



EXPO
2020
DUBAI
UAE

MAKE THE WORLD YOUR CLASSROOM

EDUCATION PROGRAMME EXPO 2020 DUBAI

1 OCTOBER 2021 – 31 MARCH 2022



ARTS, ARCHITECTURE & DESIGN

CURATING INSPIRATION FOR
YOUR CREATIVE CAREER



Experience signature buildings designed by Santiago Calatrava, Grimshaw Architects and Foster + Partners, and discover how preeminent artists, designers and architects find inspiration for their creative practices to tell stories through their work.

With the world as your muse, you'll never see the arts in the same way again.

DON'T MISS YOUR CHANCE TO EXPLORE THE CREATIVE PLAYGROUND THAT IS EXPO 2020.

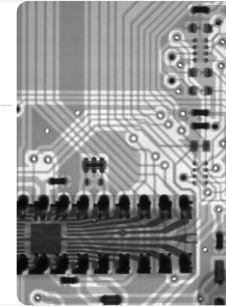
The exquisitely designed site is vibrant with artistic ingenuity from every corner of the globe.

3-DAY SCHEDULE

1

DIGITAL CREATION, BUILDING WITH BITS

Digital technology is more than inspiration for artists – it's a material woven into their work's structure. Explore designs that blend the physical and digital.



2

BLAST FROM THE PAST

It takes creativity to make what was old new again. See a fresh ancient materials, age-old forms and historical construction techniques.



3

INSPIRED, NATURALLY

The natural world is one of the oldest sources of inspiration. Discover how living systems continue to inspire artists.



LEARNING HIGHLIGHTS

- ✓ Get up close and personal with signature buildings designed by world-famous architects.
- ✓ Analyse architectural, artistic and design masterpieces from countries around the world.
- ✓ Develop drawing and observation skills through practise.

LEARNING OBJECTIVES



Examine how the arts, architecture and design are adapting and responding to environmental and social challenges.



Consider the social and ethical responsibilities of artists, architects and designers in the modern world.



Gather many new sources of inspiration and ideas to fuel future creative work.

BUSINESS & ENTREPRENEURSHIP

INNOVATING OUR WAY TO
A BRIGHTER FUTURE
IN A COMPLEX WORLD



Growing environmental awareness is already changing how corporate leaders define the bottom line and how industries manufacture products. With a focus on social entrepreneurship, this tour will not only leave you feeling inspired by the contributions that others are already making to the world through business, but will also serve as an opportunity for you to consider your own role in creating a brighter future.

WHAT KIND OF IMPACT WILL YOU MAKE THROUGH YOUR CAREER? WHAT WILL YOUR LEGACY BE?

Courageous entrepreneurs, creative intrapreneurs and innovative governmental bodies around the world are reframing challenges as opportunities and successfully navigating our increasingly interconnected world.

3-DAY SCHEDULE

1

FROM THE GROUND UP

Social entrepreneurs are changing the way that we think about business. Learn about some of the world's most impactful startups.



2

INNOVATING ORGANISATIONS

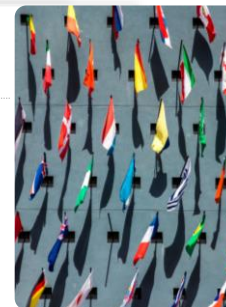
Employees at established companies can work like entrepreneurs, too. Discover how intrapreneurship is transforming organisations around the globe.



3

GOVERNMENTS IN A COMPLEX WORLD

Governments and international governing bodies are coming up with innovative ways to collaboratively address global challenges. Explore the policies being put in place to create positive economic impact.



LEARNING HIGHLIGHTS

- ✓ Solve a case study relating to a business opportunity presented at one of the Expo 2020 country pavilions.
- ✓ Be inspired by social entrepreneurs using the principles of business to tackle global challenges.
- ✓ Gain exposure to industry experts and business leaders from around the world, as they gather at Expo.

LEARNING OBJECTIVES



Identify new careers and job opportunities at the cutting edge of different industries.



Recognise the importance of social responsibility, environmental responsibility and social impact in business today.



Practise reframing tough challenges as business or entrepreneurship opportunities.



ENGINEERING & CONSTRUCTION

THE FUTURE OF
ENGINEERING
AND CONSTRUCTION



Discover how these innovations are already transforming how cities are engineered and constructed, and how they've been put into practice at Expo 2020. You'll leave with a new appreciation for the built environment, a deeper passion for engineering, and industry insights that will help you excel in your career.

TWO UNSTOPPABLE FORCES ARE SHAPING THE FUTURE OF ENGINEERING AND CONSTRUCTION:

Discover the impact of the industry's growing environmental awareness and the constant introduction of new technologies.

3-DAY SCHEDULE

1

GREEN ENGINEERING, HERE WE COME

If we're going to win the battle against climate change, we're going to need to build in new ways. Enter: sustainable engineering.



2

INDUSTRY 4.0

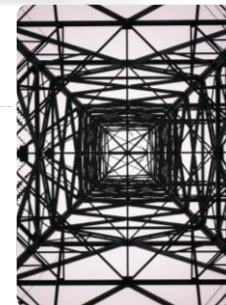
Smart technologies are transforming engineering project management. Learn how these changes informed the construction of Expo 2020.



3

SMART CITIES AND THE CIRCULAR ECONOMY

The future is now. Explore innovative approaches to economics that will forever change how products are engineered, how cities are built, and how we all live.



LEARNING HIGHLIGHTS

- ✓ Experience cutting-edge technological innovations first hand.
- ✓ Get up close with impressively constructed signature pavilions.
- ✓ Gain exposure to leading engineers from around the world.

LEARNING OBJECTIVES



Examine how engineers are developing new ways to build sustainably.



Experience how new technology is revolutionising the engineering and construction industries.



Understand how international engineering and construction projects come together with multiple stakeholders, contractors and sources of raw materials from around the world.



HOSPITALITY, TOURISM & MEGA-EVENTS

FROM THE SMALL DETAILS TO THE BIG

PICTURE: CREATING EXCEPTIONAL

VISITOR EXPERIENCES



Event planners must master the art of both staying on top of the details while also keeping track of the bigger picture. On this tour, which includes exclusive behind-the-scenes insights, discover what goes into creating an incredible visitor experience, learn how the infrastructure of the site was planned, and understand how Expo 2020's legacy will impact tourism for decades to come.

DELIVERING A SEAMLESS MEGA-EVENT FOR SIX CONSECUTIVE MONTHS IS NO SMALL FEAT.

An exceptional visitor experience requires coordination between thousands of people, managing lots of moving parts. Service and hospitality must be impeccable, the physical atmosphere must be immaculate, food and beverage must be delicious, entertainment must be fresh and engaging, and operations must be smooth and seamless.

3-DAY SCHEDULE

1

THE DAY-TO-DAY DETAILS

From shading structures to gate-opening procedures, discover the details that add up to a world-class visitor experience.



2

THE LONG-TERM PLAN

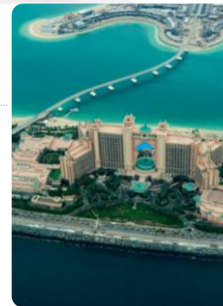
Discover how hospitality has been carefully integrated into Expo 2020's legacy plan.



3

GLOBAL TRENDS IN TOURISM

Take a journey around the world. Explore the trends that are shaping the future of hospitality, tourism and travel.



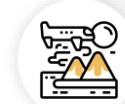
LEARNING HIGHLIGHTS

- ✓ Tour some of the signature spaces designed for world-class events and programming.
- ✓ Experience the digital trends that are transforming the hospitality and tourism sector.
- ✓ Gain first-hand exposure to how service comes together in a truly global mega-event.

LEARNING OBJECTIVES



Understand the coordination and planning that goes into delivering a seamless mega-event.



Compare and contrast how different regions of the world are approaching tourism and hospitality.



Consider how the legacy of a mega-event such as Expo 2020 can fuel the tourism industry for years to come.



INNOVATION & TECHNOLOGY

CREATING THE FUTURE

THROUGH INNOVATION

AND TECHNOLOGY



Be among the first to experience some of the technologies that will help us live more sustainable lives, change the future of transportation and revolutionise the way economies function. Learn about what it will take to remain competitive in the future and how these trends will affect your own career plans.

IN 1904, IT WAS THE X-RAY MACHINE IN 1939, IT WAS LIVE TELEVISION. WHAT WILL EXPO 2020 BRING?

Since 1851, World Expos have showcased inventions that profoundly alter how we experience the world. From the disruptive technologies being used to address climate change to innovations in mobility, this tour highlights the most cutting-edge solutions in the world today – technologies that will shape life for generations to come.

3-DAY SCHEDULE

1

ENERGY AND WATER

Sustainability: It's the topic of the century, and for good reason. Discover green approaches to meeting the world's growing energy and water demands.



2

LAND TO SEA TO SPACE

New ways of getting around are on the horizon. Learn about the latest innovations in transportation and mobility.



3

SMART FACTORIES TO SMART CITIES

What will urban life be like in the future? How will business get done? Explore innovations in economics and city planning.



LEARNING HIGHLIGHTS

- ✓ Witness cutting-edge technologies from energy, transportation and life sciences.
- ✓ Experience massive AI and VR demonstrations.
- ✓ Connect with the social innovators using technology to change the world.

LEARNING OBJECTIVES



Demonstrate understanding of how digital transformation is impacting modern life, city living and government processes.



Identify what skills it will take to remain competitive and "future-proof" as technology changes the way that work gets done.



Examine the innovative technologies being designed to harvest renewable energy sources, protect resources such as water, and combat climate change.



INTERNATIONAL MEDIA & RELATIONS

CRAFTING A NATION

BRAND THROUGH

STORYTELLING



This tour gives students a chance to reflect on the powerful stories being told at Expo 2020 and examine the media channels being used. You'll leave as a more informed global citizen, with a better understanding of the impact of platforms such as World Expos in the diplomatic, economic and political realms.

ONCE EVERY FIVE YEARS, THE COUNTRIES OF THE WORLD COME TOGETHER ON ONE INCREDIBLE STAGE.

Nations will be using their presence at Expo 2020 to establish new diplomatic ties, promote their cultures, boost their economies and further national agendas. But how do they do it?

3-DAY SCHEDULE

1

MONEY MAKES THE WORLD GO ROUND

World Expos are an exceptional venue for nations to strengthen business relationships. Discover how mega-events impact their economies.



2

WHEN NATIONS COME TOGETHER

Explore how nations come together at Expo 2020. Examine how international entities, representing different regions of the world, advocate for their interests.



3

SHARING OUR CULTURES

For six extraordinary months, 192 countries are coming together to share their cultures and celebrate what makes them unique. Experience it for yourself.



LEARNING HIGHLIGHTS

- ✓ Travel all the way around the world, visiting every continent, in just three days.
- ✓ Study Expo 2020 as a masterclass in international coordination and extract best practices in international marketing and media.
- ✓ Challenge stereotypes and gain cross-cultural understanding.

LEARNING OBJECTIVES



Identify and interpret the messages that countries are communicating through their presences at Expo 2020, focusing on their national identities, goals and values.



Identify the stakeholders behind each pavilion, and analyse how their motivations, national priorities and perspectives influence their presence and exhibitions.



Consider the reasons that countries participate in Expos, with an emphasis on increasing tourism, increasing foreign direct investment and gaining access to new markets.

SUSTAINABILITY

EXPONENTIAL
SUSTAINABILITY



On this tour, you'll learn how communities, cities, organisations and even countries are partnering with the planet to restore the Earth's natural balance. Together, humanity can work towards an exponentially impactful solution, and you can be at the heart of it.

HEROES AROUND THE WORLD ARE ADDRESSING CLIMATE CHANGE.

By using disciplines such as economics, architecture, urban planning and innovative technology, climate change is being addressed – but it can't be achieved alone. Collective action amplifies impact.

3-DAY SCHEDULE

1

MOTHER EARTH AS MUSE, PLANET AS PARTNER

Connect with key environmental and sustainability issues. Be inspired by what environmental leaders are already doing to bring change through innovation.



2

IT TAKES A VILLAGE

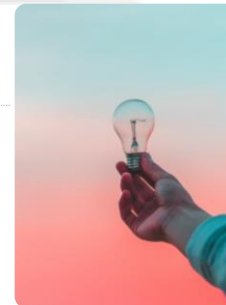
How can we organise our economies to better benefit people and the planet? See how innovative countries are working towards a brighter future.



3

WE ARE THE ONES YOU'VE BEEN WAITING FOR

From individual to collective action, we all have a role to play in securing a more sustainable future. Discover the big ideas already coming to life and commit yourself to a new goal.



LEARNING HIGHLIGHTS

- ✓ Experience the Sustainability Pavilion, built to meet LEED Platinum green building standards.
- ✓ Discover the opportunities and optimism that occur when the world comes together to collaborate on solutions towards a sustainable future.
- ✓ Discover the latest in cutting-edge sustainable technologies.
- ✓ Connect with leaders and entrepreneurs from around the world who share a passion for sustainability.

LEARNING OBJECTIVES



Compare and contrast how different nations are striving to be more sustainable.



Recognise how sustainable systems are influencing innovations in fields ranging from urban planning to economics to transportation.



Demonstrate an understanding of Expo 2020's legacy plans and how the site was built with sustainability in mind.



JOIN THE EXPO 2020 EDUCATION PROGRAMME

1 OCTOBER 2021 – 31 MARCH 2022

Indulge your curiosities through a once-in-a-lifetime learning and cultural experience. Discover how collaboratively, we can build solutions for a brighter future. A number of institutions have already confirmed participation in the Expo Education Programme — make sure yours is one of them.





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