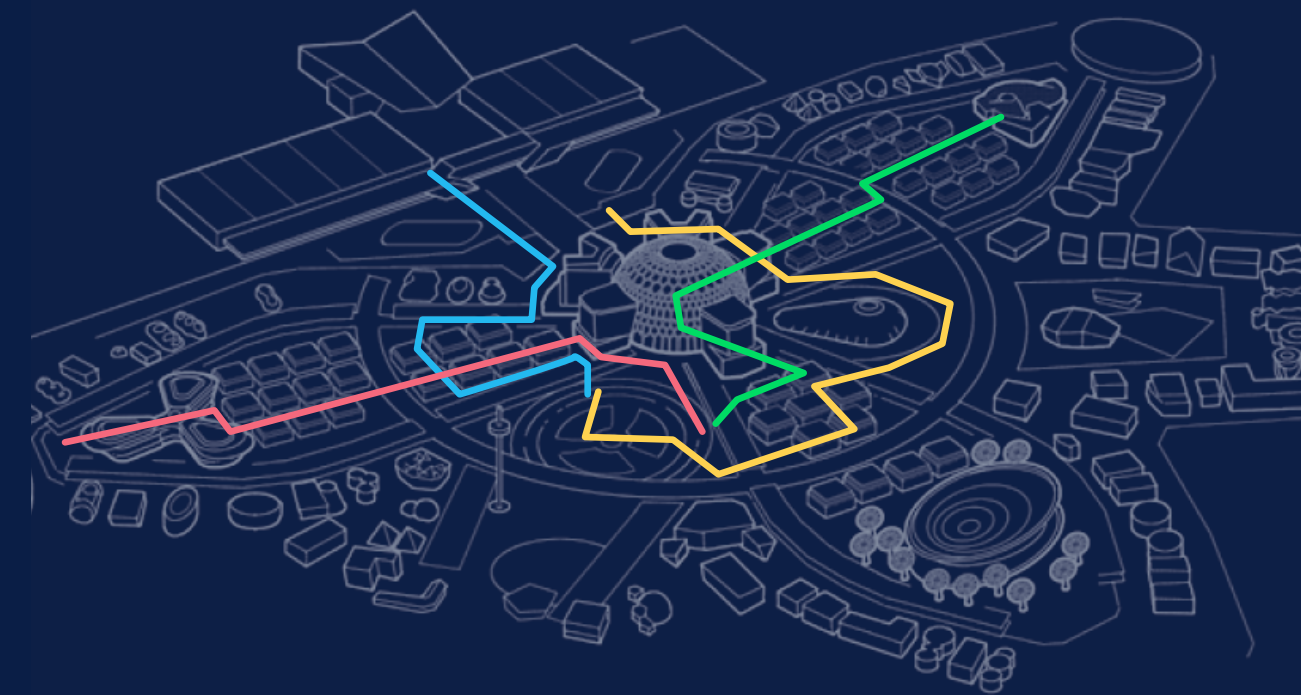
## Physical Environment

The physical environment embodies our values and is the foundation for sustainability at ECD



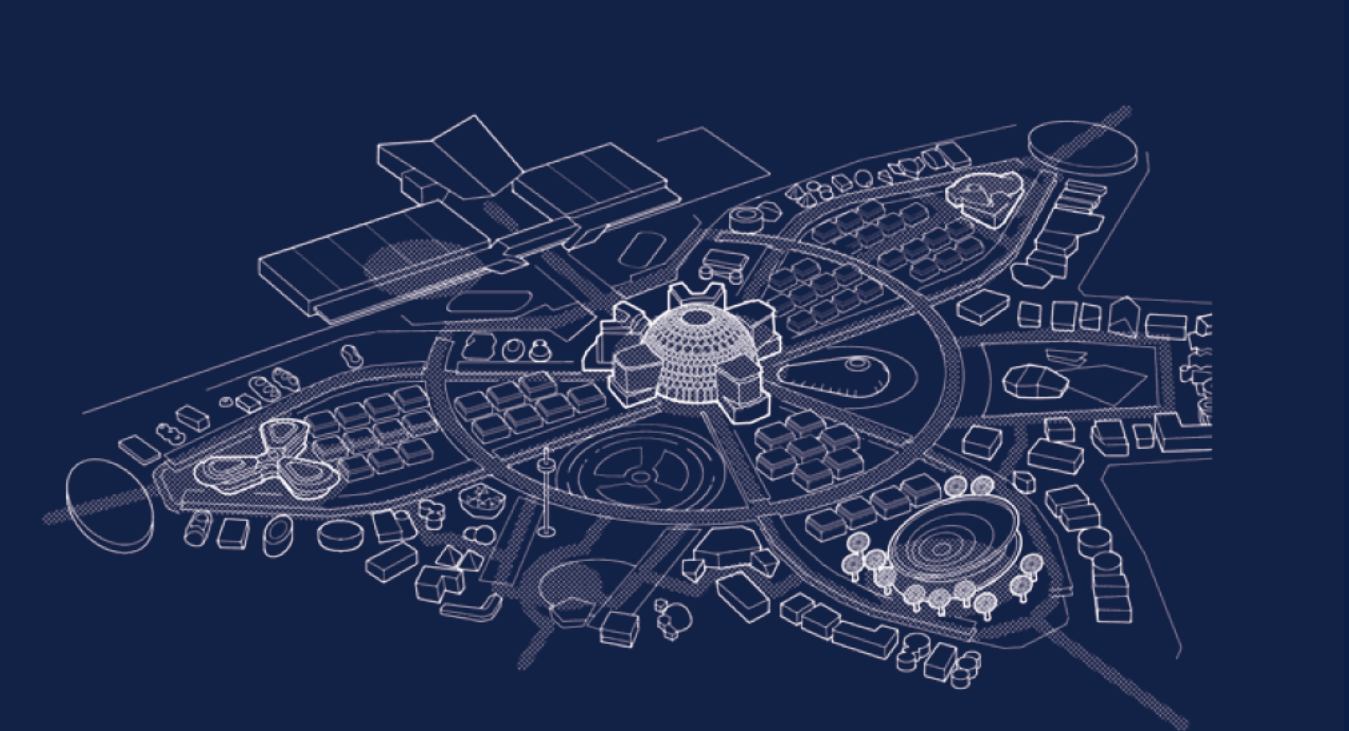
## Operating Environment

The operating environment addresses sustainability through city life in the day-to-day activities, big and small, that impact the community and environment



## Programmed Environment

The programmed environment provides a platform for engagement, education and dialogue that increases awareness, inspires change and motivates action



## Experiential Environment

The experiential environment enriches the visitor experience through exploration and discovery, meaningful engagement, and inspiration



## Virtual Environment

The virtual environment shares our story with the world, expanding our impact and making a meaningful contribution to society

## DRIVING PROGRAMMES AND EVENTS

With our signature framework for convening people and ideas, we are trusted by governments, corporates and NGOs to design substantive international and intersectional event programming that advances positive outcomes for people and planet.

### What We've Created with the World

- ▶ The Programme for People and Planet engages **29 million** people worldwide
- ▶ **230+** events on the most pressing global challenges of our time, with renowned international partners
- ▶ A network of **2,000** voices
- ▶ **142** countries
- ▶ **19,000+** member global community of action
- ▶ Annual global flagship events such as International Women's Day at ECD

### Our Core Capabilities



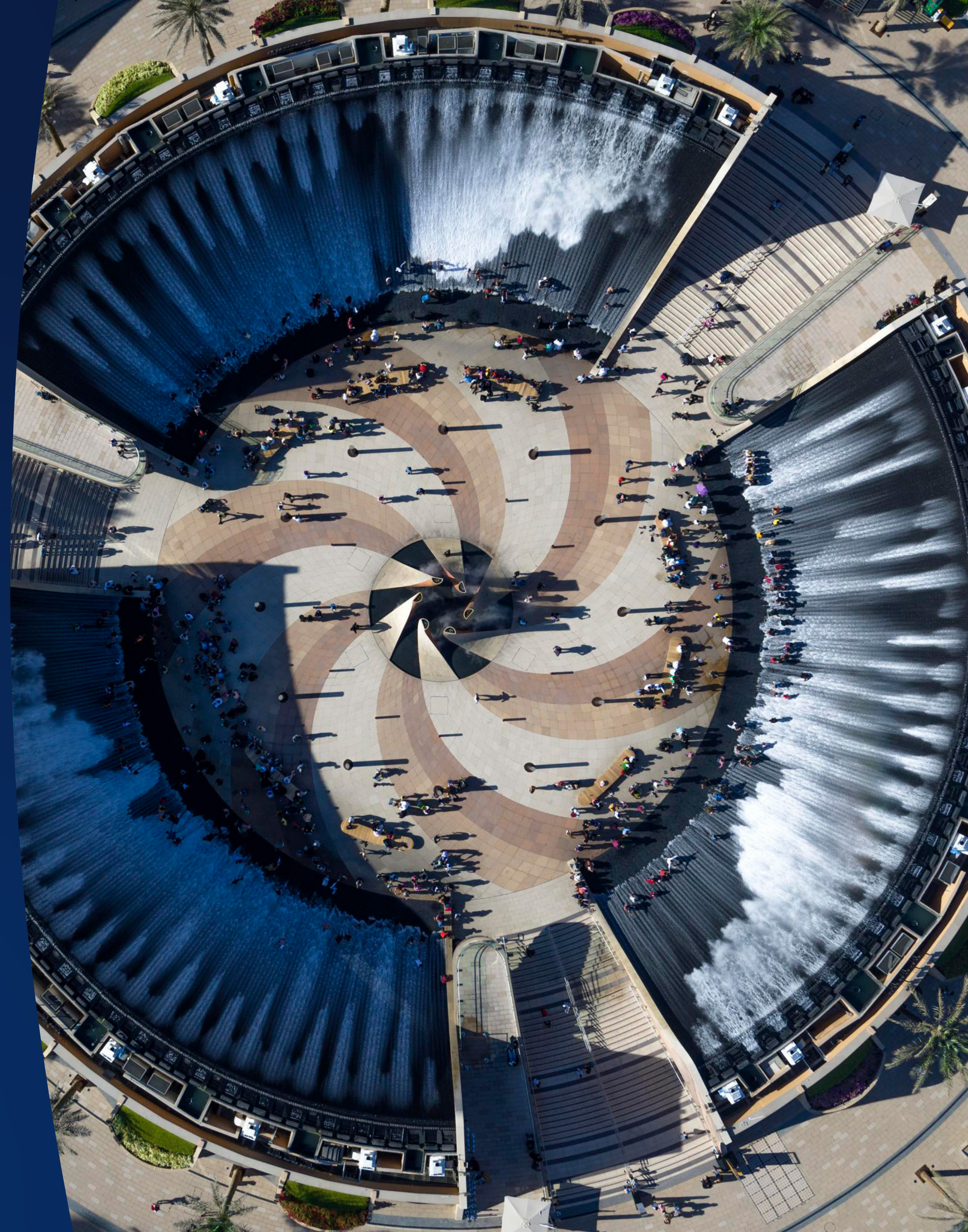
Extensive expertise and networks for creating cutting-edge programmes and events for global audiences



Deep and direct relationships with national, multilateral and world-leading private-sector institutions



Large and active network of thought leaders, changemakers and innovators with rich practical insight across global topical issues



# TELLING **POWERFUL STORIES** THAT EXCITE AND INSPIRE GLOBAL AUDIENCES

Alongside our unique approach to storytelling, we provide end-to-end expertise on conceptualising, designing and delivering world-class exhibitions and immersive experiences that excite, engage and leave a sustained impact with global audiences.

## What We've Created with the World

- ▶ **27** country pavilions at Expo 2020 Dubai
- ▶ **3** Stories of Nations pavilions showcasing the legacies of the 192 nations that participated in Expo 2020 Dubai
- ▶ First-of-its-kind storytelling projection in the Hall of the United Nations General Assembly, to engage world leaders on the urgent and critical need to deliver the Sustainable Development Goals (SDGs)

## Our Core Capabilities

-  Unique approach to storytelling honed from working with countries to tell their stories at the world's biggest megaevent
-  Multinational, multidimensional storytelling that honours and reflects local realities while resonating with a global audience
-  Vast creative, technical and operational expertise to deliver thematic exhibitions and immersive experiences for international audiences








## INSPIRING ACTION ON THE CRITICAL ISSUES OF OUR TIME

From hosting the first Global Goals Week outside of the UN Headquarters, to leading the largest SDG activation in the world, we work with partners across industries and interests to drive awareness and action around shared global priorities

### What We've Created with the World

- Children's Tales from around the World – an accessible and inclusive collection of folktales, published in English, Arabic and Braille
- A 10-volume compendium of transformational ideas, solutions and action points for advancing the global agenda
- Change the World Challenge – the largest SDG activation in the world

### Our Core Capabilities

-  Editorial and subject-matter expertise in shaping the global discourse on social and environmental priorities
-  Extensive communications capabilities to design and execute campaigns that drive awareness and action
-  Effective tools and global networks to galvanise citizen engagement and catalyse positive change



# THESE **VALUES** ARE AT THE **HEART** OF ALL THE WORK WE DO



## **Integrity**

We work with honesty, honour and accountability, mindful that what we do carries impact for our society and for our planet



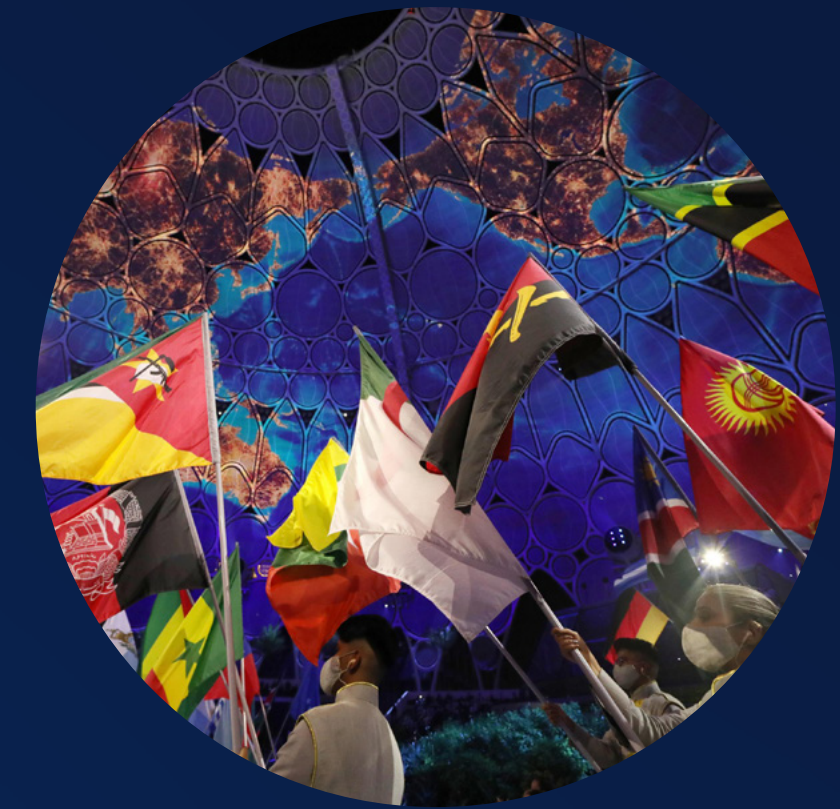
## **Responsibility**

We treat each other and our environment with compassion, dignity and fairness. We commit to ensuring that no one and no place is left behind



## **Courage**

We have the determination to take the first step and the tenacity to remain practical optimists even in the face of adversity



## **Collaboration**

We seek out, consider and incorporate diverse viewpoints, to work towards the common good for people and our planet



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 [impact@expodubaigroup.ae](mailto:impact@expodubaigroup.ae)