



Theme Guide



إكسبو 2020 EXPO 2020
دبي، الإمارات العربية المتحدة
DUBAI, UNITED ARAB EMIRATES



Unless otherwise expressly indicated by Expo 2020 Dubai®, copyright of the content of this Guide is owned by Expo 2020 Dubai. Any part or the whole of this Guide may not be copied, reproduced, republished, uploaded, posted, transmitted, or distributed for any purpose without the explicit prior written permission of Expo 2020 Dubai.

This is not a commercial document

© Expo 2020 Dubai®

May 2016





Contents

ACRONYMS, ABBREVIATIONS, AND DEFINITIONS	6
1 INTRODUCTION	10
1.1 Three Related Subthemes	11
1.2 Theme Exploration	11
1.3 Participants	11
1.4 Continuity	11
2 VISITOR EXPERIENCE	14
2.1 Guiding Principles of the Visitor Experience	14
3 EXPO 2020 DUBAI® THEME AND SUBTHEMES	18
3.1 Connecting Minds, Creating the Future	18
3.2 Opportunity, Mobility, and Sustainability	18
3.3 Interpretation of the Theme and Subthemes	18
4 PREPARATION FOR EXPO 2020 DUBAI®	30
4.1 Designing the Visitor Experience	30
4.2 Diversity of the Participants	30
4.3 The Expo 2020 Dubai Site: Context for the Participant Pavilions	32
4.4 Thematic Venues	33
4.5 Integrating the Subthemes into Pavilion Operations	33
4.6 Embedding Culture at Expo 2020 Dubai	33
4.7 Events and Performance Spaces	34
4.8 Educational Programming	34
4.9 Retail	34
4.10 Accessibility and Communications	35
4.11 Queues and Entertainment	35
5 LEGACY	38
5.1 Participants' Legacy	38
6 THEME STATEMENT	42
6.1 Key Components of the Theme Statement	43
6.2 Submission Process	43
6.3 Evaluation of the Theme Statement	43



Acronyms, Abbreviations, and Definitions

Acronyms and Abbreviations

Acronym/Abbreviation	Expansion
BIE	Bureau International des Expositions
NGO	Non-government Organisation
SME	Small and Medium-Sized Enterprises
UAE	United Arab Emirates

Definitions

Term	Definition
Corporate Participant	Private sector corporations (local and international) participating in Expo 2020 Dubai.
Expo 2020 Dubai	Name of the event that will be hosted on the Expo site; Also referred to as 'Expo 2020,' 'Expo,' 'Dubai Expo 2020,' 'Expo Dubai 2020,' and 'Expo event.'
Expo Site	The site on which Expo 2020 will be hosted. It includes areas within and outside the gated perimeter. Also referred to as 'site.'
General Regulations	The regulations of Expo 2020 Dubai, which constitute part of the Registration Document.
Host Country	UAE is the host country; The country that has been awarded the rights to organise Expo 2020.
Master Plan	The detailed plan that outlines the different real estate elements, open spaces, and other facilities within the Expo site.
National Days	Calendar days during the operation period of Expo 2020 Dubai dedicated to celebrating the national days of the participant countries.
Official Participants	Foreign governments and international organisations who received and accepted the official invitation from the Government of the UAE to participate in Expo 2020 Dubai. These include countries and multilateral organisations.
Organiser	Bureau Expo Dubai 2020; established by virtue of Decree No. 30 of 2014 issued on 25 June 2014 to administer the organisation of Expo 2020 Dubai.
Participant Portal	Web-based portal that facilitates communication, events management, and service requests/delivery to the participants.
Participation Contract	The contract agreed upon between each Section Commissioner General and the Organiser to establish the terms and procedures by which the official participants will take part in Expo 2020 Dubai.
Registration Document	The document relating to the realisation and feasibility of Expo 2020 Dubai which the Inviting Government submitted to the BIE, and which the BIE registered during the 158 th General Assembly on 25 November 2015.
Section Commissioner General	Official participant representative appointed to manage the participation file in accordance with Article 13 of the Convention.
Self-Build Pavilions	Pavilions built by the participants.
Special Pavilions	UAE Pavilion, Theme Pavilions, Multilateral Pavilions, Leadership Pavilion, Corporate Hospitality Pavilion, Children's Pavilion, Media Pavilion, and Service Pavilions.
Special Regulations	The Special Regulations listed in Article 34 of the General Regulations.
Subthemes	Expo 2020 subthemes of Opportunity, Mobility, and Sustainability.
Thematic Districts	Physical areas on the Expo site hosting pavilions built by the Organiser, Special Pavilions, Self-Build Pavilions, and Thematic Pavilions.
Thematic Pavilions	Special pavilions located in each Thematic District addressing the subthemes.
Theme	Expo 2020 theme of <i>Connecting Minds, Creating the Future</i> .

1 Introduction



CONNECTING MINDS,
CREATING THE FUTURE
SIGNALS OUR GLOBAL
NEED TO WORK
TOGETHER TO INSPIRE
FUTURE GENERATIONS.



1 Introduction

The theme of Expo 2020 Dubai® is *Connecting Minds, Creating the Future*. It signals our global need to work together to inspire future generations and to develop partnerships across sectors, organisations, and geographies to address the many needs of our fast changing world.

The theme is intentionally wide-ranging but at its heart lies a simple and optimistic thought: our world has never been more connected; the opportunities for shared thinking, collective development, trade and commerce, and beneficial exchange have never been greater. However, with the limitations of diminishing resources and a finite planet, we need to carefully plan our future as we seek to improve the lives of all.

benefits people and communities. Beyond this Guide, we look forward to many conversations before 2020, believing that only by iteration and reiteration will we all achieve the best possible outcomes.

Through this Guide, we wish to emphasise our belief in collaboration and co-creation, whereby the United Arab Emirates (UAE) and the participants will curate an exceptional and enjoyable experience for all visitors and leave a tangible impact on the world.

All participants – countries, international organisations, companies, universities, non-government organisations (NGOs), and foundations – are encouraged to embrace the full power and the unlimited possibilities of the theme, and to take a wide and holistic view of their presence at Expo 2020 Dubai.

PRIMARY OBJECTIVES OF THEME GUIDE

- To bring together, refine, and complement participant thinking on the theme
- To aid participants as they consider the particular focus and content of their own pavilion or contribution
- To maximise the impact of Expo 2020 Dubai to ensure the best, and longest lasting outcome

The purpose of the Theme Guide is to translate the theme’s message into a unified direction for the content of Expo 2020 and to guide the development of compelling and engaging experiences for diverse visitors. While describing the possible topics and narrative that fall under our theme and subthemes, we invite participants to bring their own unique perspective and explore their innovations and blue sky ideas as well as their best practices while demonstrating how their work



1.1 Three Related Subthemes

The theme of *Connecting Minds, Creating the Future* is structured around the three subthemes of Opportunity, Mobility, and Sustainability. These subthemes represent three critical drivers of global progress.

Opportunity is about unlocking the potential within individuals and communities to shape a better future; it encompasses areas such as education, employment, new industries, financial capital, and governance.

Mobility focuses on smarter and more productive movement of people, goods, and ideas, tackling areas such as transportation, travel and exploration, personal mobility, logistics, and digital connectivity.

Sustainability explores the notion of living in balance with our planet. As such, this subtheme encompasses the innovations and practices around protecting our ecosystems, effectively managing resources, and designing environments as well as economic systems to mitigate climate change and create lasting benefits.

The subthemes are structured to provide a clear framework that participants can build upon to share their vision for a better future, and to enable the visitors to better understand some of the dynamics that shape our world today.

1.2 Theme Exploration

Expo 2020 Dubai will explore and explain the subthemes along three clear perspectives:

- › **Innovation:** How are we developing new solutions and practices that positively affect our future?
- › **Inclusion:** How are we extending the benefits of innovation and progress to the greatest number of people and communities?
- › **Understanding:** How are we raising awareness of the challenges and solutions, and how are we advocating for policy and behaviour change?

1.3 Participants

The wide diversity of participants reflects the broad sweep of minds and cultures that Expo 2020 Dubai hopes to connect.

Countries will be integral and vital partners in creating an authentic and engaging visitor journey by displaying ways in which they contribute to the future through their efforts across the social, economic, technological, and cultural aspects that make up the life of a nation. Companies can provide a glimpse of some of their latest research and development efforts, or even choose Expo 2020 Dubai to unveil their new products and systems. Irrespective of their size or technological state of advancement, every nation will have something special, possibly even unique, to contribute.

International organisations, NGOs, and foundations can demonstrate their thought leadership as they connect countries and communities around the world in diverse areas outlined by the subthemes.

Universities will show how they spark creativity and push boundaries to drive progress and innovation across the globe.

1.4 Continuity

In the spirit of the theme, Expo 2020 Dubai will create opportunities to make the journey to 2020 a wholly collaborative effort that starts well before the event opens its door and continues to resonate for decades to come. Beyond longevity, we are also seeking breadth of vision and hence invite all participants to actively partner with us, and with each other, in creating memorable experiences within and beyond their pavilion walls.

While making Expo 2020 Dubai a truly multicultural destination, a festival of innovation, and a celebration of what can be achieved when working together, the UAE and other participants can demonstrate the depth and diversity of the theme; the inherent and active possibilities of the subthemes; and the power of both theme and subthemes to touch the lives of millions of people in a positive, powerful, and persuasive way.

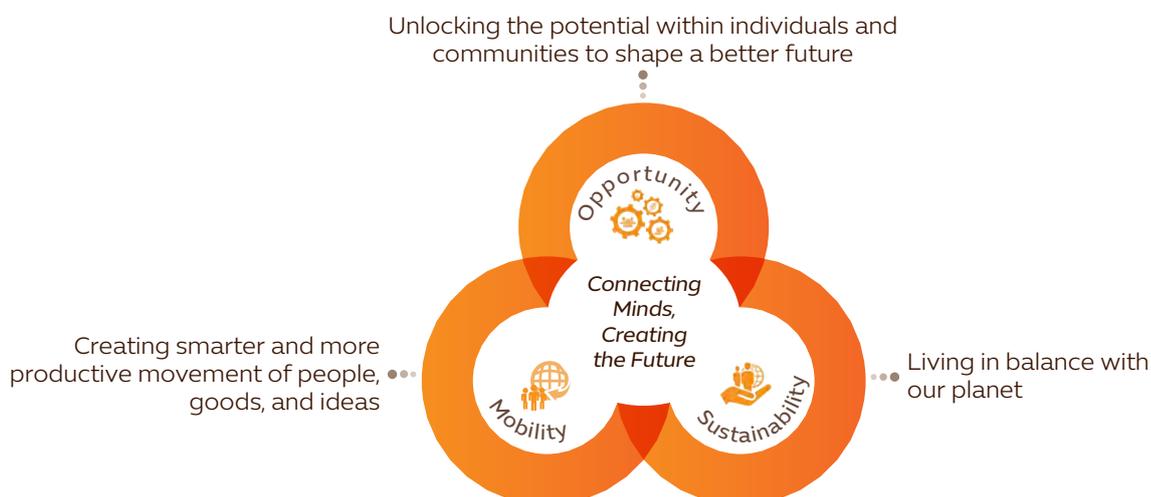


Figure 11 Interconnection of the Theme and Subthemes

2 Visitor Experience



EXPO 2020 DUBAI®
AIMS TO DELIVER A
SENSE OF WONDER,
ANTICIPATION,
AND AN OPTIMISTIC
OUTLOOK TOWARDS
THE FUTURE.



2 Visitor Experience

The development, creation, and operation of pavilions draws the participants into a collaborative partnership reflecting the theme of *Connecting Minds, Creating the Future*.

Participant pavilions act as an anchor for a larger story that permeates the visitors' journey. To explore their ideas, innovations, achievements, and opportunities, participants are invited to consider the holistic composition of their contribution and how those stories inform their presence throughout the site.

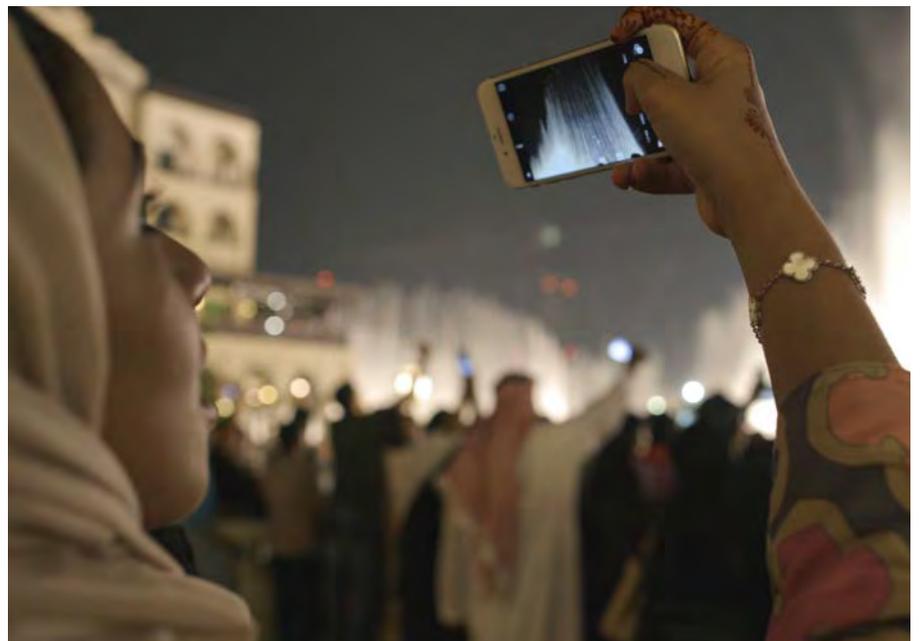
The contributions of the participants need not stop at the edge of their pavilion plot, but rather their unique voices will help to shape a dynamic, vibrant, and inclusive programme that makes a visit to Expo 2020 Dubai an inspiring and once in a lifetime experience. Whether in their pavilion's architecture and exhibits, or in their cultural exports that appear on the stages, retail shelves, or dining tables, participants are invited to engage and immerse visitors in the rich and multifaceted story that only they can tell.

The theme and subthemes of Expo 2020 Dubai have been developed to enable flexibility and creativity in their interpretation, inviting

participants to develop their own bold and authentic approach that asks the questions, explores the possibilities, and suggests the solutions that are most vital and relevant.

2.1 Guiding Principles of the Visitor Experience

Wonder, anticipation, and an optimistic outlook towards the future have always been the hallmark of World Expos. Every Expo has celebrated the unique achievements of its era and unveiled new concepts and experiences to its visitors. People have discovered new modes of life and have been inspired by new domains of activity, emerging practices, new cultures, and unexpected possibilities represented by technological advancements, identities and brands, social perspectives, iconic architecture, and works of art, to name just a few.



Expo 2020 Dubai aims to deliver this same sense of wonder and anticipation to visitors that, for the first time in a World Expo, are as diverse and as international as the participants themselves. In the spirit of its theme, Expo 2020 Dubai will welcome visitors from around the world to an event that will inspire everyone.

From the moment that the visitors reach the site, they will be embraced by authentic Emirati hospitality while being

immersed in the unique multicultural and multinational environment brought to life by the participants.

While recognising that there will be a host of approaches and unique experiences, Expo 2020 Dubai emphasises the centrality of the visitor experience. Ten guiding principles have been captured from the Wonderment Manifesto that will find expression in what the Organiser and the participants will co-curate and co-create.

Wonderment Manifesto

- 1 | **The visitor is at the centre**
This translates into physical, intellectual, and emotional accessibility to all visitors. This entails defining and designing around aspirations for the visitor experience reflecting key knowledge and emotional take-away.
- 2 | **The theme and subthemes imbue every part of the site**
Expo showcases the theme and subthemes not only in the stories it tells, but also in the ways it is built and designed, including the use and demonstration of sustainable materials or creation of opportunities for talent to be nurtured through the event or operations. Visitors are inspired to learn more having discovered new ideas and perspectives.
- 3 | **Expo is a celebration of innovation and human ingenuity**
Expo reveals initiatives, achievements, and activities that are truly innovative. These do not need to be about cutting-edge technology, but can span any domain of human activity that demonstrate ingenuity and new ways to solve problems. Expo brings to the global stage thought leaders, innovators, as well as cultural and business leaders showcasing the wealth of ideas and talent in their communities. This same spirit of innovation is also applied to the way in which content is exhibited and visitors are engaged.
- 4 | **Expo embraces the spirit – and the practice – of collaboration**
Connecting minds remains an overarching inspiration that informs the content as well as the way in which the content is developed and enjoyed.
- 5 | **Expo is fun and surprising**
Expo includes components of entertainment, surprise, and unexpected stories considering that learning comes from different ways of interacting, including moments of fun and play.
- 6 | **Expo is authentic**
Expo stages authentic stories and performances and celebrates genuine achievements and inventions.
- 7 | **Expo is multinational and multicultural**
Participants play a key part in making the Expo multicultural. They manifest their identity in their cultural practices, their talents – from musicians to inventors, chefs to dancers, scientists to artists – as well as their unique challenges and environmental/geographical contexts.
- 8 | **Expo is driven by empathy**
Connecting minds fosters a sense of understanding between people to better relate to each other's perspective and story.
- 9 | **Expo is inspirational**
Visitors are immersed in a space of possibility where a spark of inspiration can change their journey forever.
- 10 | **Expo is a once-in-a-lifetime opportunity**
It cannot be missed.

3 Expo 2020 Dubai® Theme and Subthemes



THE THEME AND
SUBTHEMES OF
EXPO 2020 DUBAI®
PROMOTE
PARTNERSHIPS
FOR INNOVATION,
INCLUSION, AND
UNDERSTANDING.



3 Expo 2020 Dubai® Theme and Subthemes

The Expo 2020 Dubai® theme of *Connecting Minds, Creating the Future* and its subthemes of Opportunity, Mobility, and Sustainability are the lens through which the Organiser and the participants will explore and demonstrate prospects and possibilities for the future to multinational visitors, both physical and virtual.

3.1 Connecting Minds, Creating the Future

Connecting Minds, Creating the Future celebrates the power of collaboration and partnerships in building a better world. It recognises that today’s global challenges are far too complex and interconnected to be solved in isolation, and that the creation of sustainable solutions demands readiness to reach out across geographies, institutional boundaries, industry clusters, cultures, and disciplines.

The principal message of *Connecting Minds, Creating the Future* is that innovation and progress are the outcome of people and ideas coming together in novel ways. Ground breaking innovations never emerge in a vacuum and, increasingly, transformative concepts are the product of collaboration and cross-pollination of ideas and experiences.

Expo 2020 Dubai will be a celebration of how much humanity can accomplish when we work together to solve common challenges.

3.2 Opportunity, Mobility, and Sustainability

The subthemes of Opportunity, Mobility, and Sustainability reflect the timeless drivers of progress that connect people, organisations, and countries in their endeavours to create a better future.

Opportunity is the lifeblood of development. It is about unlocking the potential within individuals and communities. Mobility is the bridge that enables opportunity. It is about creating smarter and more productive movements of people, goods, and ideas. Sustainability is about respecting and living in balance with the world that we inhabit.

3.3 Interpretation of the Theme and Subthemes

The theme, along with its subthemes, lends itself to many stories and perspectives that can be explored from three different narrative lines: innovation, inclusion, and understanding.



Figure 3.1. Interconnection Among the Theme, Subthemes, and Partnerships for Development





Innovation



How are we developing new solutions and practices that positively affect the lives of people and communities?

Inclusion



How are we extending the benefits of innovation and progress to the greatest possible number of people and communities?

Understanding



How are we creating awareness of the challenges and promoting advocacy and behavioural change?

Innovation focuses on new solutions to address our challenges. Innovations include not only breakthrough technologies and cutting-edge scientific thinking, but also ways of applying old wisdom to contemporary problems, or devising simple yet highly effective solutions for new applications and contexts.

Inclusion entails that we extend the benefits of these innovations to the greatest number of people; while understanding calls for approaches that create greater awareness of the challenges we face and the possibilities for the future.

Since the theme is future-oriented, it need not be limited to what has been accomplished or to current major achievements, but should enable all participants to express their expectations, potential, hopes, and challenges.

The following sections explore each subtheme in greater detail, providing examples of potential topics to stimulate the participants' thinking as they consider possible interpretations of the theme and subthemes within their pavilions. These illustrative examples are provided to inspire the participants and should not be considered prescriptive.

As participants apply these perspectives to their own theme interpretation, they can also consider the theme itself as an inspiration for the way their exhibitions and experiences are organised and operated:

-  Encouraging connections among everyone, physically or virtually
-  Showcasing solutions arising from novel partnerships or cross-pollination of ideas
-  Providing an original cultural perspective to the broader multicultural environment
-  Creating experiences that invite new forms of interactivity and engagement

Participants are also free to consider different options when developing their own interpretation of the theme and subthemes. They may select a topic and explore it in detail from the perspective of the different subthemes; or select more than one topic under different subthemes.

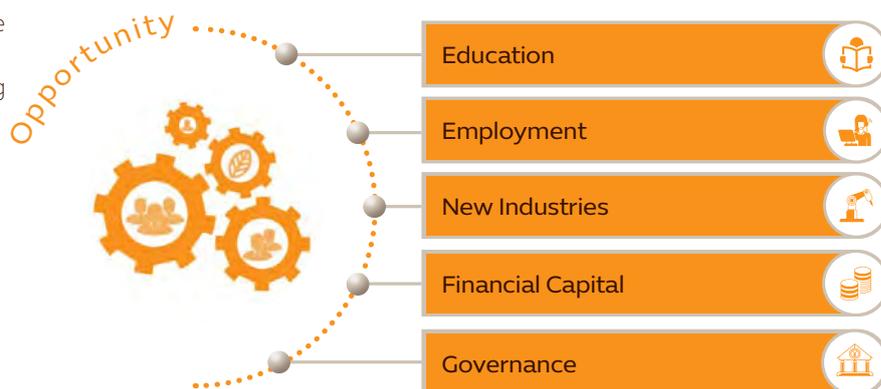
In all cases, participants are encouraged to showcase clear connections and interdependencies, linking different stories that they choose to tell in their exhibition, while expressing them through the lenses of innovation, inclusion, and understanding.



3.3.1 Interpretation of Opportunity

Opportunity is about unlocking the potential within individuals and communities to shape a better future. Within the subtheme of Opportunity, Expo 2020 Dubai aims to bring to life distinct and collective efforts to allow people and communities to realise their potential in a fast-changing world.

Opportunity lies at the core of human development and growth. It is about the aspirations of people, and turning those aspirations into the realities of tomorrow through education, employment, new industries, financial capital, and governance.



The subtheme of Opportunity focuses on the major areas given in Table 3.1, which are all key elements in enabling individuals to create a better future for themselves and their communities.

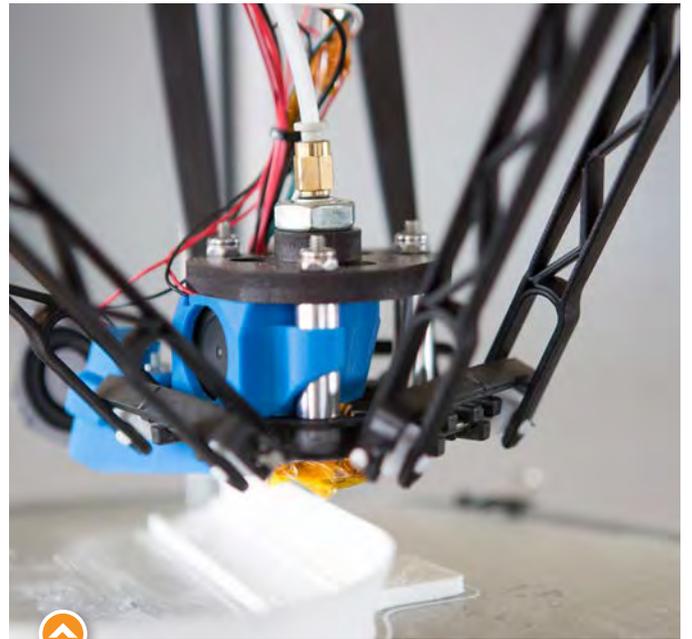
Opportunity: Unlocking the potential within individuals and communities to shape a better future	
Areas of Focus	Sample Topics for Exhibitions and Events
Education Inspiring, training, capacity building, and mentoring individuals and communities to reach their potential.	<ul style="list-style-type: none"> > Access to education > Quality of education > Mentoring and support networks > Online education and new tools for learning > The school of the future (classrooms, tools, programmes)
Employment Creating new jobs and enabling people to adapt to new requirements in the workplace and changing economic environments.	<ul style="list-style-type: none"> > Access to employment > Emerging skills and jobs > Diversity in the workplace > Workplaces of the future (physical and virtual environments) > Automation of work (artificial intelligence, robotics)
New Industries Diversifying economies and developing innovative industries and sectors.	<ul style="list-style-type: none"> > Job creation > Entrepreneurship > Small and medium enterprises > Economic diversification > New business models > Emerging and pioneering sectors (innovation, social impacts, implications)
Financial Capital Creating new financial models, providing access to finance, and achieving greater financial inclusion and efficiency.	<ul style="list-style-type: none"> > Access to funding and financial services (banking) > Payment and financial transactions > Future of banking and financial services > Currencies > Access to global markets > Global financial networks
Governance Creating environments and ecosystems that are conducive to and promote innovation and opportunity.	<ul style="list-style-type: none"> > Policies for safe, secure, and happy communities > Systems to enhance transparency and competitiveness > Innovation ecosystems > Creative communities > Smart government > New global institutions

Table 3.1 Focus Areas and Potential Focus Topics for Opportunity

Examples of Opportunity



Solar-powered boats transformed into mobile schools are providing access to night education to students who work during the day.



3D printing is reshaping product development and manufacturing, and transforming individuals and small businesses into 'makers' of new prototypes and products.

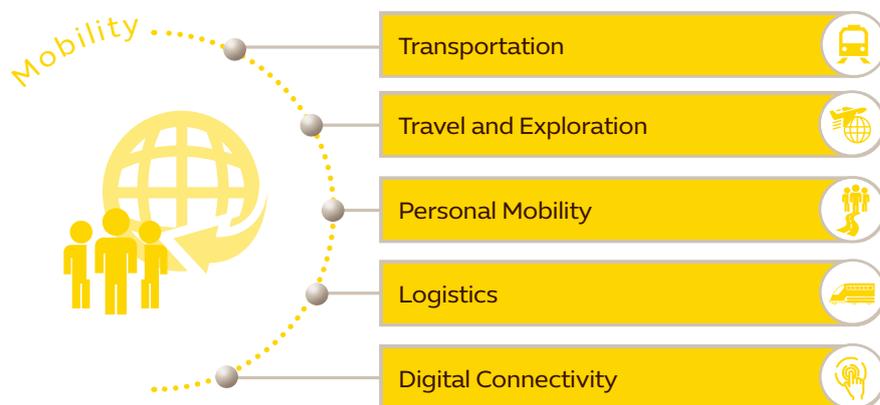


Microfinance solutions combined with mobile technologies are bringing financial services to individuals who previously had no access to savings and credit.

3.3.2 Interpretation of Mobility

Mobility is the bridge to Opportunity. By enabling connections, Mobility stimulates progress and opens the door to new possibilities and inclusive development. It explores the many different ways in which movement – of people, goods, and ideas – can bring the world into greater connection.

This subtheme is as much about movement as it is about the speed and scale of progress that can be achieved with the ability to connect physically and virtually. Creating smarter and more effective connections accelerates progress as new ideas, knowledge, and resources can reach communities faster and further.



The subtheme of Mobility focuses on the aspects of the movement of people, goods, and ideas as given in Table 3.2.

Mobility: Creating smarter and more productive movement of people, goods, and ideas	
Areas of Focus	Sample Topics for Exhibitions and Events
Transportation Exploring the means, modes, and infrastructure of movement.	<ul style="list-style-type: none"> > Vehicles and means of transport > Infrastructure (seaports, airports, space stations) > Sustainable, low carbon solutions > Autonomous vehicles (drones, driverless cars)
Travel and Exploration Reaching new frontiers through exploration, knowledge, and the quest for opportunity.	<ul style="list-style-type: none"> > Exploration (new frontiers, territories) > Tourism > Migration > Safety and security > Policies and regulations
Personal Mobility Empowering people’s movement, overcoming disability, and urban access.	<ul style="list-style-type: none"> > Restoring personal mobility (wheelchairs, mobility aids) > Prosthetics > Robotics > Universal accessibility > Accessible cities
Logistics Developing smarter, more efficient, and sustainable systems for moving physical goods as well as critical resources.	<ul style="list-style-type: none"> > Access to goods > Supply chains > Infrastructure > Logistics corridors > Maritime > Hubs, routes, and corridors > Humanitarian and vital goods logistics > Packaging, containers, and storage > Optimisation, tracking, and safety of goods
Digital Connectivity Blurring boundaries between the physical and the virtual world to create new ways to access information, services, and experiences.	<ul style="list-style-type: none"> > Telecommunications > Accessing remote services (internet, health, education) > Big data and the Internet of things > Virtual and augmented experiences > Navigation and satellite applications

Table 3.2 Focus Areas and Potential Focus Topics for Mobility

Examples of Mobility



Innovations in telemedicine and robotics are enabling doctors to treat patients thousands of miles away.



Wheelchairs and personal mobility solutions manufactured in developing countries for under US\$200 are creating freedom of movement and facilitating access to opportunity.

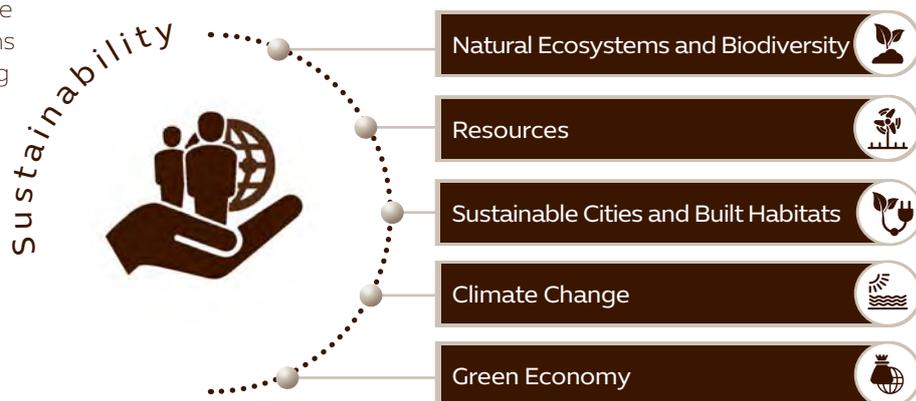


Solar buses fully designed and built in developing countries help promote clean transport in emerging cities.

3.3.3 Interpretation of Sustainability

Sustainability is about respecting and living in balance with our planet. By understanding the intricate and often hidden web of connections that shape our world, new ways of interacting with our habitats can be developed, new resources can be discovered, and new systems and processes can be designed to help us live within the boundaries of our environment.

The subtheme of Sustainability reflects our commitment to understand and nurture the bond that connects people, society, and habitats and to find new paths for prosperity that can lead to a viable future.



The subtheme of Sustainability focuses on the major areas as given in Table 3.3.

Sustainability: Respecting and living in balance with our planet	
Areas of Focus	Sample Topics for Exhibitions and Events
Natural Ecosystems and Biodiversity Understanding, enhancing, and protecting the earth's diverse ecosystems.	<ul style="list-style-type: none"> > Understanding and learning from nature and traditional practices > Biodiversity management, understanding, and conservation > Future of eco-regions and biomes > Closed loop systems and biomimicry
Resources Managing existing resources effectively and efficiently, while discovering new ones.	<ul style="list-style-type: none"> > Access to natural resources > Energy, water, and food nexus > Resource efficiency and management > Resource storage and distribution > Food production and agriculture
Sustainable Cities and Built Habitats Designing sustainable urban environments that support healthy communities.	<ul style="list-style-type: none"> > Sustainable materials > Sustainable lifestyles (design and manufacturing) > Urban infrastructure and planning > Green building standards and practices
Climate Change Mitigating and managing the effects of climate change through innovations, policies, and best practices.	<ul style="list-style-type: none"> > Understanding and managing the social impact of climate change > Emission reduction > Technologies for climate change mitigation > Data collection, reporting, and analytics > Education and advocacy
Green Economy Developing new principles and metrics for sustainable economies.	<ul style="list-style-type: none"> > Natural capital > Green investments > Carbon trading > New economic models and the circular economies

Table 3.3 Focus Areas and Potential Focus Topics for Sustainability

Examples of Sustainability



Sustainable fabrics produced from natural sources, such as pineapples, are creating new entrepreneurship opportunities in developing countries.



Future water containers made of brown algae that are edible could replace plastic bottles and significantly reduce waste.



Hydroponic farming in solar-powered mobile containers allows fresh and nutritious food to be grown sustainably and economically in close proximity to where it is needed.

4 Preparation for Expo 2020 Dubai®



THE ORGANISER AND
THE PARTICIPANTS
WILL STRIVE TO CREATE
ONE-OF-A-KIND
EXPERIENCES AND
UNFORGETTABLE
MOMENTS FOR
ALL VISITORS.



4 Preparation for Expo 2020 Dubai®

As participants look toward the proposal, design, construction, and operation of their pavilions, it is important that they consider the multiple ways in which these elements speak to the theme and subthemes beyond their content.

Participants are encouraged to look at their presence in a holistic way, finding creative possibilities to showcase the broader identity and context that make their theme interpretation unique and valuable, while also connecting and collaborating with each other towards creating a sustainable future.

moments, inviting every visitor to discover cutting-edge innovations and be sparked to inspiration through the creative interaction between minds, cultures, histories, aspirations, and imaginations.

4.1 Designing the Visitor Experience

To engage with the visitors, participants have the opportunity to use the principles of the Wonderment Manifesto. This provides a set of principles for designing experiences and exhibitions that reflect the sense of wonder and anticipation that generations of Expos have always instilled in their visitors.

Building on the unique and diverse contributions of all participants, Expo 2020 Dubai will strive to create one-of-a-kind experiences and unforgettable

4.2 Diversity of the Participants

Above and beyond the specific interpretations of the subthemes, participants are themselves the living demonstration of connecting minds across cultures, sectors, and geographies as they share their achievements with visitors.

Visitors will be able to see and hear about how the participants have interpreted the theme and the challenges around the subtheme areas in their exhibitions, debates, conferences, events, publications as well as educational and thematic itineraries.

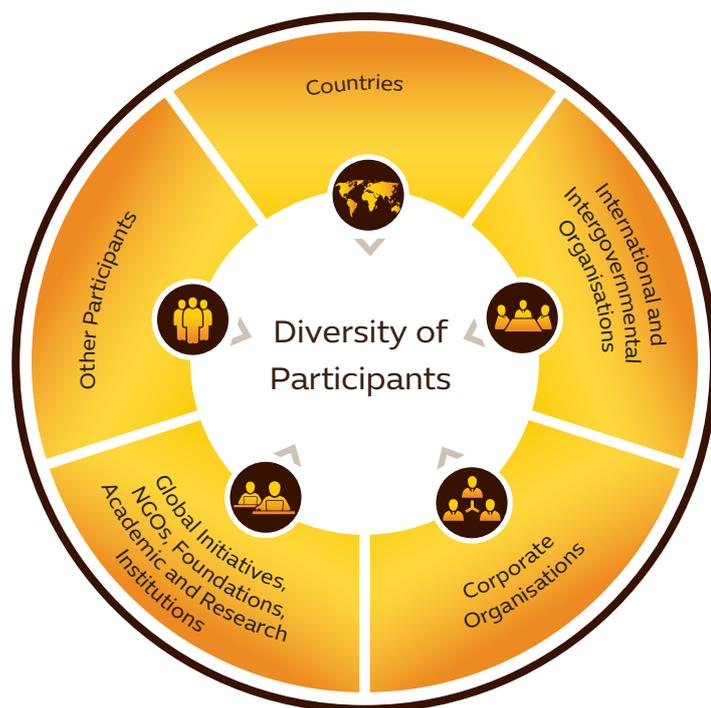


Figure 4.1 Diversity of Participants



Countries

The role of participant countries with their people, culture, and history as well as their vision for the future has always been central to Expo's power to inspire and draw the world together in celebration.

Inherent in the theme of *Connecting Minds, Creating the Future* is the central role of participating countries, who bring the sights and sounds as well as dreams and achievements of their nation to the entire world of Expo. Connecting minds encompasses the drive to truly understand others and to discover and appreciate the cultural differences between countries; the talents, traditions, and resources that make each country unique; and the ways countries interpret themselves and each other. Participant's national identity can provide a lens on the themes, a central spine from which investigations into the themes emerge, or a balancing point that aligns innovation and cultural tradition, local communities, and global networks.

Expo 2020 Dubai provides a meeting place and a common ground for visitors and participants to come together in empathy, in greater understanding, and to forge a new path forward together. By bringing the richness of their national identity to Expo 2020 Dubai, participants embody the possibilities envisioned by the theme and offer an opportunity for visitors to make connections with each other and with the stories, ideas, and possibilities each country brings with them.



International and Intergovernmental Organisations

International and intergovernmental organisations are fundamental thought partners who bring the theme and subthemes to life in light of their work and expertise in specialised areas. As champions of global cooperation and development in so many different domains related to the subthemes, they will play a critical role in raising awareness around global issues and educating the public about the causes upon which they work. Expo 2020 Dubai will leverage these partnerships to help advance solutions and progress in the subtheme areas, to impact policy, and to maximise the outreach and benefits to the general public.



Corporate Organisations

Ever since the first World Expo was held in London in 1851, corporations have been dynamic players, bringing their energy, innovations, and contributions to the scientific and technological progress of mankind. Corporate participants are ideal champions to demonstrate how they are innovating to create the future. Expo 2020 Dubai will be a model platform for them to showcase their breakthroughs in the subtheme areas as well as to share their products and enhance their reputation and brand value. Partnerships between corporations and other participants are anticipated to foster vibrant innovation clusters and entrepreneurial ecosystems.



Global Initiatives, NGOs, Foundations, Academic and Research Institutions

This group of participants will champion collaborative thought leadership, supporting the Organiser in leading the global conversation on challenges in the areas of Opportunity, Mobility, and Sustainability. These participants, in their different capacities and areas of expertise, make essential contributions not only to the content presented in exhibitions, but also lend their knowledge in an advisory capacity, especially in the areas of social engagement and creating a meaningful, lasting global legacy. Their own networks can connect with those of Expo 2020 Dubai with the goal of amplifying the impact of their work and sharing knowledge and opportunities on a far larger scale.

Research and development in the areas of the subthemes should be translated into a language accessible to the public, including exhibitions, living labs, and innovation workshops. The diverse and immersive experiences led by such institutions will allow visitors to learn, react, and help to develop practical solutions. These institutions will also amplify the social impact of Expo 2020 Dubai; raise global consciousness on important issues; elevate the quality of debates; and aid in the practical development of solutions in the theme and subtheme areas.



Other Participants

Expo 2020 Dubai aims to be as inclusive as possible, opening its doors to participants representing different institutions and entities, including cities, regions, and new types of partnerships.

4.3 The Expo 2020 Dubai Site: Context for the Participant Pavilions

The site for Expo 2020 Dubai has been designed to reflect the theme, capturing the central role of connectivity while showcasing the subthemes and their interdependence. As such, the site will symbolise the power of collaboration and connections in addressing some of the world’s most critical challenges in the 21st century.

The site is designed around three districts representing each of the subthemes; these districts converge at Al Wasl Plaza, the physical and virtual central connection space that embodies the spirit of the overall theme.

As visitors move closer to the centre, the subthemes begin to blend underscoring the interdependence among Opportunity, Mobility, and Sustainability. Figure 4.2 illustrates

that the subthemes are most heavily focused at the entry of each district, where the Theme Pavilions are located, and then interconnecting and blending closer to the centre of the site. This thematic organisation of the site plays a key role in communicating the theme and fulfilling the educational mission of Expo 2020 Dubai.

To create an immersive experience and enhance the understanding of thematic content, each district has its own distinct personality reflected in the design of the public realm and in the programming that takes place in the public spaces and thematic venues.

The main theme also finds its expression in two major public parks that are a reflection of the UAE’s native ecosystems and a celebration of sustainable landscaping. The Children’s Park focuses on youth and their role in creating the future, while the Performance Park emphasises the connection of minds, and is a place where spectacular performances celebrating cultural diversity will be hosted.



KEY	
	Opportunity District
	Mobility District
	Sustainability District

Figure 4.2 Subthemes Blending Towards the Centre of the Site Showing Interdependency

The site organisation into Thematic Districts is primarily meant to enhance the possibilities to communicate the theme and subthemes to the visitors. Participants are not required, however, to limit their choice of content based on a Thematic District on the site. A participant in the Mobility area could address a topic within the Mobility subtheme, but also explore that same topic through the lenses of Sustainability or Opportunity. Alternatively, that same participant could use the subtheme to inspire the architectural or operational features of its pavilion, while maintaining a high degree of flexibility in exhibition content.

Expo 2020 Dubai is specifically designed to demonstrate the powerful interdependencies between the subthemes, while creating a richer and greater awareness of the importance of the interaction between the subthemes in shaping the future. By leveraging the additional opportunities offered by performances, events, and exhibitions across the site, each participant will be able to communicate their messages above and beyond the particular stories featured in their pavilions.

4.4 Thematic Venues

To deliver the thematic stories and enhance the public realm, Expo 2020 Dubai will use a number of key assets and variety of approaches.

4.4.1 Theme Pavilions

Three Theme Pavilions form part of the welcome experience for visitors entering the site. Each pavilion embodies a subtheme architecturally, contextually, and experientially as well as explores its affiliated subtheme from all its different facets to inspire visitors to learn more.

While the UAE Pavilion will be the place where subthemes are tackled from a national perspective, the theme-specific pavilions will take a global perspective and introduce opportunities to create multiple ways to experience the subthemes.

Theme Pavilions will also house best practices in the relevant domain, while providing places of entertainment and active learning. Visitors will be able to choose all, or any of several ways to engage.

4.4.2 X-Spaces

X-Spaces are dynamic venues located at the heart of the public realm in each subtheme district, hosting Expo Live exhibitions and unveiling the latest innovations related to each subtheme. The design of each X-Space will be inspired by the subtheme of the district and the content can be flexible, allowing for updates and rotation of exhibits, when necessary. X-Spaces will include a series of innovation talks designed to help communicate the content.

4.4.3 Installations

Art and interactive installations across the public realm will help make the site a vibrant environment where visitors can continue their journey of education and entertainment between visits to participant pavilions.

Installations are there to be taken in, contemplated, inspired, and challenged; others invite active participation. Interactive stations will offer a different kind of engagement; these will be more content-driven, especially science and technology content, affording visitors a unique opportunity to experience material in a new and engaging way.

4.5 Integrating the Subthemes into Pavilion Operations

The Organiser will ensure that the vision and principles of the subthemes are seamlessly integrated into the operations of Expo 2020 Dubai. For instance, innovations in Mobility can be experienced in transportation around the site as well as implemented in moving people, supplies, and data. Similarly, Sustainability is built into the heart – the concrete, brick, and steel – of Expo 2020 Dubai by using technology to harvest renewable energy.

Wherever possible, participants can consider providing visitors with insights into the exhibitions and pavilion components for operations or events, showing how Expo 2020 Dubai lives its ideals every day.

4.6 Embedding Culture at Expo 2020 Dubai

World Expos are unique multicultural gatherings. As the host country, the UAE will present authentic Emirati culture, while the participants are encouraged to demonstrate their own original artistic and cultural expressions. These are as important as the thematic components, and coexist to create a truly multicultural setting promoting understanding between peoples and communities.

Participants could focus their cultural contributions in a variety of ways:

-  Creating a design vocabulary informed by their motifs, materials, and history
-  Providing a slate of programming that presents the best of their culture
-  Providing multilingual pavilion signage
-  Showcasing authenticity (food, music, landscaping, souvenirs)

4.7 Events and Performance Spaces

World-class performance venues will encourage designers, artists, and innovators to converge at Expo 2020 Dubai to showcase the world’s best practices in the performing arts.

There will be a wide variety of event and performance spaces, many of which will provide opportunities for the participants to bring their programming outside of their pavilion.

Event spaces are designed to adapt in size, shape, and function to multitudes of programming requirements. These spaces will offer best practices in functional staging design, with careful considerations applied to outdoor acoustics, shades, sight lines, and accessibility.

Venues can accommodate from 100 to 5,000 visitors providing a wide range of programming opportunities for both the Organiser and the participants.

Participants have the option to host performances in their own pavilion or in the dedicated event stages located in key areas across the site.

Participants are invited to consider a programme of national dance, music, theatre, events, performance arts, and workshops to complement their vision. This programming will offer multiple opportunities for participants to showcase their own unique cultural performances.



4.8 Educational Programming

The theme will be realised through a wide array of educational programming including conferences, lectures, forums, and workshops. This programming provides mediums to explore critical global issues that align with the subthemes as well as a platform for the participants to highlight thought leadership in Opportunity, Mobility, and Sustainability.

By inviting innovators, researchers, scientists, educators, business leaders, policy strategists, and change makers from around the globe, participants have the chance to involve visitors in a dialogue on some of the biggest questions at the forefront of human experience from their respective vantage points. These events will be important extensions to the stories told inside the pavilions.

A comprehensive programme of thematic forums and conferences will be held during Expo 2020 Dubai and will be developed in partnership with the participants and key global institutions. The programme will touch all aspects of each subtheme and ensure broad inclusion for all participating countries.

4.9 Retail

Participants are encouraged to showcase the theme and subthemes in their retail items and products, focusing on innovation, quality, sustainability, and national identity. They are invited to design and create unique products that can only be found at Expo 2020 Dubai, offering visitors the chance to take home something special to remember their visit to the event and their experience with a particular participant.

Criteria for Retail Selection

- ✓ **1 | Design innovation**
The design should be unique and inspirational.
- ✓ **2 | Advantage to the user**
The design should benefit the user in terms of performance, cost efficiency, and convenience.
- ✓ **3 | Advantage to society**
The design should contribute to the greater good, creating improvement to the individual, the community, the environment, culture, and/or micro to macro economy.
- ✓ **4 | Sustainability**
The design materials and manufacturing practices should benefit people and the planet.

Expo 2020 Dubai has ambitious site-wide retail opportunities that encourage collaboration with the participants to provide larger retail exposure. A dynamic Superstore that unites the overall theme and the three subthemes is located at Al Wasl Plaza, offering an extraordinary selection of international design and a futurist vision for in-store shopping. The Superstore showcases enjoyable interactive experiences and demonstrations of the future of retail.

Similarly, the Opportunity, Mobility, and Sustainability districts each have specialist subtheme stores that showcase themed retail from international designers, design studios, emerging to established artisans, craftspeople, and collectives. These stores are also exhibition-styled retail spaces with a huge inventory of products and designs from around the world.

Expo 2020 Dubai will work in partnership with leading international designers to select retail products that will become an international showcase recognising and promoting excellence across a wide array of design disciplines.

Participants are encouraged to submit retail design products from their country for consideration and inclusion in signature retail locations. Selected products will be curated into retail exhibitions within one of the subtheme districts or in the Superstore located in Al Wasl Plaza. Participants are also urged to consider these retail design principles in selecting, designing, and creating their individual retail experience within their pavilions.

4.10 Accessibility and Communications

Language, accessibility standards, crowd management, and integration/use of technology not only contribute to the kind of experience that visitors will remember and want to share, but also act as living demonstrations of the ideas captured in the theme and subthemes.

Visitors to Expo 2020 Dubai will come from all over the world, with 70 percent expected from outside the UAE. This highlights the necessity of ensuring that content and messages can be easily understood by everyone.

Visitors will also come from a variety of educational backgrounds with differing levels of awareness and expertise in the subtheme areas. Exhibit content should take into consideration that not all visitors are specialists in particular topics. In addition to the languages of the participants, all exhibitions should be presented to visitors in both English and Arabic.

Aimed to be welcoming and accessible to individuals of all ages, abilities, and cultures, Expo 2020 Dubai will use best practices in both universal and accessible design to ensure that everyone feels safe, secure, and empowered.

The principles of an accessible event include:

- Providing a safe and welcoming environment
- Proactively engaging with the visitors
- Giving considerations to physical, intellectual, emotional, and cultural needs
- Eliminating barriers and promoting agency
- Setting a new standard for accessibility
- Clearly communicating expectations to the participants, staff, volunteers, and other parties involved

4.11 Queues and Entertainment

Participants are encouraged to design their space keeping in mind that there are tens of thousands of visitors that will make their way daily to the exhibition. It is important to manage the physical-spatial relationship between visitors and exhibits to avoid overcrowding and extended waiting time, particularly with queues outside the pavilion. Participant's queue design should be comfortable and pleasant for the visitor; it should seamlessly integrate in-queue entertainment and activity as part of the experience.

Expo 2020 Dubai promotes the flow of knowledge through multiple means and approaches. Participants are encouraged to think of creative ways to complement their static exhibits in the form of cultural and musical performances, parades, films, interactives, and other forms of edutainment.

5 Legacy



EXPO 2020 DUBAI®
WILL DELIVER A
SUSTAINABLE LONG-
TERM LEGACY THAT
WILL BE INCLUSIVE AND
RELEVANT TO THE UAE,
THE REGION, AND THE
WORLD.



5 Legacy

From its earliest days, Expo 2020 Dubai® has been planned and designed to deliver a sustainable long-term legacy plan that will be inclusive and relevant not only for the UAE, but also for the region and the world. The legacy planning process is based on five key principles to guide the identification and assessment of potential plans.

KEY PRINCIPLES OF LEGACY

- ▶ Strengthening the national and global agendas in line with key priorities
- ▶ Enhancing knowledge creation and awareness in each of the subthemes
- ▶ Augmenting the social and economic benefits of hosting the event
- ▶ Reinforcing the subthemes through the Master Plan and operations plan delivery
- ▶ Strengthening the reputation of the UAE and the region

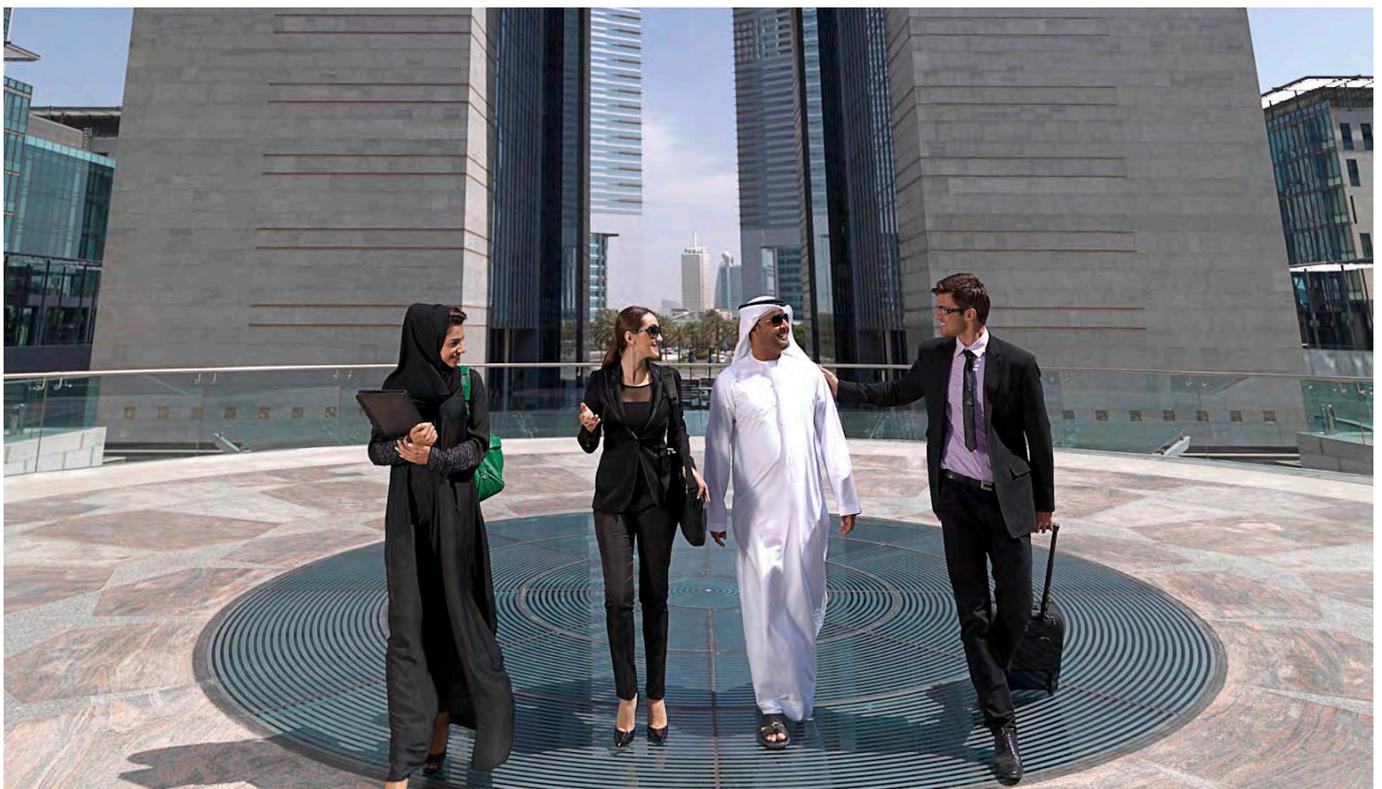
5.1 Participants' Legacy

From the participants' perspective, Expo 2020 Dubai will create an experience that will enable them to showcase their visions across the subthemes on a global scale and gain unparalleled global exposure. The investments made by the participants will also generate significant economic and political returns for individual countries, in areas such as: tourism growth, improvement of trade ties, reputational enhancement, greater inward investment and business opportunities, and access to new markets.

Each participant can benefit from vast opportunities leaving behind a strong transformative social and economic legacy related to the theme as well as deriving significant and lasting impacts for their nations and the world.

LEGACY OPPORTUNITIES

- ▶ Leveraging partnership and collaboration
- ▶ Solutions to common and critical challenges
- ▶ Sustainability and reuse of physical exhibits



5.1.1 Leveraging Partnership and Collaboration

Expo 2020 Dubai strives to make the power of connection not only an essential instrument to deliver an engaging event, but also to leave behind a platform for networking, knowledge-sharing, and collaboration between participants. Participants are encouraged to take advantage of their access to an unprecedented cross-section of regional and global stakeholders and the ability to leverage new and unique partnerships that are key to unlocking future growth and enhancing competitiveness on a global level.

5.1.2 Solutions to Common Challenges

Living in a highly interconnected world, all nations face challenges around resource access, climate change, and sustainable development. Population growth and urbanisation bring both risks and opportunities. Collaborative approaches are needed to maximise the positive impacts in terms of applicability and reach.

Participants are encouraged to treat Expo 2020 Dubai as their foundation for enhancing synergies, breaking down barriers, and consolidating efforts to resolve common challenges, drive innovation, and sustain knowledge

creation long after the event itself. To this end, the Expo Live programme provides opportunities for the participants to actively contribute to create a legacy of solutions to global challenges. By connecting entrepreneurs and innovators to Expo Live, they can be part of the development of an inclusive and shared social and economic legacy.

5.1.3 Sustainability and Reuse of Physical Exhibits

To maximise sustainability and investment returns, participants are encouraged to consider the long-term use of their content, and ways of designing and fabricating their pavilions and exhibits that enable easy decommissioning and reassembly elsewhere following the event.

While there are countless success stories relating to how participants have benefited from participation in World Expos, the lasting impacts are most reflected in the number of nations who continue to participate, and the millions of visitors who continue to travel to and enjoy the event.



6 Theme Statement



THEME STATEMENTS
PROVIDE AN OVERVIEW
OF PROPOSED
INSTALLATIONS,
EVENTS, THEMATIC
CONTENT, STRATEGY,
AND ARCHITECTURAL
EXPRESSION OF
PAVILIONS.



6 Theme Statement

In accordance with Special Regulation No. 1, *Concerning the Definition of the Theme of the Exhibition and the Guidelines for the Development of the Theme by the Organiser and the Participants*, this section outlines the steps and procedures to follow between the Organiser and the participants as they start to develop their pavilion content.

The Theme Statement is the first official document to be submitted by participants that will be an integral part of the Participation Contract, a formal document signed by the participants and the Organiser that defines and regulates participation in Expo 2020 Dubai. The submission should define the overall theme and the general contents of their pavilion, providing a general overview of the proposed strategy, thematic content,

installations, events, and architectural expression of the pavilion. As an official document submitted for approval by the Organiser, the Theme Statement is an essential milestone to ensure close coordination between the Organiser and the participants. To this end, the Organiser will offer its support and promote opportunities for dialogue and interaction with the participants as they develop their Theme Statements.



6.1 Key Components of the Theme Statement

The Theme Statement should include the following components:

Participant Details	Name of the pavilion, application date, and contact information (address, telephone, email, fax).
Title	The title of the exhibition.
Exhibition Goals	The overall goals of the exhibition and the key messages that the participant aims to communicate to the visitors.
Thematic Concept	A clear and comprehensive presentation of how the exhibition content relates to the theme and subthemes of Expo 2020 Dubai.
Content Descriptions	A well-described statement for the exhibition content based on the theme and subthemes: <ul style="list-style-type: none"> > How does the proposed exhibition content relate to both the country and the theme and subthemes? > What are the main messages that the exhibition will convey to the visitors? > How will the visitors experience and interact with the content? > What will the visitors take away when they leave the pavilion? > How does the exhibit practically showcase the connection of minds?
Educational Programme	A description of the educational programmes and opportunities that will be offered to the visitors as part of the exhibition and beyond.
Architecture and Design	A preliminary overview of the design of the exhibition areas indicating how the chosen theme and topics are creatively integrated into the space. Participants should also indicate how they plan to showcase their unique identity, culture, and heritage in the design.
Operations	A preliminary description of how the theme and chosen subthemes are integrated into the pavilion operations.
List of Materials	A preliminary list of materials that will be used in the exhibition (such as objects, artefacts, and media).
Retail	A summary of the plan regarding the products (both culinary and commercial) that the participants will promote during the event. Participants should clearly indicate how the retail activity captures and incorporates the theme and subthemes.
Exhibition Proposal	A creative proposal for capturing and explaining the content of the exhibition in the form of a published high-quality catalogue or design book.

All the components of the Theme Statement should demonstrate how the participant has embraced the spirit of the theme and subthemes of Expo 2020 Dubai. This is the opportunity for each participant to demonstrate their own unique and creative ways of interpreting the theme and bringing it to life in their pavilions, events, and educational programmes. Once the Theme Statement is approved by the Organiser, it will serve as a working document that will be subject to ongoing and progressive updates in close coordination with the Organiser to complete the Exhibition Proposal.

6.2 Submission Process

Participants are welcomed to contact the Organiser as they develop their Theme Statements. In addition to a number of workshops, the Organiser will leverage opportunities for face-to-face meetings, either in person or online, to discuss the preparation of the Theme Statements.

Participants are encouraged to submit their Theme Statements at their earliest convenience through the web-based Participant Portal or in hard copy format. The Organiser will provide written feedback to the participant within 20 working days of the submission, while at the same time arranging for a follow up discussion with the participant. The objective of this active dialogue is to review the feedback, discuss areas of potential synergy, and

address any open issues. Where relevant, the Organiser will recommend modifications and ask the participant to provide a revised submission within 20 days. The Organiser will then notify the participant of the approval within 5 days of the final submission.

Once the Theme Statement is approved by the Organiser, participants can proceed to the next stage of the design submission process, which includes a detailed Exhibition Proposal (Concept Design and Final Design) as per Special Regulation No. 4.

Further details of the Participant Portal and the manual submission process will be shared separately.

6.3 Evaluation of the Theme Statement

The evaluation of the Theme Statement submitted by the participants will be driven by the theme relevance outlined in these guidelines and in Special Regulation No. 1. It will also be guided by the principles of the Wonderment Manifesto (see Section 2.1 Guiding Principles of Visitor Experience) which sets the overarching aspirations to create a memorable World Expo, one that is authentic, innovative, collaborative, culturally rich, and places the visitor at the centre of the experience.







Contact info:

For further information and enquiries
please contact us at: ip@expo2020.ae

T: +971 4 555 2020

expo2020dubai.ae

 [@DubaiExpo2020](https://twitter.com/DubaiExpo2020)
 [DubaiExpo2020](https://www.facebook.com/DubaiExpo2020)
 [expo2020uae](https://www.instagram.com/expo2020uae)