

Theme Statement Template for Self-Build Pavilions

Introduction

The Theme Statement Template should be read in conjunction with the Guides, which are available on the Participants Portal.

Once a participant has confirmed its presence at EXPO 2020 DUBAI, and has established a Responsible National Authority and appointed a Commissioner General, the participant is requested to submit a Draft Theme Statement, which is reviewed by the organisers from multiple perspectives, to ensure alignment to:

- the overarching theme of **Connecting Minds, Creating the Future**;
- our sub-themes of **Mobility, Sustainability and Opportunity** as well as;
- the core values that lie at the heart of the Expo Movement and at EXPO 2020 DUBAI.

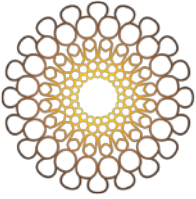
Those include:

- Innovation: How is the participant developing new solutions and practices that positively affect the lives of people and communities?
- Inclusion: How is the participant extending the benefits of innovation and progress to the greatest possible number of people and communities?
- Understanding: How is the participant creating awareness of the challenges and promoting behavioural change?

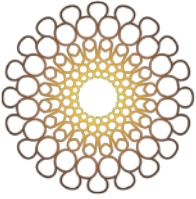
Section A: Information

Name of Official Participant:	NORWAY
Participant Details:	Kingdom of Norway – EXPO 2020 DUBAI - Innovation Norway
• Commissioner General's Name:	Commissioner General: Ole Johan Sandvaer
• Phone Number:	• +47 915 85 012
• Email address:	• olsan@innovationnorway.no
Responsible National Authority (or Authorities):	Innovation Norway on behalf of the Norwegian Government
Date of Participant Confirmation:	9/24/2018
Date of Draft Theme Statement Submission:	10/16/2018
Selected National/Sub-Theme:	Ocean Sustainable opportunities

Section B: Pavilion Vision



<p>Pavilion Exhibition Title:</p> <p><i>(only if applicable at this stage of development)</i></p>	<p>Pioneering Ocean Sustainability</p>
<p>Key Pavilion Objectives:</p> <p>These could include for example:</p> <ul style="list-style-type: none"> ● <i>Branding the participant.</i> ● <i>Attracting tourism.</i> ● <i>Showcasing a specific sector.</i> ● <i>Contributing towards achieving a Country Vision</i> 	<p>The Norwegian pavilion at EXPO 2020 DUBAI is promoting Norway’s position as a world-leading and pioneering ocean nation and provider of sustainable solutions.</p> <p>According to the OECD report “The Ocean Economy in 2030”, economic activity in the ocean is growing rapidly. It is estimated that the ocean economy will provide 40 million jobs and double its contribution to global value creation by 2030. However, we must also take action to ensure that the ocean remains healthy and productive which requires stronger protection of marine resources. In other words, the ocean industries currently face both huge opportunities and challenges.</p> <p>As stated in the Norwegian Government’s Ocean Strategy, Norway takes a lead in this development. This official strategy—titled <i>New Growth, Proud History</i>—informs the objectives and ambitions of our presence at EXPO 2020 DUBAI.</p> <p>The overall vision is to capture the essence of ocean sustainability, explore opportunities and showcase solutions for the future.</p> <p>Our primary objective at EXPO 2020 DUBAI is to strengthen Norway’s position as a world-leading ocean nation. Controlling world’s second longest coastline and huge sea areas, 70 percent of Norway’s export income comes from ocean industries.</p> <p>The secondary objective of Norway’s participation in EXPO 2020 DUBAI is to strengthen Norway’s position as a business partner with the GCC region and</p>



	<p>internationally by facilitating relevant meeting arenas.</p> <p>Norway is perceived as a global leader in ocean industries, based on world-class technology, knowledge and clusters built on oil and gas, aquaculture, fisheries, shipping, maritime and other ocean-related industries.</p> <p>At EXPO 2020 DUBAI we aim to connect minds as well as businesses—further developing cooperation and trade relations in the region and globally.</p> <p>A tertiary objective is to strengthen the reputation and perception of Norway, making Norway a preferred destination for both leisure and business.</p>
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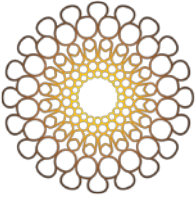
Visitor Priorities:

The EXPO 2020 DUBAI expects to host 25 million visits on site during the six-month period, 70 percent of which are international and 30 percent of which are local. Those visitors will include, but not be exclusive to, the general public, youth, businesses and governments. Beyond those visitors, the EXPO 2020 DUBAI will be a unique platform to showcase and narrate your participation at the Expo to a wider number of virtual visitors. Details of which visitor groups are your priority and how to plan to engage social media outreach would be detailed here.

The Norwegian pavilion at EXPO 2020 DUBAI aims to attract companies, potential business partners, authorities, academia, research institutions and private visitors to see, feel, play, sense and dream the vast range of opportunities within our oceans.

Norway has pioneered many of the world's most advanced ocean-related technologies. We have the world's second longest coastline and control huge sea areas. Hundreds of thousands of Norwegians work in the ocean industries. The ocean industries represent 70 percent of our total gross export income.

Besides developing technology and knowhow, we have learned valuable lessons from regulating ocean industries, as well as having long-standing traditions for cooperation between the public and private sectors, academia and research institutes.



Visitors are invited on a journey of Sustainable Ocean Solutions, learning what is done today and what we plan to do, or dream of doing in the future.

The concept is based on finding solutions to several of the SDGs, for example;

- “to conserve and sustainably use the oceans, seas and marine resources for sustainable development” (SDG no. 14).
- “to strengthen the means of implementation and revitalize the global partnership for sustainable development” (SDG no. 17).

Norway will host thematic weeks and days, where different topics within the larger theme of Ocean Sustainability will be addressed.

In short, we aim to show our visitors an educative experience in how to exploit ocean sustainability, with state-of-the-art technologies on one hand and the need of protective and regulatory governance on the other.

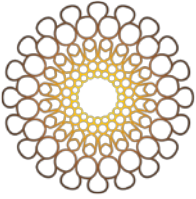
Section C: Exhibition Content and Programming

Exhibition Content Curation:

Key questions to consider in this section include:

• What makes your country or organisation distinctive?
• How does your selected sub-theme run across all your exhibition content?
• How do the sub-themes connect with each other across all your exhibition content?
• How do visitors across all demographics interact with the exhibition content?
• How will content be activated and programmed during the course of the 6 months?
• What type of events will you plan to host within your pavilion such as seminars, business forums, cultural performances, theatrical pieces, innovation showcases etc.
• Will there be a particular National Day programme?
• How will you design the content and programming in order for it to have legacy value once you return the exhibition home?

From prehistory, through the Viking era, to the modern time of global deep-sea shipping, Norway has a long and proud history at the forefront of seafaring. Fishing boats help satisfy the nation’s need for food, while shipping vessels bring electric vehicles to satisfy demand for cleaner transport. From the earliest of times we settled along the coast, and to this day we have a vigorous population along our coastline.



Norway is perceived pioneers when it comes to fisheries and aquaculture, subsea oil and gas industries, carbon capture and storage (CCS), electrification and automation of marine vessels, floating offshore wind power, applied ocean research, and other new developments in the ocean industries.

The exhibition will present the interaction between private enterprises, the government, academia and research institutions in Norway. In addition, we will showcase Norway as a travel destination “north of the ordinary”.

During the close to six months of operation, we plan to host cultural events in addition to the Norway Day arrangement on November 17th, 2020 (our actual national day is May 17th).

The Norwegian pavilion’s design—both exterior and interior-wise —will be coherent with our theme of Pioneering Ocean Sustainability.

Sub-themes will be:

- Sustainable solutions for our oceans
- Opportunities within the ocean industries
- Mobility in the maritime sector

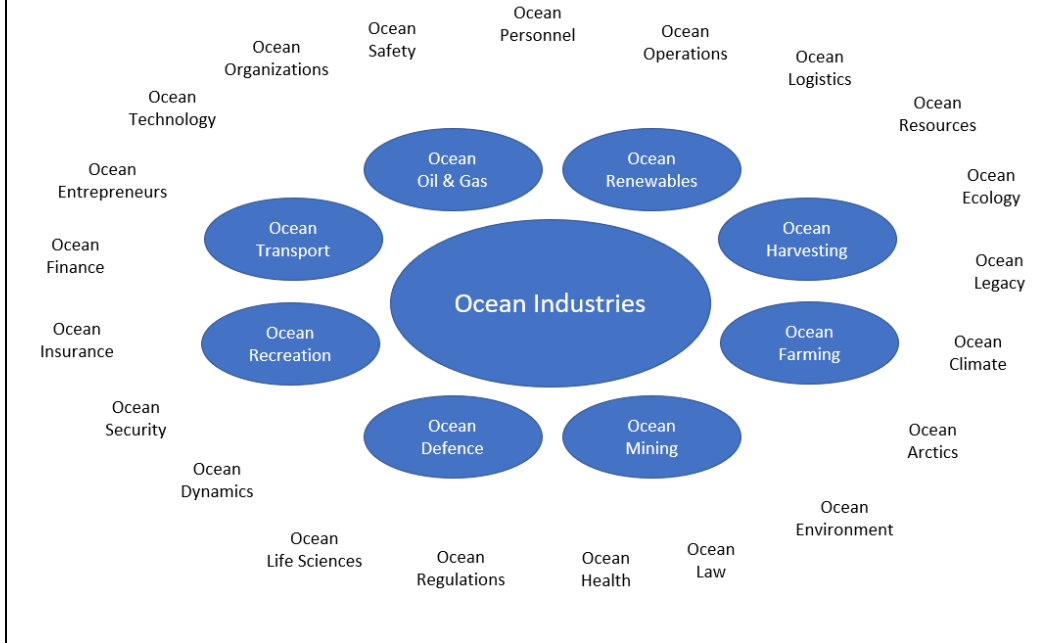
Possible topics under sub-themes:

- How do we feed a growing world?
- Supply of renewable energy
- Electrification of offshore installations and maritime vessels
- Autonomous logistics and navigation
- Carbon capture and storage (CCS)
- Developing the oil & gas sector in a sustainable direction
- Combined forces for the future: businesses, authorities, research and academia
- Opportunity and vulnerability in the arctic/polar regions
- Sustainable fisheries
- Sustainable marine transportation
- Plastic and waste in the oceans
- Use of subsea and offshore technology in new areas
- Ocean law and regulatory frameworks
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Our presence at EXPO 2020 DUBAI, with the theme “Pioneering Ocean Sustainability”, is based on the Norwegian Government’s Ocean Strategy. Norway



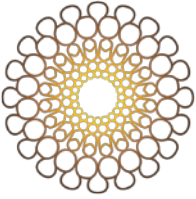
will proceed its work within the theme towards the EXPO 2020 DUBAI and will continue its work after the EXPO. The pavilion exhibition will cover areas divided into various ocean categories that will be displayed through a journey, starting at the ocean floor and leading the visitors through the ocean and above the surface.



Section D: Interior Design

Design Vocabulary:

• What words reflect the participants design aspiration?
• What adjectives do you use to describe the participant?
• What colours, textures, sounds, temperatures, moods, scents reflect your vision?
• How does the exhibit design reflect national or organisational priorities, innovative practices, and sociocultural dynamics?
• Are there particular materials that are unique to the area that you wish to highlight?
• What are the patterns, designs, colours or textures that are typically associated? Can any of those demonstrate sustainability?
• What images would the participant like to display on the façade, that allows for the story to commence from the exterior and travel to the interior of the pavilion?



The Norwegian pavilion will surprise, captivate and create interest from the moment you see it. The design will reflect our theme and Norway’s affiliation to the Ocean.

The interior will try to reflect all industries, technologies and know-how related to the ocean. The exhibitions will showcase innovative ideas and sustainable solutions based on cutting-edge technologies and a knowledge-driven society.

The design will give the visitors a “Jules Verne” experience, starting with the shape of the pavilion itself—entering the ship of Ocean Sustainability. The visitor’s starting point will be at the ocean floor. Colors, shapes, sounds and smells will give visitors a realistic experience of the ocean, inspiring them to keep exploring. As they walk up the ramps towards the ocean surface, the abyss will be visual.

Retail Items:

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| • Are these items in line with the participant’s storyline? |
| • Are these products of appropriate quality? |
| • Have they been produced by local artisans? |
| • Do they have societal or educational value? |

There will be printed material available relevant to our theme and some souvenirs for sale, in addition to design articles and accessories. This includes Norwegian handicrafts.

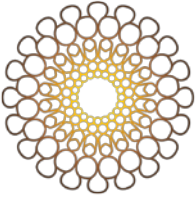
Norway has decided not to feature a restaurant and will not sell nor give away food or taste samples.

Section E: Visitor Journey

Visitor Journey:

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| • What are the key outcomes you wish your visitors to leave the experience with? |
| • Are there multiple journeys that visitors can take through the pavilion (physical or virtual)? |
| • Are there actual take-aways that the visitor can enjoy, that reinforces the messages you wish to communicate and leave behind? |

The journey will start the moment you spot the Norwegian pavilion. Our theme will be immediately recognizable and evident through the design of the pavilion itself. We will invite our visitors by Bluetooth technology—using beacons and push notifications—and everyone will have their own smartphone guide.



There will be a natural flow through our pavilion where the experiences will appeal to different senses. Starting with subsea, at the sea floor, visitors will be led by ramps to the surface, displaying challenges and opportunities within ocean industries. The result is a playful, educative, interactive and surprising journey that takes them over and under the ocean surface.

Our aim for the visitors' journey is that visitors will:

- get an understanding of Ocean Sustainability
- see the vast range of high-tech ocean industries
- understand the connection between technology and knowhow
- understand the vulnerability of our oceans and polar regions in particular
- see the connection between utilization and sustainability
- see how incentives, regulatory frameworks and research is used to stimulate a sustainable "green shift" in ocean industries

Section F: Intended Outcomes

Once the six months are over and the doors have closed, and thousands of visitors have entered your pavilion, what are the key outcomes you wish them to take away? Those are natural outputs of your content and programming and design, and are related to the impact of the pavilion on the visitor.

Norway's participation at EXPO 2020 DUBAI shall strengthen Norway's position as a world-leading ocean nation, pioneering sustainable solutions for our oceans.

At EXPO 2020 DUBAI we will present the *Norway Brand* and *The Explorer*, an online portal helping Norwegian companies showcase sustainable solutions and connect to market opportunities.

Norway is already the world leader in the electrification of maritime transport. We have maintained long maritime traditions in Norway, which means we have a maritime industry along the entire value-chain.

The *Norway Brand* platform is based on three basic values: pioneering, sustainability and technology. This ambitious platform is meant to build a stronger brand for Norway's export industries.

There has never been a stronger global focus on challenges and opportunities linked to the ocean. Norway wants to take a position where our technology providers, our industries and our know-how will address ocean challenges in a global perspective.



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دبي، الإمارات العربية المتحدة
DUBAI, UNITED ARAB EMIRATES

This will be our credo—our promise to the future and our theme:
Pioneering Ocean Sustainability