



## **SPECIAL REGULATION No. 1**

### **CONCERNING THE DEFINITION OF THE THEME OF THE EXHIBITION AND THE GUIDELINES FOR THEME DEVELOPMENT BY THE ORGANISER AND THE PARTICIPANTS**

#### **Article 1. Purpose**

The purpose of this Special Regulation is, in accordance with Articles 1 and 43 of the General Regulations, of the International Horticultural Exhibition Expo 2023 Doha, Qatar (hereinafter referred to as “Expo 2023 Doha”, or “Exhibition”), and with the resolutions concerning the importance of the theme of International Exhibitions adopted by the 115th General Assembly of the Bureau International des Expositions (hereinafter referred to as “the BIE”) on June 8th, 1994 and by the 118th General Assembly on December 13th, 1995, is to specify the theme development of the Exhibition by Expo 2023 Doha Organizer (hereinafter referred to as “the Organizer”) and the Participants.

#### **Article 2. Compliance with Laws and Regulations**

**2.1.** All Participants shall comply with the Paris Convention relating to International Exhibitions signed on November 22<sup>nd</sup>, 1928 as amended and supplemented, the General Regulations and the Special Regulations of Expo 2023 Doha, the relevant laws and regulations in Qatar and the additional instructions and directives issued by the Organizer, pursuant to the General Regulations and Special Regulations of the Exhibition (hereinafter jointly referred to as “Laws and Regulations”).

**2.2.** The additional instructions and directives are issued by the Organizer to provide more information on related subjects and further specify the rights and obligations of the Participants and the Organizer.

#### **Article 3. General Principles**

**3.1.** The Organizer and Participants shall comply with the rules related to the theme and subthemes of the Exhibition as laid out in the Expo 2023 Doha General Regulations and Special Regulations.

**3.2.** The Organizer shall provide support on theme development to Participants until the approval of their Theme Statement.

**3.2.1.** The Organizer will provide guidelines for Participants to present the theme under different aspects in the Participants Guide.

**3.2.2.** The Organizer shall provide an advisory service to Participants related to theme development in their exhibition areas.

**3.3.** Participants shall inform the Organizer on the content of their theme and submit the “Theme Statement” which is laid down in Annex 3 of the Participation Contract to the Organizer.



**3.4.** Pursuant to Special Regulation No. 2 concerning the Conditions of Participation in the Exhibition, Participants shall apply to the Organizer to have a space allocated to them by completing the Participation Form, which includes a Theme Statement.

**3.4.1.** The Organizer shall forward a copy of the Participation Form of each Official Participant to the BIE after their submission.

**3.4.2.** In accordance with Article 3.2 of this regulation, the Organizer shall provide Participants with consultancy services, if their theme does not comply with the Theme Guide.

**3.4.3.** Any disagreement between the Organizer and the Participant on the Theme Statement will be referred to the Commissioner General of the Exhibition for arbitration who may in turn seek the advice of the BIE. If an agreement is not reached, the provisions established in Article 12 of the General Regulations of Expo 2023 Doha will apply to settle the dispute. The space allocated to a Participant will not be considered definitive until agreement has been reached with the Organizer on the Theme Statement.

**3.5.** Participants shall make information regarding the content of their exhibitions available for the Organizer in printed and electronic formats until 120 days before the opening of the exhibition, which may be published in the Exhibition Catalogue.

**3.6.** As an integral part of the Preliminary Approval pursuant to Special Regulation No. 4 concerning “Construction, Installation, Workplace Safety, Fire Prevention and Environmental Protection”, Participants must submit their “Exhibition Project” to the Organizer, which must include a detailed plan of their exhibition complying with the approved Theme Statement. The Organizer will confirm if the “Exhibition Project” is in line with the Theme Statement and Articles 4 and 5 of this Regulation.

**3.7.** If the Participant’s Exhibition Project is not consistent with the Theme Statement,

**3.7.1** The Organizer shall provide the Participant with a written explanation of the divergences and suggestions on how to modify the Exhibition Project to make it compatible with the Theme Statement.

**3.7.2.** The Organizer shall offer consultancy services to the Participants in accordance with the provisions of Article 3.2 of this Regulation.

**3.7.3.** Participants shall modify the contents of their projects according to the recommendations of the Organizer.

**3.7.4.** If the disagreement between the Organizer and the Participant persists, the matter will be settled in line with Article 12 of the General Regulations of the Exhibition.

**3.8.** Participants will be invited by the Organizer to conferences, seminars and symposia organized within the scope of the theme and will apply the theme of the Exhibition in similar events of their own.

**3.9.** Pursuant to Article 35.2 of the General Regulations of the Exhibition, Participants shall submit the final program of their special events to the Organizer in writing 90 days before the opening of Expo 2023 Doha. Date, location, theme and other important information related to special events must be listed to ensure that events run smoothly.



## **Article 4. The Theme**

The theme of EXPO 2023 Doha, Qatar is “Green Desert, Better Environment”.

The goal of Expo 2023 Doha is to encourage, inspire and inform participants and visitors about innovative solutions for reducing desertification and establishing a sustainable environment.

Mankind has changed the balance of planet earth by living beyond its means. Global warming is one of today's most acute problems, affecting every human being irrespective of age, gender, wealth or nationality. Since the age of industrialization, the natural balance has changed drastically until now it is beyond affordable limits.

Desertification is the process of land degradation in arid, semi-arid and sub-humid areas due to various factors including climatic variations and human activities. Desertification occurs when land originally of another type of biome turns into a desert biome due to factors such as overgrazing, urbanization, climate change, over-drafting of groundwater, deforestation, natural disasters and tillage practices. This transformation of biome results in persistent degradation of dryland and fragile ecosystems and loss of biodiversity.

One third of the world's land surface is threatened by desertification. Across the world it affects the livelihoods of millions of people who depend on the benefits of ecosystems that drylands provide. The amount of land threatened by desertification increases by 12 million hectares each year, making it a global problem. As the land becomes more arid, it can no longer support the number of people it did in the past. As a result, massive numbers of rural people migrate to urban areas, causing not only an environmental problem but also an economic challenge.

Greening the deserts is an important and increasingly urgent topic, because it can be an answer to global water, energy, and food scarcity problems. Expo 2023 Doha will focus on the techniques that enable the sustainable cultivation of trees and crops in arid lands, as they play an important role in reversing desertification problems evident around the world.

Expo 2023 Doha considers greening of deserts as a sustainable project for irrigation and forestation of dry areas or regions near water sources like lakes, rivers, seas or oceans.

The Exhibition will focus on the benefits of clean technologies like irrigation with natural water sources and renewable energy supplies. The Green Desert ideal cannot be attained without involving people, gaining social support and realizing cultural change.

Expo 2023 Doha will promote the Green Desert ideal and measures to prevent and cope with desertification to participants and visitors, while encouraging them to bring their own perspectives on the theme.

## **Article 5. Theme Development**

To achieve a green desert, people need to come together to exchange information, use technology and be innovative to transform agriculture and lifestyle. If we can turn the desert into a greener place, we can help fight desertification.



Without a change in the mindset of the people and their perspectives on the future, the sustainability of any endeavour would not be possible. Thus, the theme of Expo 2023 Doha entails modern agriculture based on technology and innovation and supported by enhanced environmental awareness in order to attain sustainability.

The subthemes of Expo 2023 Doha are as follows:

- Modern Agriculture; providing innovation, research and scientific advancements to produce safe, sustainable and affordable food for the increasing population of the world.
- Technology & Innovation; a vehicle for future green solutions, while playing an important role in changing direction in the use of fossil fuels, creating solutions for urban industrial pollution and advancing alternatives for chemical-intensive agriculture.
- Environmental Awareness; a tool for encouraging the protection of natural resources, raising a sense of connection to the natural world and promoting sustainable development.
- Sustainability; is humans' common objective for balancing different needs along with awareness about economy, technology, environment and social sciences.

**5.1.** Modern agriculture is the combination of traditional methods with modern technology to maintain efficient and sustainable production to meet the world's basic food needs while reducing the amount of natural resources consumed during the production process.

It embraces scientific data, innovation and farmers' experience to achieve efficiency and environmental conservation. The vital importance of food to physical, economic and cultural development, together with the importance of efficient, sustainable production makes modern techniques crucial.

Participants can focus on the following topics related to modern agriculture sub-theme in their exhibits;

#### **Farmers' Role**

The main difference between traditional and modern agriculture is the way farmers see themselves and their roles. It is vital to make them recognize the key part they have to play in fighting desertification.

#### **Expanding Knowledge and Technology**

Institutional bridges between the centres of technological innovation and the actual workforce on the land is crucial to sustain efficient use of resources in the practice of agriculture.

#### **Coordination Solutions**

Exchange of information among the main stakeholders of modern agriculture (universities, governments, private sector, research institutions, farmers' cooperatives) requires new methods of coordination and cooperation. Developing and sharing information on the techniques that integrate innovation into traditional wisdom will contribute to the prevention of further desertification.

#### **Permaculture**

Permaculture is a design system which assembles conceptual, material and strategic components in a pattern which benefits life in all its forms. It integrates land, resources, people and the environment through mutually beneficial synergies – imitating the no-waste, closed loop systems



seen in diverse natural systems. Permaculture applies holistic solutions that are applicable in rural and urban contexts at all levels. Thus, by sharing examples of permaculture designs at EXPO 2023 Doha will inspire many new practices.

**5.2.** Technology and innovation in agriculture is comprised of various new techniques developed to sidestep constraints on farming productivity and environmental sustainability. They include digital innovations in hardware and software, vertical farming combined with hydroponics and aquaponics, and the adoption of alternative energy sources to decrease the agricultural footprint.

Expo 2023 Doha welcomes a change in the perceived association of farming as an exclusively rural pursuit. Urban farming, enhanced by technology and innovation, can confer a number of benefits, notably the reduction of our carbon footprint. The past decade has witnessed the transformation of urban farming into a stylish world-wide trend. Moreover, with the help of urban farming, 100 times more food could be produced compared with regular farming.

Participants can focus on the following topics related to technology and innovation sub-theme in their exhibits;

#### **Hands-on Experience**

Practical and interactive workshops, farm walks, and on-farm demonstrations designed to help farmers put new technologies into practice.

#### **Rainwater Harvesting**

Harvested rainwater can be used for livestock and for irrigation. Rainwater collected from roofs can supplement the subsoil water level and increase urban greenery.

#### **Alternative Energy Solutions**

It would be inconsistent to depend on fossil fuels in an endeavour to reverse desertification. The adoption of new systems, such as alternative energy sources and irrigation, is of the highest priority.

#### **Urban Greenery and Urban Farming**

While urban greenery helps control air pollution, urban farming dramatically reduces the carbon footprint, not only by curbing the need for the transportation of food but also the efficient use of space, energy and water.

**5.3.** Environmental awareness teaches our stakeholders, especially the general public, that the physical environment is fragile and indispensable, and it is in our capacity to fix the problems that threaten it by starting with the most immediate issues.

Sustainability requires a persistent change in the attitudes and behaviour of people. A persistent change is only possible by changing our priorities. People must be willing to change their lifestyles and to do this they must believe in the Green Desert ideal.

Through this subtheme, Expo 2023 Doha will contribute to increase environmental awareness and show initiatives and good practices which can serve as examples. An increase in environmental awareness will help to foster public support, hence it is an integral aspect of the Green Desert Better Environment theme.



Expo 2023 Doha will focus on the following points to raise environmental awareness,

- reconnect the public's ties with nature,
- remind people that they are an inseparable part of the natural world.

Participants can focus on the following topics related to environmental awareness sub-theme in their exhibits;

### **Affiliation Instead of Education**

Education is not sufficient in itself to convince people to change their habits. Affiliation is a strength that will allow us to join with others to create something more adaptive and more creative. Thus, Expo 2023 Doha proposes to replace education with affiliation through the process of the proposed exhibition.

### **FoodPrint**

By FoodPrint, we understand that the immediate problem facing us on a daily basis is the secure access to healthy food. The acuteness of this issue will sharply focus the public's attention. The Exhibition aims to emphasize the reduction of food waste, the encouragement of healthy eating, support for sustainable agriculture, and a "start your own garden" programme.

### **Permagardening**

Community gardens afford an opportunity for the public to re-establish their connection with nature, whilst contributing to erosion control, recycling and sustainability. Moreover, permagardening can be applied in urban as well as rural areas.

**5.4.** Sustainability aims to maintain biodiversity and ecological balance, whilst acknowledging the need for civilisation to sustain its modern way of life.

This can only be achieved by balancing different needs at both local and global levels. It refers to our capacity to endure, as well as our commitment to bequeath a green future to our children. Thus, although sustainability involves passion for the future, it is a real concern for today. It is our responsibility to transform our lifestyles, business practices and governmental policies in ways that respect future generations by recognising and addressing global environmental problems.

This should lead us to work ceaselessly to create new technologies and innovative solutions to maintain public support for the holistic changes those new technologies will bring. We all need to agree on a redefinition of what is "modern" whilst reinventing traditional practices.

Participants can focus on the following three pillars of sustainability re-defined under the theme of Expo 2023 Doha in their exhibits;

Economic – Invest in innovative agricultural technologies.

Social – Establish the connection of people with nature, to raise awareness.

Environmental – Transformation of dry and arid land into agricultural areas and forests.