

9.3.Special Regulation No.1

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Concerning the Definition of the Theme of the Exhibition and the Guidelines for the Development of the Theme by the Organiser and the Participants

Article 1.Purpose

In accordance with Articles 1 and 34 of the General Regulations of the World Exhibition Dubai, United Arab Emirates 2020 (hereinafter referred to as "the Exhibition"), and the resolutions concerning the importance of the theme of International Expositions adopted by the 115th General Assembly of the Bureau International des Expositions (hereinafter referred to as "the BIE") on June 8th, 1994 and by the 118th General Assembly on December 13th, 1995, the purpose of this Special Regulation is to define the theme of the Exhibition and to set forth the measures for the development of the theme to be taken by the Bureau Expo Dubai 2020 (hereinafter referred to as "the Organiser") and the participants.

Article 2.General Principles

With regard to the theme of the Exhibition, the Organiser and all participants shall comply with the General Regulations and the Special Regulations of the Exhibition. The Organiser shall assist participants and also provide coordination mechanisms in order to ensure that all participants follow the theme in their presentations.

Article 3.Definition of the Theme

The theme for Expo 2020 Dubai is '*Connecting Minds, Creating the Future*'. This theme meets the essential demands of a World Expo in simultaneously encapsulating the ethos of the host nation whilst defining a compelling world vision for the epoch in which it takes place.

This theme recognises that creating sustainable solutions to global problems demands readiness to reach out across cultures and regions. In our increasingly interconnected and interdependent economies and societies, collaborative partnerships are key to building happier and more prosperous communities.

'*Connecting Minds, Creating the Future*' will harness the convening power of Expo 2020 to inspire global creativity and stimulate new partnerships for progress. This is the UAE's invitation to the world to apply our collective minds to the critical challenges that define our shared

future. Through this theme, Expo 2020 will be a global platform to chart a prosperous and sustainable course for humanity to 2020 and beyond.

Article 4.Development of the Theme

General structure of the theme and subthemes

The theme '*Connecting Minds, Creating the Future*' focusses on the three subthemes of Opportunity, Mobility and Sustainability. These are timeless and interconnected drivers of change that constantly shape our world and create our future. Together, they capture the changes we are experiencing, and bring into focus the need for partnerships in developing the solutions we need to address today's complex challenges.

Opportunity is the lifeblood of development, enabling individuals and communities to shape their priorities and to seek new means of fulfilling their social and economic potential.

Mobility forms the bridge to opportunity; facilitating connections between people, goods and ideas, providing easier access to markets, knowledge and innovation, fuelling trade and tourism and forging links between people and communities.

Sustainability is the ethos that now defines how we pursue our dreams of progress, doing more with less to avoid borrowing from future generations. It describes how we should act, individually and together, to protect, preserve and propagate our environment, harness our knowledge, share insights and technologies to build tomorrow while reducing our burden on the planet.

Each subtheme provides different perspectives for exploring the web of connections that intertwine with each other, with the resources at our disposal and with our society and systems as we endeavour to shape our future. To facilitate the presentation of the different narratives and stories, each subtheme is organised into three different, yet interconnected, content areas: the human aspirations we strive for; the resources we deploy; and the systems we design. This organisation offers a unified understanding of the three subthemes and how each of them tells a story of creating the future.

As the guiding content for a World Expo, this theme and its subthemes provide a powerful narrative for the UAE and all participants in Expo 2020. Each national pavilion, including that of the UAE, will be a window onto specific



achievements, charting the journey of each nation. Individual pavilions will offer original and compelling cases of how collaboration and partnership, applied to Opportunity, Mobility and Sustainability, can forge new paths to human progress. Collectively, pavilions and exhibits will come together into a physical and intellectual blend of connections that will reveal common ground as well as new areas and linkages where we can work together for the global good of mankind.

The subtheme of Opportunity

The subtheme of Opportunity will explore our 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, and represents what people and communities must explore, and exploit, if they are to realise their visions of the future.

Opportunity takes many forms: different geographies, stages of development, social values and visions of the future, all determine how we use our resources to pursue human, social and economic development.

Expo 2020 Dubai will focus on three aspects of Opportunity: human capital development as the engine of progress; financial capital as a necessary resource to support growth; partnerships for prosperity as a primary driver of innovation, employment and new sectors for the economy.

- › **Nurturing Human Talent:** Human development is a fundamental enabler of opportunity. This aspect of the subtheme explores the different factors and

environments that enable human capital to develop and flourish, including, but not limited to: education and schools; workspaces; health and wellbeing; shelter, creativity, inclusion and diversity.

- › **Accessing Financial Capital:** Access to financial capital expands opportunity and helps transform ideas into reality. This aspect of the subtheme explores the role and changing flows of financial resources, including, but not limited to: accessible banking and financial services, models of funding, currencies and transactions, approaches to philanthropy.
- › **Creating Partnerships for Prosperity:** Partnerships drive new ventures and industries, and underpin the landscape of opportunity. Collaboration, often involving new constellations of partners, unlocks innovation, revitalises existing industries and launches new businesses, increasing employment and prosperity. This aspect of the subtheme explores the role of partnerships in the creation of new paths for economic development, including, but not limited to: job creation, existing and pioneering industries, entrepreneurship, innovation ecosystems, new business models, innovative legal frameworks.

The subtheme of Mobility

The subtheme of Mobility explores means of creating smarter and more effective physical and virtual connections, to forge links between people, resources and opportunities. Mobility is a bridge to opportunity. It is central to development and prosperity as it facilitates access to markets, knowledge and innovation while fuelling trade and tourism. By enabling connections, mobility stimulates progress and opens the door to possibility.

Expo 2020 Dubai will focus on three main aspects of Mobility: empowering individuals through physical mobility; facilitating access and distribution of goods and resources; and enhancing virtual connectivity through information technology.

- › **Empowering People through Mobility:** Human history is itself a journey of exploration and search for a better life that has driven cultural, scientific and technological progress. This aspect of the subtheme explores the means and the role of personal mobility in enabling people to achieve their goals and improve their lives, including, but not limited to: transportation, travel and tourism, exploration, personal mobility, overcoming disability.
- › **Distributing Goods and Resources:** Moving goods and resources reliably and efficiently between different parts of the world has become essential to our integrated global economy and our lifestyles. This aspect of the subtheme explores the importance of logistic systems and the changing flows of goods, services and resources, including, but are not limited to: food, energy, water, commodities, medicines, consumer products, supply chains.
- › **Connecting through Data and Information:** Data mobility and ubiquitous information link ever more people and goods and are transforming the boundaries between the material and virtual world, creating new ways to access services and new experiences. This aspect of the subtheme explores the role of information technology in spearheading innovations in how we connect to each other and to the goods and services we require, including, but not limited to: information and communication technologies, big data, Internet of Everything, virtual and remote services, Smart Cities.

The subtheme of Sustainability

As we strive to meet the needs and expectations of our current generation, the subtheme of Sustainability explores our responsibility to ensure that we do not compromise those of generations to come. Sustainability calls for a commitment to understand and nurture the bond that connects people, society and habitats and to find new paths for prosperity that can create a viable future.

Expo 2020 Dubai will focus on three main aspects of Sustainability: the role of natural and built habitats in ensuring human well-being and community resilience; the need to secure resources without compromising the planet; and the importance of designing systems that can be managed in line with the requirements of our social and natural environments.

- › **Enhancing Natural and Built Habitats:** The well-being of people and communities is rooted in the places we inhabit. We must ensure that tomorrow's habitats are positioned to deliver solutions for challenges linked to climate change, environmental degradation and resource depletion. This aspect of the subtheme explores the sustainability of natural and built habitats, including, but not limited to: green cities, blue cities, natural ecosystems, adaptation to climate change, community development.
- › **Securing Lasting Resources:** Our survival depends on sustainable access to water, food and energy. Doing more while maintaining current or lower consumption of resources, and harnessing the power of renewable energy more effectively are vital guiding principles in enabling us to build resilient and sustainable communities. This aspect of the subtheme explores the conservation and management of new and existing resources, including, but not limited to: water, clean energy, agricultural and food production, water efficiency, carbon cycle, energy – water – food nexus.
- › **Designing Systems for the Future:** Today, much of the impact of human activity arises from the way we conceive, manufacture, distribute, consume, and dispose of goods. This aspect of the subtheme explores how we design our products, manufacturing and economic systems sustainably, including, but not limited to: economic resilience, circular economy, sustainable manufacturing, sustainable design and lifestyles, institutional longevity, preserving digital systems, revitalising traditional practices, knowledge and language. **(Table 9.1)**

Exhibiting the theme and the subthemes

'Connecting Minds, Creating the Future', will require Expo 2020 Dubai to first build awareness and then explore the connections between the subthemes to genuinely understand their implications in order to inspire a change in behaviours. The overall theme also describes a guiding philosophy for designing the content and the objectives of exhibits.

Connecting minds requires an understanding of our world, the connection of ideas, essential for innovation, and the connection of cultures and communities that require a spirit of inclusion. As we explore each subtheme, these values will provide narrative layers for describing the relationships that exist between the subthemes.

Understanding: Improving our awareness and insights into the tools that we can use to unlock and scale our knowledge.

Innovation: Harnessing creativity, new ideas and partnerships to unlock and scale innovation.

Inclusion: Developing mechanisms and policies to unlock and scale benefit to as many people as possible.

In addition to these narrative layers, reflecting the core values of Expo 2020, three additional dimensions are also important:

The temporal perspective emphasises the links between past, present and future. Opportunity, Mobility and Sustainability have all shaped the destiny of different nations or organisations and created the future we know today.

The cultural perspective emphasises identity. The unique context of a nation or organisation, such as geography, environment and cultural values determine specific ways in which Opportunity, Mobility and Sustainability will be realised.

The legacy perspective emphasises what we leave behind for future generations. Each participating nation will have its own aspiration for a legacy it wants to offer to the world through its exhibits and presence in Dubai.

Collectively, these form a wealth of ideas and inspiration.

Article 5. Commitment of the Participants

The exhibitions by participating nations represent an important source of excitement and attraction for visitors. Ever since the first Expo they have provided a magnet for millions of visitors and a source of lasting memories down the generations.

Participants' exhibits allow visitors to travel in their minds to unexplored places and learn more about the mosaic of cultures and achievements that makes up our complex world. Our theme and subthemes provide a broad array of topics that participants can address with exhibitions that reflect their own particular circumstances, achievements and endowments. At the same time, the theme will encourage discussions of how different perspectives and new avenues of thought result from collaborations and partnerships.

All Participants, upon accepting the invitation commit to be active contributors by delivering original and high quality content, by sharing ideas and showcasing their solutions and approaches in the areas of the theme and subthemes of the Exposition. Reflecting the central aspiration of '*Connecting Minds, Creating the Future*', participants can demonstrate their vision of tomorrow and showcase their best achievements based on the context, values and unique resources they can bring to bear.

Subtheme	Content Area	Potential Topics
Opportunity	Nurturing human talent	Education and Schools; Workspaces; Health and Wellbeing; Shelter, Creativity, Inclusion and diversity
	Accessing financial capital	Accessible banking and financial services, Models of funding, Currencies and transactions, Approaches to philanthropy
	Partnerships for prosperity	Job creation, Existing and pioneering industries, Entrepreneurship, Innovation ecosystems, Public and Private partnership for economic development, New business models
Mobility	Empowering people through mobility	Exploration, Travel and Tourism, Transportation, Personal Mobility, Overcoming Disability
	Distributing goods and resources	Food, Energy, Water, Commodities, Medicines, Consumer Products, Supply Chains
	Connecting through data and information	Information and Communication Technologies, Big Data, Internet of Everything, Virtual and Remote Services, Smart Cities
Sustainability	Enhancing natural and built habitats	Green Cities, Blue Cities, Natural Ecosystems, Adaptation to Climate Change, Community Development
	Securing lasting resources	Water, Clean Energy, Agricultural and Food Production, Energy and Water Efficiency, Carbon Cycle, Energy – Water – Food nexus
	Designing systems for the future	Economic Resilience, Circular Economy, Sustainable Manufacturing, Sustainable Design and Lifestyles, Institutional Longevity, Preserving Digital Systems, Revitalising Traditional Practices, Knowledge and Language

Table 9.1. Expo 2020 Dubai subthemes



Source: Getty Images

Participants are encouraged to approach their exhibition from the perspective of more than one subtheme and to use the different Expo 2020 narrative layers to share what they have accomplished in the areas of Opportunity, Mobility and Sustainability. Participants may also choose to develop the theme in its entirety or from one or more of the proposed perspectives; they may also choose different approaches to the theme as long as it is clearly and doubtlessly related to the theme of Expo Dubai 2020 and approved by the Organiser.

Article 6. Support by the Organiser

The theme '*Connecting Minds, Creating the Future*' is itself a formula for engagement between the Participants and the Organiser.

Understanding that the quality of participants' exhibits is directly linked to the relevance to the theme, the Organiser will endeavour to provide extensive and clear guidelines as well as a platform for discussion and exchange on all matters of exhibition development.

Thematic guidelines will be issued shortly following the official registration of Expo 2020 Dubai. These will provide all the details needed for participants to start planning their exhibition content. In addition, the Organiser will stage workshops to promote active debate on theme and exhibition development.

The Organiser shall offer the following support with regard to the theme development to those foreign governments and international organisations that accept the official invitation of the Government of the United Arab Emirates to participate in the Exhibition (hereinafter referred to as the "Participants"), from the time of their acceptance of the official invitations until the approvals of their Theme Statements as described in Article 7 below.

1. Documents containing the theme development, its interpretation and representation in the exhibition site and the interpretative guidelines for Participants including project examples and possibilities. In particular, in order to ensure thematic unity, the Organiser shall provide Participants the Theme Guidelines, an operational document detailing the scope of the theme and of the subthemes; the admissible topics under each one; the potential narrative lines for exhibits, events, activities as well as operations.
2. The Organiser will encourage active involvement of all participants by offering workshops and targeted discussions to illustrate various approaches to the theme that could be pursued by Participants.
3. The Organiser will provide content and exhibition development support to all Participants who will require it at the different key stages in the development of their presentations. The details of this service shall be communicated to all Participants.

Article 7. Coordination Mechanisms for Compliance with the Theme

1. The Participants must submit to the Organiser a "Theme Statement" which defines the overall theme and the general contents of their presentation as an integral part of the application for the allocation of exhibition space in accordance with Special Regulation No.2 concerning conditions of participation in the Exhibition. The Theme Statement must follow the theme of the Expo 2020 Dubai as described in Articles 3 and 4 of this regulation and shall include reference materials on the theme and sub-themes as they shall be developed in specific presentations.
Notwithstanding the provisions of Special Regulation No. 2 concerning conditions of participation in the Exhibition, the allocation of all sites for exhibition shall not be considered final until the Theme Statement is approved by the Organiser.
In order to accomplish the purpose of the Exhibition, as described in Article 1 of the General Regulations, the Organiser shall make the advisory service mentioned in Article 6 of this regulation available to the Participants.
The Organiser shall forward to the BIE copies of the Theme Statements when they are received from the Participants through the Commissioner General of the Exhibition.
2. As an integral part of the "Application for Preliminary Approval" detailed in Special Regulation No. 4 concerning construction or improvements, and fire prevention, the Participants shall submit a document entitled "Exhibition Project" which shall include a detailed description of their presentation. The Exhibition Project document provides a detailed plan of the presentation following the general outline submitted in the Theme Statement. The Organiser shall verify that the contents of the presentation are in accordance with the approved Theme Statement and that the Exhibition Project meets the thematic criteria described in Articles 3 and 4 of this regulation.
Notwithstanding the provisions of Special Regulation No. 4 concerning construction or improvements, and fire prevention, preliminary approval of a project for construction or installation works cannot be granted without approval of the Exhibition Project documentation by the Organiser.
In case the Exhibition Project document is not approved by the Organiser, the Organiser shall provide official participants with a detailed explanation of the reasons and make suggestions to remedy the situation. The Organiser shall revert its disapproval decision to the Participants within a reasonable period

of time so that the Participants may have enough time to reconsider their project. The Organiser shall also continue to provide on-going assistance to the Participants through the advisory service as defined by Article 6 above.

The Participants shall modify the content of the presentation in order to comply with the theme observance criteria. In case of disagreement over the level of compliance of a presentation with the theme, both the Organiser and the Participants shall make every effort to reach a consensus, and if necessary, seek the assistance from the BIE. Documents can be received in English, French and Arabic.

3. Notwithstanding Article 10 of the General Regulations, if a consensus on the matter of the theme, as described in paragraphs 1 and 2 of this article, cannot be reached between the Organiser and the participants, the matter shall be referred to the discretion of the Commissioner General of the Exposition for resolution after consultation with the BIE.
4. The Participants shall make available to the Organiser final information on the content of their presentation at least 120 days before the opening of the Exhibition. This information shall be used for the Official Exhibition Catalogue in compliance with Article 29 of the General Regulations. The content of said information shall be in accordance with the documentation, submitted pursuant to paragraphs 2 and 3 of this article, concerning the conformity of the presentations to the theme.
The Official Exhibition Catalogue shall be available in print and electronic form..

Article 8. Measures Taken by the Organiser

1. The Organiser plans to develop dedicated Thematic Pavilions. The presentations to be shown in these pavilions shall be structured around the theme and sub-themes of the Exhibition as described in Articles 3 and 4 of this regulation. Details regarding the planning and organization of the Theme Pavilions shall be distributed to Participants separately in a reasonable period of time.
2. The Organiser plans to host conferences, seminars and symposia related to the theme of the Exhibition and shall keep Participants informed of all such events. Furthermore, Participants are invited to take up the theme of the Exposition in similar events of their own.
3. Participants should submit the final programs of their events to the Organiser at least six (6) months before the event. The Organiser may coordinate programs and provide Participants with logistics assistance, if necessary.