



EXPO 2020 DUBAI  
**CALL FOR “BEST  
PRACTICES FOR A  
BETTER 2030”**



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

## EXPO 2020 DUBAI

### CALL FOR 'BEST PRACTICES FOR A BETTER 2030'

People at the centre, global communities as the ultimate beneficiaries



#### SMALL STEPS, BIG LEAPS: SOLUTIONS FOR SUSTAINABLE IMPACT

With the aim of localising the Sustainable Development Goals (SDGs), Expo 2020 Dubai's Global Best Practice Programme, 'Small Steps, Big Leaps', will spotlight simple but effective initiatives that can be adapted, replicated or scaled for enhanced global impact. The international call for projects will recognise 'Best Practices for a Better 2030' by creating visibility around projects related to Expo 2020's theme of 'Connecting Minds, Creating the Future'<sup>1</sup> and its key subtheme of Opportunity<sup>2</sup>.

## 1. CONTEXT: SITUATING EXPO 2020'S GLOBAL BEST PRACTICE PROGRAMME WITHIN THE 2030 AGENDA FOR SUSTAINABLE DEVELOPMENT

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: Solutions for Sustainable Impact'** will spotlight and support effective initiatives for localising the SDGs, which can be adapted, replicated and scaled for enhanced worldwide impact.

## 2. BEST PRACTICES FOR A BETTER 2030 (BP2030)

The international call for projects aims to recognise and enhance the visibility of impactful and integrated development practices at Expo 2020, a global destination that expects to attract 25 million visits as well as worldwide media attention. Best practices 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' and its subtheme of Opportunity.

### 2.1 DEFINING 'BEST PRACTICES'

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

## **2.2 TOPICAL AND THEMATIC PRIORITIES FOR BP2030**

Initiatives recognised under the Programme should relate to one of the five priority topics below, and touch on at least one of the cross-cutting themes and enablers for development.

### **Priority topics**

1. Resilient habitats
2. Livelihoods and enterprise development
3. Social development (health and/or education)
4. Water, food and energy security
5. Inclusive and sustainable service delivery

### **Cross-cutting themes**

1. Gender equality
2. Climate change and disaster risk
3. Good governance and strong institutions

### **Enablers for development**

1. Innovation and technology for good
2. Access to finance

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## **3. ELIGIBILITY AND SELECTION PROCEDURES**

### **3.1 ELIGIBLE PARTICIPANTS**

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 and entrepreneurs.

### **3.2 SUBMISSION OF PROPOSALS**

Proposals must be submitted using the online application form, which is available to download from [bpp.expo2020dubai.com](http://bpp.expo2020dubai.com). A multimedia submission is recommended as part of the application. The deadline for proposal submissions is 30 May, 2019.

### **3.3 ADMISSION CRITERIA**

The eligibility of applications will be determined based on the following criteria:

- Completeness of application – applications must be completed with all supporting materials
- Coherence and convergence – applications should respond to one of the five priority topics, and must link to at least one cross-cutting theme and enabler for development
- Integration – applications should reflect the integrated nature of development challenges and solutions, and touch on more than one [SDG](#)



### **3.4 SELECTION CRITERIA**

Applications will be assessed based on the following criteria:

- Sustainable impact – to what extent the application demonstrates a sustainable (project viability) and tangible impact (social, economic and/or environmental)
- Transference – to what extent the application has the potential to be adapted, replicated and/or scaled up
- Collaboration – to what extent the application highlights partnership and cooperation across and/or between actors (households, communities, organisations, etc.)
- Creativity – how the application proposes to use art, film, storytelling, music, dance, culinary arts or other media to communicate the initiative creatively and effectively in programmatic design to ensure it is relatable for millions of visitors. Whether there is scope to apply original methods and tools to disseminate the initiative's results through multiple platforms for different audiences

### **4. FINAL EVALUATION**

Submissions will be screened prior to evaluation to ensure balanced topical and regional representation, to gauge the candidate's ability to participate in Expo 2020 Dubai, and to rule out conflict of interest.

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

The final list of the selected BP2030 projects will be published online.

### **5. RECOGNITION AND OPPORTUNITIES FOR AWARDEES**

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)



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#### ANNEX 1: DESCRIPTION OF PRIORITY TOPICS, CROSS-CUTTING THEMES AND ENABLERS FOR DEVELOPMENT

##### Priority topic 1: Resilient habitats

Rapid urbanisation, climate and disaster risk, and socio-political instability all call for the adoption and implementation of resilience measures, with a particular emphasis on more sustainable housing and infrastructure (roads, water treatment and sewage plants, drainage systems, power stations, markets, school buildings and hospitals). With at least 60 per cent of the global population expected to live in urban areas by 2030, spatial boundaries will become more blurred than ever before, and rising rates of climate change and disaster incidents are projected. To ensure that development gains are safeguarded, poverty reduction is accelerated and no one is left behind, human settlements must breed healthy environments in which people can respond to socio-economic and natural shocks and stresses. A lack of integrated spatial planning, poor rural-to-urban transitions and tight budgets could curtail our capacity to respond to these risks.

Best practices related to this topic should therefore showcase effective approaches that strengthen the capacity of communities to adapt to new challenges (natural and manmade) and to better protect human, economic and natural assets across rural, peri-urban and urban areas, as well as in fluid and changing spatial contexts such as informal, nomadic, squatter, post-disaster, emergency and refugee settlements.

##### Priority topic 2: Livelihoods and enterprise development

This topic refers to creating, enabling and advancing livelihoods and enterprise development to provide dignified incomes, giving everyone the opportunity to pursue happiness, peace and prosperity. Insecure livelihoods, which affect poor and rich communities alike, take many forms, ranging from unemployment and informal employment to the working poor. It is estimated that about 600 million jobs are needed by 2030 to absorb the growing global workforce. Many of these jobs will come from nature-based economic activities, informal sectors and smallholder productivity, while others will result from individuals creating solutions that meet their own needs through entrepreneurship and enterprise development.

Best practices related to this topic should showcase effective solutions and approaches to developing value chains. They should also have the potential to support the establishment of new enterprises that offer and promote alternative employment and income opportunities, women in the workplace, enhanced competitiveness of products and services, and improved market access.

##### Priority topic 3: Social development (health and/or education)

Health and education are fundamental to human development and growth. The human-centric approach of the SDGs calls for investment in health and education – which still lags behind in many parts of the world – to yield high economic and social returns, as well as to secure sustainable growth. Inadequate access to appropriate quality healthcare is a fundamental source of many compounding social problems in developing and developed countries alike, leading to millions of preventable deaths. Similarly, limited access to quality education that equips people with 21st century skills and helps them succeed in careers and life, impedes individuals and the global economy, perpetuating the cycle of poverty and a lack of opportunity.

Best practices related to this topic should respond to these challenges, showcasing approaches and innovations that enable access to reliable, affordable and appropriate healthcare (e.g. health systems, delivery of treatment, preventative medicine, nutrition, child health, maternal and new-born care, water, sanitation and hygiene, etc.) and/or education (e.g. primary, secondary and tertiary education, technical and vocational training, skills development, etc.), leading to improved health and education outcomes in disadvantaged populations.



#### Priority Topic 4: Water, food and energy security

Water, food and energy security are central to sustainable development, particularly as an increasing global population, rapid urbanisation, changing dietary patterns and economic growth continue to drive demand. Water, food and energy are inextricably linked. Integrated solutions are required to ensure that countries are growing nutritional food for diverse diets; that efficiency measures are introduced along the agricultural value chain to save water and energy; that the energy mix of countries focuses on renewables and takes into account water resources, the environment and climate change; that water management is at the core of resource decisions; and to enable more food to be grown with less water.

Best practices related to this topic should showcase effective solutions and approaches to smart consumption patterns, resource management, alternative sources, optimal use of limited food and depleting water, and generating the energy required to meet increasing demand driven by 8 billion-plus global inhabitants by 2030.

#### Priority topic 5: Inclusive and sustainable service delivery

Quality access to basic services, including clean water, sanitation, waste management and electricity, is essential to improving living conditions for millions of people. Access to such amenities will also help individuals realise their full potential by participating in the economy, ensuring that no one is left behind. Service provision remains fragmented, ad-hoc and unequal in many parts of the world. The private sector and members of the community are increasingly being called upon to share with government entities the responsibility of ensuring service provision for the poorest in society. Collaboration is enabling communities to innovatively and effectively deliver services that ensure SDGs are met.

Best practices related to this topic should showcase effective solutions and approaches to inclusive service delivery that will endure in rural, peri-urban and urban areas, as well as in fluid and changing spatial contexts such as informal, nomadic, squatter, post-disaster, emergency and refugee settlements.

#### Cross-cutting theme 1: Gender equality

Projects that demonstrate best practices for this theme should contribute to the achievement of parity and help bring gender equality into the mainstream.

#### Cross-cutting theme 2: Climate change and disaster risk

Projects that demonstrate best practices for this theme should address and/or help communities to adapt to climate change and disaster risk, enabling them to become more resilient in the face of related challenges.

#### Cross-cutting theme 3: Good governance and strong institutions

Projects that demonstrate best practices for this theme should contribute to the enhancement of governments and institutions and/or show how the improvement of such entities underlie their interventions.

#### Enabler for development 1: Innovation and technology for good

Projects that demonstrate best practices for this enabler should apply and promote new ways of doing things, harness technology to enable their interventions and/or show how technology can facilitate their goals.

#### Enabler for development 2: Access to finance

Projects that demonstrate best practices for this enabler should show how improved access to finance can facilitate their interventions, catalyse positive ripple effects (e.g., economic development, financial autonomy, etc.), and/or help to increase access to finance for their beneficiaries.

