School Guidelines
August 2018
Welcome

Expo 2020 Dubai and the UAE school community share the same values. Our theme, ‘Connecting Minds, Creating the Future’, epitomises what teachers across the country are striving to achieve each day.

For six months, from October 2020 to April 2021, Expo 2020 aims to showcase the best of human ingenuity based on our three key subthemes, Opportunity, Mobility and Sustainability. We want to inspire millions of people from around the world to collaborate and find creative solutions to shared problems, helping build a prosperous and happy future for all.

We invite schools from across the country to join us on this extraordinary journey as we prepare to host the world and showcase the values and achievements of the UAE. We look forward to meeting with you and your colleagues, welcoming your school to our Visitor Centre and continuing to collaborate throughout the journey to Expo 2020 Dubai.

With best wishes for a successful academic year,

**Expo School Programme Team**
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Introducing Expo 2020 Dubai

All over the world, people are dedicating effort and imagination to solving some of today’s most pressing challenges— from unlocking development opportunities for the next generation to re-imagining how people travel and experience the world through access to education, sustainable energy, food and water.

Innovations are being created that five years ago would have been unimaginable. Expo 2020 Dubai is guided by the belief that innovation and progress are the result of people and ideas combining in new ways.

Over the course of six months from October 2020, Expo aims to bring together more than 180 countries and millions of people to celebrate human ingenuity: ‘Connecting Minds, Creating the Future’ in action.

Expo 2020 Dubai will advance the connections between three critical subthemes that are fundamentally shaping our world: ensuring Opportunity for people and communities, furthering the promise of physical and virtual Mobility, and ensuring a future of Sustainability for all.

Between its opening day on 20 October 2020, and its close on 10 April 2021, we expect Expo to be visited millions of times. Seventy per cent of all visitors are expected to come from outside the UAE – the largest proportion of international visitors in World Expo history.

We aim to create and deliver an inclusive and global Expo with over 200 participants, including nations, multilateral organisations, businesses and educational institutions.

Expo 2020 also has an ambitious volunteer programme, which aims to include more than 30,000 people from a wide range of ages, nationalities, cultures and backgrounds.

The Expo site covers a total of 4.38km², including a 2km² gated area. It is located within Dubai South, adjacent to Al Maktoum International Airport. Expo 2020 Dubai will be the first event on this global scale to take place in the Middle East, Africa and South Asia.

Over the past 50 years, the UAE has shown the world what is possible through its remarkable development. With Expo 2020 Dubai, we want to play our part in inspiring future generations and, together, spark innovations that underpin the next 50 years of human progress.

Expo 2020 Dubai is committed to building a legacy that is sustainable and long lasting beyond 2021. The vision includes a significant addition to the infrastructure of the UAE and its economic, social and cultural landscapes, with a knock-on regional and global impact. This will be achieved through four main legacies: economic, reputational, physical and social.

Schools are integral to the success and legacy of Expo 2020 Dubai. We can only create meaningful and lasting benefits for future generations by involving our youth and their educators.

Expo 2020 Dubai’s School Programme Team is dedicated to making the next World Expo meaningful to educators and students alike. We are directly engaging with teachers and students to help them explore Expo 2020’s vision inside and outside the classroom. This includes the school community playing an essential role in creating excitement and momentum for this historic event. At the same time, we need schools to help protect the Expo 2020 brand. This document is intended to outline the best ways for you to do that, and also how your school can join the journey to 2020.
Why we need to protect our brand

Ever since The Great Exhibition of 1851, partnerships have played an integral role in the success of World Expos, and Expo 2020 Dubai is no exception.

In line with our theme, ‘Connecting Minds, Creating the Future’, Expo 2020 is being delivered in collaboration with a diverse network of stakeholders – including UAE schools – who share our values. Without the commercial support and expertise of authorised partners, it would not be possible to host an exceptional World Expo with a meaningful legacy.

Commercial partners derive value from the right to associate themselves with Expo 2020 Dubai and its intellectual property. To ensure these benefits are not devalued, it is vital to protect the Expo brand from unauthorised usage.

As a premium brand recognised around the world, Expo 2020 Dubai uses registered trademarks to safeguard its partners’ investments against infringement. The success of our commercial partnerships depends on the integrity of our brand, so we can only allow a limited number of authorised entities to associate themselves with Expo 2020 Dubai.

This policy also ensures that the public receives only consistent, transparent and accurate information that reflects Expo 2020’s values and positioning.

The UAE school community can play an important role in protecting our brand by ensuring that it is not misused. By following the guidelines set out in this document, you will be contributing to the long-term success of Expo 2020 Dubai.
All of the following names, words, marks and logos relating to Expo 2020 Dubai and its programmes and initiatives are legally protected and owned by or licensed to Expo 2020 Dubai.

1. The official logomark

2. The official logotype
   Expo 2020 Dubai United Arab Emirates (UAE)

3. The official theme
   Connecting Minds, Creating the Future

1. The official logomark

2. The official logotype
   Expo 2020 Dubai United Arab Emirates (UAE)

3. The official theme
   Connecting Minds, Creating the Future
How can schools use the Expo 2020 Dubai brand?
Classroom activities

Schools are allowed to use the Expo 2020 Dubai logo internally for classroom activities that will raise awareness and engage the students with Expo 2020 Dubai and inspire them about World Expos.

Following are examples of how the brand can be used in a classroom:

• Drawings
• Paintings
• Arts and crafts
• School competitions
• Wall murals

Example of how schools can use the Expo 2020 brand
Internal newsletters

Schools are invited to use the Expo 2020 Dubai protected marks editorially, when writing stories for newsletters or reports that are related to Expo 2020, provided the statements are factual and not made gratuitously for marketing purposes nor linked to a commercial entity.

Examples of how schools can use the Expo 2020 brand in a newsletter
Websites

Schools are invited to create additional pages on their existing websites to provide factual information about Expo 2020 Dubai which links back to our official website: expo2020dubai.com provided there is no commercial association and is presented in an editorial manner as part of the text.
Social Media

Schools are encouraged to share Expo 2020 related classroom activities on their social media platforms. We would love to see the exciting work that you are doing in your school – for example, if you have an innovation event, a countdown to Expo 2020, an Expo parents’ information session, etc. we’d love to hear about it!

Schools may also repost and share official Expo 2020 content available on the below accounts.

youtube.com/user/DubaiExpo2020
twitter.com/expo2020dubai
facebook.com/Expo2020Dubai
instagram.com/expo2020dubai
linkedin.com/company/expo-2020-dubai
Banners

Schools can refer to Expo 2020 in text on internal or external banners.

Examples of how schools can refer to Expo 2020 Dubai in text on banners:

- “Welcome Expo 2020 Dubai team”
- “We are celebrating Expo 2020 Week”
- “Countdown to Expo 2020 Dubai”
Don’ts:

1. Do not use the Expo logo with your school logo as a lock up.

2. Do not use the Expo logo in the header or footer of your newsletter templates.

3. Do not use part of the Expo logo along with any other logo.

4. Do not use the Expo 2020 Dubai logo on school merchandise or collateral.

5. Do not use the Expo 2020 Dubai logo on external school banners.
How can you get involved?

The Expo School Programme Team is dedicated for school engagements and have multiple initiatives that will ensure schools across the UAE are part of the Expo 2020 Dubai journey:

- Expo 2020 Dubai Champions
- Expo Week
- Site Field Trips to Expo 2020 Dubai
- Teacher Workshops

To arrange a field trip or for further information, please get in touch with the Expo School Programme Team via youth@expo2020.ae

There are several other ways you can get involved in Expo 2020 Dubai and help us host the best World Expo possible:

• Follow Expo 2020 Dubai on social media
• Visit the Expo 2020 Dubai website to get involved in events and workshops
• Register on the Expo School Programme Website to schedule a field trip to the Expo 2020 Dubai site and visitor’s centre
• Buy official Expo 2020 Dubai merchandise and tickets to the event when they are made available
• Post factual information about Expo 2020 Dubai on your website

Thank you for helping us protect the Expo 2020 Dubai brand.

If you have any questions or need additional information on how to use the Expo 2020 brand, please contact brandteam@expo2020.ae

youtube.com/user/DubaiExpo2020
twitter.com/expo2020dubai
facebook.com/Expo2020Dubai
instagram.com/expo2020dubai
linkedin.com/company/expo-2020-dubai