Expo 2020 Dubai and the UAE

Less than a year from now, millions of people will come to Dubai to celebrate achievements and creativity from around the world. For six months, Expo 2020 will provide people with an opportunity to share exciting ideas, explore different cultures and work together to build a better world. It will also host spectacular performances, concerts, dance, food and music, bringing people together from every corner of the globe.

Expo 2020 Dubai is a proud moment for the UAE, which has never before staged a global gathering on this scale. The country, which will celebrate its 50th anniversary during the six months of the Expo, will use the global destination as a platform to share its incredible story and visionary plans.
What is Expo 2020 Dubai?

Expo 2020 Dubai is the first World Expo to be hosted in the Middle East, Africa and South Asia (MEASA) region.

When will Expo 2020 Dubai take place?

Expo 2020 will be held between 20 October, 2020 and 10 April, 2021.

What are Expo 2020’s themes?

Expo 2020 will encourage creativity through its main theme, ‘Connecting Minds, Creating the Future’, and its three subthemes, Opportunity, Mobility and Sustainability.

- **Mobility** is about creating smarter and more productive movement of people, goods and ideas.
- **Opportunity** is about unlocking potential within individuals and communities to shape the future.
- **Sustainability** is about growing opportunity, while respecting and living in balance with the world.
4 Bespoke Journeys for Schools

The Universe in Motion
The World of Opportunities

The Legacy of UAE

The Sustainable Planet
What is a World Expo?
A World Expo is a celebration for all, where everyone can learn, innovate and have fun by sharing ideas and working together. Every five years, World Expos gather people and nations from around the world for six months to celebrate ideas, progress and cooperation. Expos are exciting spaces that enable us to imagine a brighter future for everyone.

World Expos try to find answers to global challenges and, as a result, they facilitate:

- learning and innovation
- sharing of new inventions
- growth of countries
- fun experiences for everyone
- conversations between people
- cooperation between people and countries
- extraordinary exhibitions
- building of a better future for everyone
- display of cultures from around the world
- collaboration to solve shared problems

Who governs World Expos?

The Bureau des International Expositions (BIE) is responsible for World Expos. This organisation consists of 170 nations and has its headquarters in Paris, France. Every five years, BIE members hold a vote to decide which city will host the next World Expo. Each candidate city submits its ideas, including the overall theme of its Expo and what it aims to achieve.

In November 2013, BIE member nations awarded Expo 2020 to Dubai, in a competition that included cities from Brazil, Russia and Turkey. Dubai’s victory was in no small part due to the strength of Expo 2020’s main theme: ‘Connecting Minds, Creating the Future’.
What is Expo School Programme?

Expo School Programme is a dedicated team at Expo 2020 Dubai, committed to making sure that schools and students are part of this World Expo.

Our Work with the school community

We believe that schools and students should play an instrumental role during the journey to Expo 2020. We have two main objectives through which we make sure schools are part of this national mega event.

1. Involving schools in the journey towards 2020 like Expo Young Innovators, Expo Young Stars and many more.

What is Expo 2020 Dubai Champion?

Becoming an Expo 2020 Dubai Champion at their schools, students begin their journey to Expo 2020, spread awareness about Expo 2020 and generate excitement about this spectacular national project.

We provide the Expo Champion with an opportunity to represent Expo 2020 Dubai at their schools and to gain future leadership skills.

The role of the Expo Champion is organize a number of activities to excite the school community and shed light on UAE’s efforts to host an exceptional Expo.
Perks of Becoming an Expo Champion

Being part of the Expo 2020 Dubai Champions, students will:

- **Gain confidence** by developing your existing skills
- **Make a difference** by promoting Expo 2020 within your school
- **Meet lots of different people** and make new friends
- **Be actively involved** in your school community
- **Learn exciting new skills**
- **Take on Expo monthly Dares!**
- **Have fun!**

Students will be part of the journey ‘Connecting Minds, Creating the Future’.

Contact Expo School Programme

For more information about the Expo Champions programme, please contact the Expo School Programme team through any of the following channels:

Email: expo.champion@expo2020.ae
Social media: @Expo2020Youth @Expo2020Dubai

To find out more about Expo 2020 Dubai, please visit our website: https://www.schools.expo2020dubai.com/
Expo 2020 Dubai Champions and Teacher Champion Roles

1. Connect with Expo School Programme team to sign up for the programme through our website:
schools.expo2020dubai.com

2. Download the new booklet, and learn about the changes to the programme.

   With the help of the Teacher Champion, Expo Champions make sure to include as many students as possible from the school to participate in the monthly dares and develop activities that promote Expo 2020 Dubai at their school.

4. Complete Expo Champions Dares per month.
   Learn about the Dare of every month from the website and social media channels.

5. Share Expo Champions achievements on social media channels using the hashtags #expochampion.
Expo 2020 Dubai **Champions adventure**

The champions main role is to **promote Expo 2020 Dubai** at their school through completing **DARES**. Every month, the champions will have to complete at least one of the Dares.

**Steps:**

1. The Teacher Champion documents the champions while completing the Dares through different **medium** (photo, video, audio).

2. The Teacher Champion posts Champions work on social media channels using the hashtags **#expochampion**

3. The Teacher Champion reposts for mass exposure!
Expo 2020 Clubs
The Expo Champions establish Expo 2020 Club with the help of the Teacher Champion at the school.

- Expo Champions will lead the Expo 2020 Club and organise various activities promoting Expo 2020 within the school.

- Expo Champions will document the Expo 2020 Club’s activities through, and provide images or video recordings to the Teacher Champion to highlight their activations. The Teacher Champion will share their work through the dedicated hashtag on social media channels.

Expo 2020 Dubai Champion Dares
Champion Dares aim to generate a fun and exciting experience by creating a buzz on our social media channels.

Stay Tuned for:

1. A Dare every month.

2. A chance to select one or two options per Dare.

3. A channel to shine and share the Dare using
   
   #expochampion hashtag.
How many Teacher Champion per school?

There should be one Teacher Champion per school. The Teacher Champion can choose extra teachers to help him/her and, they will receive a certificate of appreciation at the end of the programme.

How many Expo Champions per school?

Every School must have 2 Expo Champions. The Champions can create Expo Club at the school, add all the interested students, and involve them in the monthly Dares.

When should schools start posting their Champions Dares?

Throughout the month and as soon as they are ready!