

Organizing a universal Expo in 2015 Izmir and Turkey

The organization of EXPO 2015 by Turkey will be a milestone in the history of global exhibitions and will take EXPO to new horizons.

Expo 2015 will be the first to be organised in the East Mediterranean area and will meet one of the BIE's main goals: to take Expos to new countries and new people thus contributing to the cultural diversity of Expo history.

Turkey, with its predominantly Muslim population and its secular state, has set a unique example to the world. Izmir, in which the three main religions have lived together for centuries, will deliver a message of peace, tolerance and understanding to a world in which religious and social conflicts are rising and it will encompass developed and developing countries in a framework of brotherhood.

The "theme" selected, "New Routes for a Better Life – Health for All", is very much in line with the UN Millennium Goals and at the same time it will cover social dimensions, socio-economic and technological elements and sustainable methods to a healthy life with the contribution of complementary and alternative medicine.

The theme also falls within the WHO's definition of health, stating that health is much more than simply the absence of disease. Health involves optimal physical, mental, social and emotional well-being.

Sports and a healthy and balanced diet become much more important in peoples' daily lives. A part of human population spends so much time and money on their health care, while the majority is faced with multiple



deprivations and starvation. At the same time, humanity uses technology for a healthier environment and a better world. The theme designated for EXPO 2015, is in perfect harmony with Izmir and Turkey's identity in the international arena, and fits well with the developments of the 21st century. It is the first time Expos have "Health" as the theme, and it is the first time that a secular East Mediterranean country has the task of organizing a Universal Expo.

Necil Nedimoglu
BIE Delegate

Expo 2015 mobilizes Italy and the Italians

The choice of Milan as a candidate city for hosting the 2015 Expo is the fruit of the involvement of local institutions, the Italian Prime Minister, the Province of Milan and the Lombardy Region formed a bidding committee with a high institutional profile.

This strategic choice to support a genuine Italian candidacy, has inspired the communication campaign for Expo, which was launched on July 19th 2007 and will continue for eight months, covering the national territory.

Travellers, business men, students, families, Italian citizens and foreigners: Expo's trip across Italy will contact an estimated 40 million people thanks to the network of thousands of exposition points that will promote EXPO all over the peninsula. Home base of this campaign is, of course, Milan, with the involvement of numerous partners and supporters, from the City of Milan's affiliates and the association of bakers, to Poste Italiane and the Autogrill chain of roadside restaurants.

Letizia Moratti, Mayor of Milan, and President of the promotional committee, launched the Italian communication campaign at Malpensa airport, while opening "Food and Travel", a travelling photo exhibition of 50 pictures by world famous photographers, designed to illustrate the theme of the Italian candidacy: "Feeding the planet, Energy for life".

The exhibition is aimed at creating a moment of encounter and confrontation between modern man and the food



with which he eats, a product of human labour and genius, and an expression of culture, ideas and emotions. Food and travel: not a casual choice of theme, testifying how Milan and Italy are open to the world. Expo will journey throughout the whole country, along Italy's network of communications, over highways and through airports and railway stations, with a series of dedicated events in numerous cities, among which Milan, Rome, Naples and Palermo.

The public relations campaign for the candidacy of Milan is aimed at bringing out the talent and creativity of Italian entrepreneurs and companies, the uniqueness, beauty and culture of the country, supporting the realisation and the success of the Universal Exposition.

A culture based on Italy's food heritage, and on its monumental and artistic richness, elements that don't risk globalisation, because they're intrinsic to Italy's history and territory, fundamental to the identity and strength of Italy in the world.

Paolo Gisenti
Secretary General
Bidding Committee, Expo Milano 2015

Important Dates

12-16 September: Yeosu, Korea. The 2nd International Symposium Yeosu 2012. *Global Warming and The Living Ocean and Coast.*

19 September: Shanghai, China. Shanghai Forum 2007. *Urban Best Practices.*

15-18 October: Izmir, Turkey. The 1st International Forum.

Progression

The BIE newsletter

THE COMMUNICATION OF EXPOS

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Cooperation in Communication

Expos can be unsurpassed instruments of communication between governments and civil society and between governments themselves, provided that cooperation becomes the unifying core for the messages and the activities of the BIE, of organisers and of participants.

Expos are powerful platforms for communication but their full potential is hardly exploited. Through their themes, that deal with key concerns for humanity and its well-being, Expos demonstrate that they can fill a communication gap and can fulfill the need for a dialogue that encompasses and engages everyone.

However, there are still major challenges in many communication fronts. For Expos to be an effective instrument to educate the public about the theme, we must first educate about Expos, about their values and about their uniqueness as platforms of international cooperation. Expos offer an unparalleled opportunity for dialogue where the force of the voices is proportional to the size of the needs.

If Expos are to lead by example in the areas of innovation, environment, architecture, etc. they ought to do so also in the area of communication. As events that embody cooperation, Expos can most effectively be communicated by cooperating. Indeed, it is impossible to achieve their full international scope

without the active and combined action of the BIE, of organisers and of participants.

Therefore, alongside the communication of Zaragoza and Shanghai Expo, the participants ought to develop and to share a strong communication plan that is capable to promote their participation to the Expo which is the engine of these great events.

Cooperation for communication means actioning one key dimension of what Expos are about: common action and shared visions. This is the necessary premise for conveying coherently the value and the force of Expos to the general public. This is why, the BIE has chosen to focus this issue of *Progression* on communication and share the challenges that both organisers and candidates are facing to communicate their Expo and to present the solutions that they have chosen to pursue.

Vicente González Loscertales
Secretary General of the BIE





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Communication Challenges for Expo 2012 Yeosu Korea

Communication is vital to achieve the Expo's principal purpose of "educating the public." Expo 2012 Yeosu Korea is challenged to encourage enthusiastic public participation and contributions through the maximal use of communications.

The object (*to whom*), the subject (*what*) and the means (*how*) are the fundamental building blocks of successful communication, which have been taken into account for the communication strategy of the Yeosu Expo from the outset of its bidding activities.

To appeal to the general public around the world (*the object*), whether from developing or developed countries, from coastal/island countries or landlocked countries; regardless of political tendency, the subject will have to be of interest to them.

In this sense, Expo 2012 Yeosu Korea selected "The Living Ocean and Coast" as its theme (the subject), taking into account the challenges facing an urgent and serious issue that the international community cannot afford to ignore. It aims to communicate the importance of the "ocean and coast" and the opportunities they provide as well as a new vision for the well-being of humanity. Over the last few decades, the means of communication has made significant progress with the invention of the Internet and other enhancements in communication technology.

The cyber pavilions and Internet broadcasts that the Yeosu Expo is planning to utilize are good examples of effective communication. Also, attracting world media by inviting dignitaries from around the world to the 2nd International Symposium for the Expo 2012 Yeosu will contribute to maximize media coverage.

With the aforementioned communication strategy, the Expo 2012 Yeosu Korea endeavors to contribute towards the valuable work of the BIE.

Young-suk Kim

Director General for Planning & Public Relations,
Expo 2012 Yeosu Korea



« All for Expo Tanger 2012 » - More than a slogan, a project for all

Three key objectives for the communication strategy: a) To make known to the Moroccan public the philosophy of Expos and the role of the BIE b) to show the usefulness of the event for Tanger and for the country c) to mobilize all Moroccans behind this project.

To meet these objectives, a series of meetings have been organised with different stakeholders, to identify, to analyse the communication needs and to define the messages. This participative approach has allowed the partners to feel ownership of the project, to mobilize their imagination and to convey the messages of which they are the bearers.

The written press and especially TV have been the best agents to amplify the messages. The media coverage has been quite satisfactory, both from the qualitative and the quantitative point of view. An advertising campaign was also launched: posters, tv and radio ads, announcements in the press have been effective for communication to the general public.

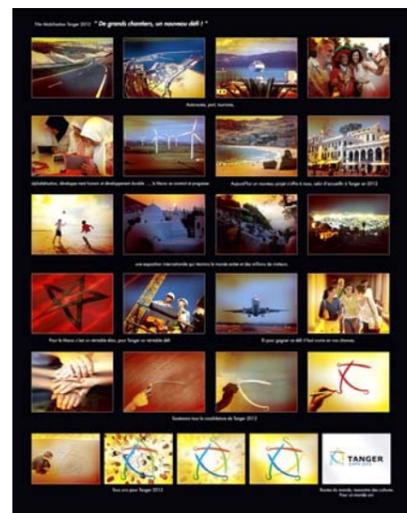
The promotional campaign also relied on Tanger's very active civil society, which was an excellent communication relay and mobilized the enthusiasm of its volunteers at the service of Tanger 2012.

This communication campaign translated into an unprecedented interest from the population which gave the project additional impulse. Over 3,5 million SMS of support were sent by the public in a week, preparatory weeks have been organised by volunteers to develop the theme, local associations staged theatre performances to explain the theme of Tanger 2012, spectacular marches of thousands of people took place to show support...

Beyond the figures, this mobilization reflects the collective implication of the whole country to this bid: simple citizens, business people, elected officials and even NGOs, have been critical for the success of our campaign.

Ikram Enechar

Director of Communication
Tanger 2012



Antonio Silva

Director of Communication
Expo Zaragoza 2008



The communication of Expo Zaragoza

The celebration of a thematic Expo as in the case of Zaragoza is in itself a novelty from the point of view of communication.

Selecting a theme as the central axis for a meeting of countries means focussing our message on a very concrete indicator: water and sustainable development.

It is not about communicating an event and its related activities, rather the communication of a model of management of a subject of interest for humanity.

The communication plan of Zaragoza 2008 includes three application areas: local/regional, national and international.

In each case we have established messages and concrete actions to promote the understanding not only of the Expo but also of the legacy that it hopes to leave.

The entire communication structure relies on three pillars. First, we highlight the environmental dimension which will involve an exercise of public diplomacy, as is an Expo with over 100 participants.

Second, we emphasize the international cooperation that can be established around a topic of vital importance such as water.

Finally, technological innovation as a tool for the future in the development of countries.

Wroclaw EXPO 2012 - national and international communication

Communication plays a vital role in the bidding campaign of Wroclaw EXPO 2012 and has many complex objectives to achieve.

Difficulties in the field of communication result from the multiplicity and diversity of target audiences and the information needs they call for. Therefore, depending on the audience, different messages are being sent through specific communication channels.

We identified two main target audiences – domestic and external. As regards the national communication strategy we set three main goals. First



of all, we are constantly building support for the idea of organizing EXPO 2012 in Wroclaw, both at the national and local level. The key element of this activity is presenting to the public opinion the progression of the bidding campaign at its subsequent stages, marked by obligatory events such as presentations and symposia for the BIE delegates. Secondly, we want to educate Polish citizens about the idea of International Exhibitions, explaining what are their aims and principles and what added value they have brought to the world's development so far. Thirdly, we are putting a lot of efforts into developing Wroclaw exhibition's theme and making people aware of importance of leisure in culture and economy. To achieve these goals, we use websites and other interactive tools of communication as well as traditional media channels: major newspapers, television and radio.

A primary focus of our media activity abroad is, obviously, to reach decision-makers in political and business circles in respective countries. What is important, a media coverage of diplomatic efforts is beneficiary not only for the goals of the Wroclaw EXPO 2012 bidding campaign. It is also a unique opportunity for putting a spotlight on Poland's recent political and economical developments and promoting positive image of the country all over the world. One of the visible outcomes of such communication approach was a wide media interest in the visit of former president of Poland Lech Walesa in several Caribbean countries.

Michal Tabisz

Head of Office of Government Plenipotentiary
EXPO 2012 Wroclaw

Exhibition to mark 1,000-day countdown of Expo 2010

A nationwide touring exhibition to showcase Shanghai 2010 Expo's preparation and the history of World Expos.

On August 5th 2007, the launch of the exhibition, *The Path to World Expo – Introduction to World Expo 2010 Shanghai China and Retrospection of World Expo History*, marked the 1,000-day countdown to the opening of Shanghai 2010.

The exhibiting content includes four sectors -- organisers' preparation for Shanghai Expo, China and World Expo, the basic concept of Expo, and 156-year history of World Expo.

The exhibition will not only display large amount of precious historical files, pictures and sculptures, the organisers also arranged interactive elements, including different cinemas with multi-screens, circular-screen or touchable screens as well as digital master plan for the Expo Site. The exhibition will inform the visitors both the history and the prospect of World Expo.

As one of the special event in organisers' national promotion plan in 2007, the exhibition will be an important platform to introduce Expo to the Chinese public.

The organisers will launch the online version of the exhibition with a quiz contest about all things of Expo. More promotional activities and advertisements will be seen on mass media and on street. The exhibit will make stops in Beijing, Chongqing, Nanjing, Hangzhou and Guangdong.

The organisers aim at promoting the World Expo concept to the public and at raising their recognition of the event through news about the exhibit on radio, television, newspapers and Internet.

Liu Xiuhua

Assistant Director Media Department
Bureau of Shanghai World Expo Coordination

