**For Immediate Release**

**14 March 2021**

**Press Release**

**Expo 2020’s Sustainability Pavilion inspires tens of thousands of visitors to take steps towards a cleaner, safer, healthier planet**

* **Survey shows 96 per cent of visitors to Terra are inspired to change their behaviour**
* **Visitors welcomed by Expo’s diverse workforce and volunteers of 50+ nationalities**
* **Less than one month remains to experience a preview of the Sustainability Pavilion**

**DUBAI, 14 March 2021 – Terra – the Sustainability Pavilion is already inspiring action towards a cleaner, safer, healthier world, with 96 per cent of people who have visited the Expo 2020 Pavilions Premiere so far saying the experience has motivated them to change their behaviour.**

**Since launching at the end of January, the Pavilions Premiere has offered more than 50,000 visitors an exciting glimpse at the Sustainability Pavilion’s world-class architecture, its inspiring exhibits and the stunning surrounding areas ahead of Expo’s official opening on 1 October.**

**The experience includes an interactive walk through the roots of a forest and a journey of discovery into the depths of the ocean, and urges visitors to consider how their actions and consumerism impact the planet. Following their visit, 96 per cent of those surveyed said they were inspired to change their behaviour, from saving water to making a conscious effort to use less plastic.**

**Mohamed AlAnsaari, Vice President, Communications, Expo 2020 said: “We have been truly humbled by the public’s response to the Expo Pavilions Premiere and Terra – the Sustainability Pavilion. From the outset, our ambition for Expo 2020 has been to offer an exceptional – and meaningful – visitor experience, and the feedback that we have received from people of all ages and nationalities has clearly demonstrated that we are on track to do just that.”**

**“We are continuing to see high levels of demand for the Terra sneak preview and with just under one month to go until the Expo Pavilions Premiere closes as planned on 10 April, we have made the decision to keep the surprise of the incredible Alif – the Mobility Pavilion and the inspiring Mission Possible – the Opportunity Pavilion for the opening of the Expo itself, which is now just over six months away.”**

**Rolando Martins, Chief Operations Officer, Expo 2020 said: “Delivering a safe and seamless experience for every kind of visitor has always been our highest priority and the global health challenges of the last year have put this into even sharper focus.”**

**“From our online ticketing platform, to signage and wayfinding, parking and security, the Pavilions Premiere has enabled us to put our processes into practice. More than 650 Expo staff have worked over 320 operational hours to date, including 150 volunteers of more than 50 nationalities, ensuring that every member of our workforce is equipped with the skills and knowledge required to deliver an event of this scale and significance.”**

**From social distancing and capacity control to on-site rapid testing for staff and vendors, the Pavilions Premiere has included a number of best practices to safeguard the health and well-being of everyone involved. Expo will continue to work closely with the world’s leading medical authorities and monitor the latest science and data to deliver a safe and exciting visitor experience at Expo 2020 Dubai.**

**The Pavilions Premiere will remain open until 10 April, with visitors able to explore the Sustainability Pavilion and surrounding areas, enjoy entertainment and children’s activities and discover a range of F&B and retail outlets. Tickets, which must be pre-booked through the Expo website, cost AED 25 and are complimentary for visitors aged five and under, senior citizens and people of determination.**

**As well as private vehicle and taxi, Expo 2020 can be reached by the Expo Rider – a dedicated, free of charge, public bus service departing from Dubai Mall bus station every 30 minutes.**

**- ENDS-**

**About Expo 2020 Dubai**

**From 1 October 2021 to 31 March 2022, Expo 2020 Dubai will bring the world together in a spirit of hope and optimism and with a shared purpose towards solving some of our greatest challenges.**

* **It will showcase the greatest innovations, breakthroughs and ideas from around the planet, enabling action towards a better world under its theme of ‘*Connecting Minds, Creating the Future’***
* **Expo 2020 will be an endless journey of discovery as more than 200 participants – including nations, multilateral organisations, businesses, and educational institutions, as well as millions of visitors – harness their collective power to change the world for the better**
* **Expo 2020’s sub-themes of *Opportunity*, *Mobility* and *Sustainability* will inspire visitors to make a conscious effort to think and live differently**
* **An entertaining global celebration with something for everyone, Expo 2020 will wow visitors with daily events, showcasing the best of technology, creativity and culture, while F&B outlets will feature cuisine from around the world**
* **The first World Expo to take place in the Middle East, Africa and South Asia (MEASA), located on a 4.38 sqkm site adjacent to Al Maktoum International Airport in Dubai South**
* **Built with a long-term legacy in mind, the Expo site is an example of innovation in action and will transform into District 2020, a blueprint for human-centric, smart and sustainable cities of the future, after Expo 2020 closes its doors**

**How to cover Expo 2020 Dubai in person at event time or report on the event remotely**

**To attend Expo 2020 or cover Expo 2020 remotely using content and assets generated by Expo, you *must* be accredited.**

To kick off your journey with Expo 2020, please ensure that you:

**1. Register to access our Media Information System, Tawassul at** [**https://media.expo2020dubai.com**](https://media.expo2020dubai.com)**.**

Tawassul is regularly updated, providing the latest content assets, including press releases, photographs, audio and video, the electronic media kit, and information on broadcast and photography operations. It also provides you with important information and updates on facilities and services such as media accreditation, visa information for international accredited media, and permits. Access to other media-related systems (Media Asset Management System and Media Bookings System), which will be launched in Q2 2021, will only be permitted to accredited media (see below). Information about these systems can be found on Tawassul.

**2. Once registered, submit an Expo 2020 Media Accreditation expression of interest.**

Within this expression of interest, please appoint an Accreditation Liaison Officer (ALO) from within your organisation who will act as the single point of contact with Expo 2020 for media accreditation. Following this, approved media organisations will be provided login details and instructions for the accreditation system to enable them to submit applications.

For support, contact Expo 2020 Dubai’s Media Services team at [media.services@expo2020.ae](mailto:media.services@expo2020.ae) or +971 (0)56 689 2101.

Visit: [www.expo2020dubai.com](http://www.expo2020dubai.com)

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**About World Expos**

In 1851 the Crystal Palace was the centrepiece of London’s Great Exhibition – the first World Expo. It celebrated the man-made industrial wonders of a rapidly changing world. Architecture, contents and a theme, ‘Industry of All Nations’, were combined to create a big idea of nations meeting nations in shared technological and commercial progress. In more recent years, participants in World Expos, including governments, international organisations and companies, have gathered to find solutions to universal challenges and to promote their achievements, products, ideas, innovations, their national brand, and their nations as destinations for tourism, trade and investment.

World Expos are held under the auspices of the [Bureau International des Expositions (BIE),](http://bie-paris.org/) the intergovernmental organisation responsible for overseeing and regulating international exhibitions (‘Expos’) and for fostering their core values of Education, Innovation and Cooperation. Today, four types of Expos are organised under the BIE’s auspices: World Expos, Specialised Expos, Horticultural Expos and the Triennale di Milano.

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