



**Specialised Expo 2027/28**  
*Candidate*



# **PLAY FOR HUMANITY**

## **SPORT AND MUSIC FOR ALL**

Internal meeting 20.05.2022

# PLAN FOR TODAY

1. SPECIALISED EXPO 2027 IN NUMBERS
2. THE IMPORTANCE OF EXPO 2027 FOR BELGRADE AND THE REPUBLIC OF SERBIA
3. THE RELEVANCE OF EXPO 2027 FOR INTERNATIONAL PARTICIPANTS
4. UPCOMING FORMAL PROCEDURE
5. UPCOMING LOBBY AND ADVOCACY FOR EXPO 2027 CANDIDACY

# 1. SPECIALISED EXPO 2027 IN NUMBERS



# SPECIALISED EXPO 2027 IN NUMBERS

- 3 MONTHS
- 100 INTERNATIONAL PARTICIPANTS
- 4 MILION VISITS



**Bureau  
International  
des Expositions**

In terms of impact - event compared with World cup, Superbowl, Olympic games and 24 hours Le Mans

## 2. THE IMPORTANCE OF EXPO 2027 FOR BELGRADE AND THE REPUBLIC OF SERBIA



# EXPO 2027 BELGRADE IN NUMBERS

- 2.59 MILION VISITORS
- 4 MILION VISITS
- DIRECT EXPENDITURE OF 600 MILION EUR, INDIRECT EFFECT 500 MILION EUR
- OVERALL ECONOMIC IMPACT 1.1 bn EUR
- 120 PARTICIPANTS (97 COUNTRIES, 7-10 INTERNATIONAL ORGANISATIONS, 5-10 CORPORATE PAVILIONS)
- NET INCOME 9,82 MILION EUR

# SOCIAL CONTEXT AND AIMS

<b>Social Context</b>	Global health, conflicts, and insecurities Social, mental, and physical health
<b>Problem Statement</b>	How to prepare human body, mind, and logic for technology-led world full of insecurities and make them more resilient for the coming decades.
<b>Solution</b>	Building resilience of humanity through play. Play is a superpower of further human development. Let humans PLAY FOR HUMANITY

**EXPO BELGRADE 2027** believes that speaking on international level about **building human resilience** in rapidly changing digital environment with special **focus of further physical and mental health** is of **crucial significance for the further development** of the world.

**EXPO BELGRADE 2027** will exist to create event that will **open the topics related to development of Humanity** and present the directions that will **change and evolve people resilience**, as well as mental and physical state, as the world seeks meaning and direction towards a sustainable future for all.

# EXPO 2027 AIMS

- Put a spotlight of human development and on building human resilience in technology-based society
- Highlight the role of technology in building the Humanity in 21<sup>st</sup> century
- Foster the importance of mental and physical health as the essence of stable societies
- The role of Play through innovation, sport and music in developing of Human and Social Capital – foster research and the development of technology that can help build and support this in a new way
- The emergence of psychological resilience in the face of rapidly changing environment towards digital and technology-based society
- Promote inclusion, diversity, and gender equality
- Create a platform for artistic and cultural events and performances for educational and entertainment purposes
- Exchange experiences and knowledge

# Play for Humanity - Sport and Music for All

Power of play

Play Sport

Play Music

Play to  
Innovate

Play to  
create

Recreational  
Sport

Humanity in  
sports and  
sport  
related  
technology

Music  
across the  
world

Music for  
driving  
changes

### 3. THE RELEVANCE OF EXPO 2027 FOR INTERNATIONAL PARTICIPANTS



# THE RELEVANCE OF EXPO 2027

- FIRST EXPO IN SOUTH EAST EUROPE SINCE 1991
- OUTSTANDING PRESENTATION POTENTIAL FOR PARTICIPANTS
- BELGRADE'S EXCELLENT REPTATION AS A HOST
- COST-BENEFIT ANALYSIS
- FEASIBILITY OF THE PROJECT

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# SUBTHEME 1 / POWER OF PLAY

## Presentation possibilities

### Play to innovate

- Early childhood development
- Play 4 skills, healthy lifestyle, future creativity, fun, values
- My school, my planet – outdoor play
- Future of toys for cognitive and social child development
- Education through play as part of scholar system
- Lifelong learning thorough play as motivation for preservation
- How to create successful invention/innovation hubs?
- Modern educational approaches for the development of both sides of the brain
- Play as essence of developing curiosity and knowledge /children's games, art classes for adults, language learning in creative way etc./
- Play to reinvent yourself and get the chance to redesign your life

### Play to create

- Creativity in problem solving and development of lateral thinking
- Building creativity through fine arts and humanistic social sciences – modern art and science that drives a change

# SUBTHEME 2 / PLAY SPORT

## Presentation possibilities

### Recreational sport

- Design solutions for urban and/or rural areas /walking cities, cycling cities, children active parks solutions, security solutions for children's parks, recreational solutions for inclusion, active cities etc./
- Community Wellness and SPAs
- Destinations for active sport holidays/sport tourism
- Sport for individual development / building self-confidence, improve motivation and self-discipline, life skills, social skills, team spirit and teamwork/
- Sport for improving better physical and mental wellbeing /active attitude towards health, increased knowledge of understanding health and health risks, improved diet and nutrition, reduce obesity, psychology in sport/
- Using technology for supporting recreational sports /indoor, in-home and outdoor spot activities/

### Humanity in sports and sport related technology

- Supportive role of sport in education /improve cognitive functions, access to education, motivation, and engagement at school etc./
- Sport for development of social & community cohesion /increased social capital and trust, bring security to sport arenas, increased volunteering, increased cultural awareness of the participants etc./
- Ethics in e-sport
- Inclusion through sport (increased fairness and equality, increasing awareness of the issues affecting disabled people)
- Gender Equity and Equality /improve awareness, women as role model, improve body confidence, safe space for practicing sports etc./
- Quality physical education /building values and ethics, discipline, rules, team orientation etc./

# SUBTHEME 3 / PLAY MUSIC

## Presentation possibilities

### Music across the world

- The idea is for countries to present different aspects and significance of music and promote national communities. Music is also a theme that can develop conversation around socializing, bonding and expanding borders
- Music as language – identity, tradition, diversity / cultural heritage and talks about tradition, national folklore, instruments etc./
- Music as lifestyle - festivals, travel, tourism
- Music as movement – dance
- Music connecting people - socializing, bonding, and expanding borders

### Music for driving changes

- The idea is to present the significance and **the role of music in creating awareness of social concerns**. By including artists from all countries huge potential can be created in promoting topics of the EXPO 202.
- The subtheme can be broadened to the **capacity of music for mental and physical development**.
- Music for creating awareness on relevant social/health topics
- Music for improving cognitive performance
- Music for healthier lifestyle /reducing stress, improving memories, managing pain, getting the quality sleep, mood and motivation for everyday tasks etc./

## 4. UPCOMING FORMAL PROCEDURE



# IMPORTANT DATES AND INFORMATION

- **Bid submission date** - June 7th, 2022
- **Bid presentation at General Assembly in Paris** - June 20th, 2022
- Order of presentation - Thailand, **Serbia**, Spain, Argentina, USA
- **BIE Enquiry Mission visit to Serbia** - September 12th to 16th, 2022 (TBC)
- **Official Reception** - November 28th, 2022 in Paris
- A high level event to which BIE delegates will be invited, prospectively held at our Embassy in Paris, should be attended by high ranking officials, influential people from Serbia, and featuring a rich cultural and artistic program.
- **National Symposium** - February 15th, 2023 in Belgrade (TBC)
- **BIE general assembly – June 2023 – final decision**

# HOST SELECTION PROCEDURE

- **Host selection** will occur in **June 2023** at the summer session of the BIE General Assembly in Paris. Determined through a **secret ballot** vote, under the principle **one country - one vote**.
- Since there are five countries bidding, there will be a **maximum of four rounds**.
- If in the first round (or any other round after that, except the **fourth**) one of the bids gets a **two thirds majority**, it wins outright. If not, the last placed candidate is eliminated.
- If no candidate gets a two thirds majority before the final round, the **process repeats itself**. In the fourth, and final round, there will be two candidates remaining, and the **host will be the country getting the most votes in that final round**.

**5.  
UPCOMING LOBBY AND ADVOCACY  
FOR EXPO 2027 CANDIDACY**



# HOST SELECTION AND LOBBYING PROCESS

<i>* Under the presumption that all 170 member states will cast a vote.</i>	Amount of votes needed to win outright	Amount of votes needed to safely proceed to the next round (if no one gets two thirds majority)
First round	114	34
Second round	114	43
Third round	114	57
Fourth round	86	Not applicable



# **PLAY FOR HUMANITY**

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Context and Practical info Pack



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