



# EXPO 2020 DUBAI GLOBAL BEST PRACTICE PROGRAMME

## **FAQs**



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



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## FREQUENTLY ASKED QUESTIONS

### 1. WHAT IS A WORLD EXPO?

A World Expo is a global celebration of human ingenuity and progress, where millions of people come together to learn, innovate and have fun, while sharing ideas and working together.

The first World Expo, known as The Great Exhibition, was held in London in 1851. Crowning 20 years of rapid technological and social change, the event defined the spirit of the age and offered millions of visitors a glimpse of the future.

Today, World Expos take place every five years for a period of six months and are among the largest events on the planet. Governments, international organisations and companies gather in the host city to showcase their achievements, ideas, innovations and cultures, as well as to promote tourism, business and investment.

### 2. WHAT IS EXPO 2020 DUBAI?

As the first ever World Expo to take place in the Middle East, Africa and South Asia (MEASA) region, Expo 2020 Dubai is guided by the belief that innovation and progress are the result of people and ideas combining in new ways.

Expo 2020 expects to attract 25 million visits between October 2020 and April 2021. About 70 per cent of visitors are projected to come from outside the UAE, the largest proportion of international visitors in the 167-year history of World Expos.

With concerts, dance, food, music and more brought by countries from every corner of the world, Expo 2020 will have experiences to stimulate every taste.

### 3. WHAT IS EXPO 2020 DUBAI'S THEME AND ITS SUBTHEMES?

To leave a lasting impact on the path of human progress, each World Expo revolves around its own theme. Expo 2020 Dubai's theme is '*Connecting Minds, Creating the Future*'

This theme was chosen based on the belief that as the 21st century unfolds and our challenges become increasingly complex and interrelated, innovation and progress will depend on collaboration and sharing ideas. Expo 2020's theme also captures the spirit of the UAE – a nation born of partnerships and collaboration.

Expo 2020's visitors and participants will explore the power of connection through three key subthemes: *Opportunity*, *Mobility* and *Sustainability*.

*Opportunity* is about unlocking the potential for individuals and communities to shape the future, in line with the global Sustainable Development Goals (SDGs). *Mobility* is about creating smarter and more productive movement of people, goods and ideas, both physically and virtually. *Sustainability* is about doing more with less while respecting and living in balance with the world to ensure a sustainable future for all.



#### 4. WHO WILL PARTICIPATE IN EXPO 2020?

More than 200 participants including businesses, non-government organisations, academic institutions and more than 180 nations will participate in Expo 2020. In addition, more than 30,000 volunteers – both UAE nationals and expat residents – will help welcome the world to the UAE.

Commercial partners and businesses of all sizes are also contributing to the delivery of an exceptional World Expo, and will continue to play a crucial role throughout the six months of the event and beyond.

#### 5. WHAT IS EXPO 2020'S GLOBAL BEST PRACTICE PROGRAMME?

Expo 2020's Global Best Practice Programme, '**Small Steps, Big Leaps: Simple Solutions for Sustainable Impact**', is a platform to showcase projects that have provided tangible solutions to the world's biggest challenges. It will gather and spotlight simple but effective initiatives for localising the [Sustainable Development Goals \(SDGs\)](#), which can be adapted, replicated and scaled for enhanced worldwide impact.

This international call for projects aims to recognise and enhance the visibility of impactful and integrated development practices at Expo 2020. 'Best practices for a better 2030' (BP2030) will be spotlighted through projects, solutions, governance, know-how, services and products related to Expo 2020 Dubai's theme of '*Connecting Minds, Creating the Future*<sup>1</sup>' and its subtheme of *Opportunity*<sup>2</sup>.

#### 6. HOW DOES THE BEST PRACTICE PROGRAMME RELATE TO THE SUSTAINABLE DEVELOPMENT GOALS?

In 2015, the world set out the 2030 Agenda for Sustainable Development – a plan designed to ensure that individuals and communities everywhere have the opportunity to thrive. The 17 [Sustainable Development Goals \(SDGs\)](#) form a cohesive and integrated package of global aspirations that the world has committed to achieving by 2030. Progress has occurred across many of the SDGs that address the most pressing global challenges of our time, calling on collaborative partnerships across and between countries and actors to balance the three dimensions of sustainable development: social wellbeing, economics and the environment. Successful implementation requires this global agenda to be localised within countries, communities, neighbourhoods and households to ensure that no one is left behind. This is where the [Expo 2020 Dubai](#) Global Best Practice Programme can add value and advance our collective impact towards achieving the SDGs. '**Small Steps, Big Leaps: Simple Solutions for Sustainable Impact**' will spotlight and support effective initiatives for localising SDGs, which can be adapted, replicated and scaled for enhanced worldwide impact.

#### 7. WHAT IS A 'BEST PRACTICE'?

In line with the definition shared by the international community and mandated by the Bureau International des Expositions (BIE), 'best practices' are successful projects that provide tangible solutions to the world's biggest challenges. In addition, best practices:

- Maintain a demonstrable and tangible impact on improving people's quality of life
- Result from effective partnerships between multiple actors on the value chain (public, private and civil sectors)
- Can be transferred, adapted, replicated or scaled in other locations

<sup>1</sup> Through its theme of 'Connecting Minds, Creating the Future', Expo 2020 Dubai is committed to creating an experience that crosses the threshold of pure information, creating platforms for learning and knowledge that trigger a new level of consciousness in all who visit.

<sup>2</sup> As the largest global development assistance donor by gross national income (GNI), the UAE shares its good fortune with all of humanity. Expo 2020 Dubai's Opportunity Pavilion is a place where visitors can further contribute to the betterment of global development, supporting the advancement of human dignity and reinforcing the right to thrive in an enabling environment.



**For the purpose of this call, Expo 2020 Dubai defines 'best practice' as follows:**

- A simple, tangible and successful solution or initiative that has been implemented collaboratively by individuals, communities or agencies
- An initiative that addresses integrated development challenges, highlighting the interconnected nature of interventions and how ripple effects play out
- An initiative that can be adapted or replicated to scale globally for sustainable impact

**8. WHAT KIND OF PROJECTS CAN BE SUBMITTED?**

Projects relating to the programme's five priority topics (resilient habitats; livelihoods and enterprise development; social development; water, food and energy security; and inclusive and sustainable service delivery) can be submitted according to the rules outlined in the programme brief.

**9. WHO CAN PARTICIPATE?**

Participation will be based on principles of inclusion and diversity. Eligible candidates include governments of all nations, corporations and businesses, international organisations, public organisations or associations, universities and educational institutions, public-private partnerships, communities, individuals, entrepreneurs and inventors.

**10. WHO IS ORGANISING THE GLOBAL BEST PRACTICE PROGRAMME?**

Expo 2020 Dubai is conducting the programme in partnership with the BIE and relevant international development organisations, who will be announced in due course.

**11. WHAT ARE THE BENEFITS OF PARTICIPATING IN THE PROGRAMME?**

To provide support and visibility to awardees, Expo 2020 Dubai will offer:

- Opportunities to showcase projects through content or programming within the Opportunity Pavilion (20 October, 2020 to 10 April, 2021)
- Exposure for projects on the official Global Best Practice Programme 'Small Steps, Big Leaps' webpage
- Visibility at the Expo site's Global Best Practice Area (a dedicated space will house selected projects on a rotational basis)
- Opportunities to disseminate specific promotional materials during the World Expo (a select number of awardees will receive video coverage and others may be featured in print media)
- Potential Communications support and media coverage before and during the World Expo
- A paid visit to the Expo 2020 Dubai site during event time for one project representative to showcase and programme around the best practice project (includes flight and accommodation for the duration of participation)

**12. WHERE WILL BEST PRACTICE PROJECTS BE SHOWCASED?**

Selected best practice projects will be integrated into Expo content or programming within the Opportunity Pavilion at Expo 2020 Dubai. A separate dedicated space will also house selected projects on a rotational basis.



### **13. HOW MUCH DOES IT COST TO ENTER?**

The programme is free to enter.

### **14. WHAT ARE THE RULES?**

Refer to the Terms and Conditions.

### **15. WHO ARE THE JUDGES?**

Evaluation will be conducted by an International Selection Committee (ISC) comprising a Chairing Committee and Sub-Committees that correspond to each of the priority topics. The ISC will consist of representatives from the international community (international organisations, development agencies, corporates, etc.).

### **16. HOW WILL THE PROPOSALS BE EVALUATED?**

Submissions will be assessed according to the criteria included in the Call for 'Best Practices for a Better 2030' brief. To be eligible, candidates should submit complete applications that relate to one of the priority topics, and touch on at least one of the cross-cutting themes, enablers for development and SDGs.

### **17. IS THERE A DEADLINE FOR SUBMISSION?**

The programme will accept proposals from 26 November, 2018 to 20 March, 2019. The online submission portal will close at 2359 (UAE time) on 20 March, 2019.

### **18. IS THE MULTIMEDIA SUBMISSION A REQUIREMENT?**

No, it is optional but recommended.

### **19. HOW AND WHERE ARE WINNERS ANNOUNCED?**

The final evaluation grid and a list of the selected initiatives will be published on the [Global Best Practice Programme](#) webpage. Winners will also receive an email notification.

### **20. HOW CAN PARTICIPANTS FIND OUT MORE ABOUT EXPO 2020'S GLOBAL BEST PRACTICE PROGRAMME?**

For additional information, visit the [Global Best Practice Programme](#) webpage or email [bestpractice@expo2020.ae](mailto:bestpractice@expo2020.ae).

