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World Expo and Sustainable Development Goals (SDGs)

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With the long-term Sustainable Development Goals (SDGs) in mind, as well as the perspectives of a geographer, marketing expert, and corporate social responsibility (CSR) expert, we undertake a fresh examination of global expositions. To round out our consideration, we examine the laws and activities of the Bureau international des expositions (BIE) as an intergovernmental institution with a humanist and progressive vocation that seeks to improve the world through sustainable development and societal innovation. Combining the concepts of UN action and Corporate Social Responsibility (CSR) allows for a useful analogy: the creation of an exposition may be seen as responsible firm with refreshed goals, implemented one project at a time for society, of coexistence and mutual aid. In the first section, we demonstrate that the BIE's mission and objectives have been called into question by the concept of sustainable development ever since the 1970s.(1) After tracing their roots, definitions, and conceptions back to the 18th and 19th centuries, a literature assessment reveals how the state of the art at world's fairs has evolved to incorporate sustainable development principles over the past 172 years. (2) Finally, we develop a summary table for each section that

incorporates the connections between the BIE's work and the UN's 17 Sustainable Development concerns (and 169 targets). Expositions, which can be both ephemeral and sustainable, raise important questions about the future of our planet and serve as a source of both inspiration and challenge for humanity within the context of the soft and smart power of the West and the developing world.

Keywords: BIE, ephemeral, marketing, Sustainable Development Goals, World Expo

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Introduction

With the adoption of the 2030 Agenda for Sustainable Development on September 25, 2015, 193 countries made a commitment to ending poverty, protecting the environment, and ensuring prosperity for all countries. These 17 Sustainable Development Goals (SDGs) are outlined in the UN's 2030 Agenda. The creation of the SDGs is a watershed moment in our planet's history since they are applicable on a global, regional, and local level. The purpose of establishing these targets is to encourage a climate of international cooperation and the spread of best practices among all stakeholders, with the end result being a greater sense of ownership of the Sustainable Development Goals by nations, civil society, the private sector, and individuals. Is there a link between the Bureau International des Expositions (BIE) Expo practices, which aim to promote the well-being of the world's population as a whole, and the concept of global change, which seeks to create a more sustainable world?

The Bureau International des Expositions (BIE) and the Sustainable Development Goals

The Bureau International des Expositions (BIE) is the Intergovernmental Organization responsible for regulating all international exhibition that last more than three weeks and are of non commercial nature ("Expo"). The BIE was established in 1928 following a global conference held in Paris, and it has remained headquartered there ever since. The mission of the BIE is to guarantee the quality and the success of these world events, protect the rights of their organisers and participants and preserve their core values of Education, Innovation and Cooperation¹ Now that more people are familiar with Agenda 2030, it can be used to better understand how an institution now relates to the SDGs.

The creation of the BIE as a major element of better global governance

From 1851 through 1928, a plethora of international, pan-regional, and national expositions threatened not only the custom of traveling to a major city in Europe or the United States to see the fruits of the latest industrial revolutions but also the prestige and quality of those goods. Both the theory and the practice are at risk. The host countries created the exhibition rules on their own without compensation from other countries. As a result, unreliable data was disseminated to the business community and the general public. Hence, confidence in the transparency of laws and regulations governing taxes was undermined. The participating countries were motivated by a desire

to increase their bottom lines at the expense of the globalization of free trade.

There were times when public expenditure came under fire, like in England, when the free press was largely responsible for the decline of the practice of world exhibitions. Predictions that would vanish from the earliest expositions in Europe and America proved to be false: "No doubt they answer today as yesterday to a profound need of the peoples who do their best to oppose economic calculations and programmed changes" (Galopin, 1997-translation), recalls the former French general commissioner. Posthumous writings of publicist and economist Pierre-Joseph Proudhon (1809-1865), whom Prince Napoleon III commissioned with the responsibility of renovating the Palais de l'Industrie following the 1855 Universal Exhibition of 1855, introduce the concept of a "permanent exhibition." Jules Méline, Prime Minister of France (term 1896-1898) of the Third Republic, stated in 1896: "Today, all peoples are in continual communication. There is only one massive global market. Products are barely made before they are sold, and then they are quickly replicated all over the world. The question then becomes, for what purposes might a universal exhibition be held?"².

Another exhibition model that was heavily criticized was the 1931 Paris colonial exhibition. The spread of practices that are both costly to the government and difficult to identify in terms of their purpose or utility is a source of concern for developed nations. The commissioner general of the British Pavilion at the 1867 World Expo in Paris was instrumental in laying the groundwork for the modern conventions and systems that govern world fairs today. He worked with other delegates from the US, Russia, Prussia, Austria, and Italy to determine the top three obstacles to a successful exhibition. This was the first step in a series of small initiatives that culminated in the actual Expo structure being put into action.

The English delegates urged that in order to effectively administer exhibitions, measures should be taken to standardize exhibition sizes and durations and to establish a system of rotation among participating countries. In

addition, it is essential to create official definitions of the several forms of exhibitions. Germany called for an international conference on the topic in 1912, but World War I cut short the proceedings. Germany was consequently banned from participating in international affairs for the time being. As a result, France assumed leadership, and discussions centered on creating a universal charter outlining organizational principles and rules that other nations must follow.

On November 22, 1928, 31 countries signed the International Convention that governs the planning of international expositions. The standard is for shows that are not commercial or art-related and are longer than three weeks. The BIE's headquarters are established in Paris as per the 1928 Convention. This convention also defines the principles that will be universally followed at future expositions.³

Goal 17 of the SDGs can be broken down into two parts: one dealing with the substantial contribution of industrial nations in the 19th and 20th centuries, and the other dealing with the BIE's mission to promote sustainable and responsible international expositions for all stakeholders.

[Goal 16: *Peace, Justice And Strong Institutions*, Goal 17: *Partnerships For The Goals*, a global organization with a universal purpose with more than 179 members countries currently, see summary table]

The adaptation of the BIE to globalization and sustainable development

Since Expo 1974 Spokane, whose theme was "Celebrating Tomorrow's Fresh New Environment," Specialised Expos organized by the BIE have begun to explore new areas and themes (Figure 1). Expos have changed their focus over the years to reflect the needs and interests of the global community. Themes at these Expos have ranged from aviation to culture, from social equality to economic progress, and they have always been relevant. The Shanghai World Expo in 2010 sought to enhance city planning, and the Milan World Expo in 2015 focused on food and the reduction of inequalities. Expo 2027 in Belgrade will continue the themes of music and

intercultural dialogue Expos have clearly played and will continue to play a significant role in fostering global progress and innovation.

Lastly, the BIE's goals include fostering national economic and social development and guaranteeing access to quality education for all people, regardless of gender or age. They do this by increasing the number of countries that can host expos. Expo 2010 Shanghai, Expo 2012 Yeosu, and Expo 2030 Busan are just a few examples of the many countries that have applied throughout the past three decades.

According to the BIE's website, educating the public has been the Expo's primary goal since 1972. The BIE revised a rule in 1994 saying that expos should highlight current challenges and encourage environmental protection. Since then, Expos have shifted their focus to promote sustainable development. Not only does the BIE help make the world a better place by educating people all over the world, but it also tackles pressing modern problems, including how to survive in megacities, how to feed everyone, and how to preserve the planet's natural resources. The Great Exhibition was held in 1851 to display the industrial achievements and innovations that had powered the growth of nations, and it was organized by Prince Albert, Queen Victoria's husband. Over the years, this incident has received even more attention thanks to







widespread teaching and the country's stellar international standing. We identify five targets for the SDGs. Goal 4: *Quality Education*, Goal 9: *Industry, Innovation And Infrastructure*, Goal 10: *Reduced Inequalities*, Goal 14: *Life Below Water* and Goal 15, *Life On Land*. (see table 1)


Expos were less popular in the 1970s and 1980s than they are today because of globalization and the emergence of computers and audiovisual media. However, with the expansion of international travel, commerce, and cultural exchange came an opportunity for the BIE to rebrand itself.

A proposal to update the 1928 Convention was first made in 1965. When the protocol was signed on November 30, 1972, the revision was finally over. The protocol officially started on June 9, 1980.⁴ With this update, the BIE entered a new era in which it could better accommodate the globalization of services, national and international markets, and geopolitical relations.

On June 24, 1982, and May 31, 1988, two new amendments were signed to define the World and Specialised Expositions. This long-term temporality emphasizes the BIE's ability to adapt to the modern world and its critical role in organizing the Expos.

Table 1: SDG's and Bureau International des Expositions

| | | |
|--|--|--|
| Governance, partnership and strong institution |  <p>Goal 16: Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels</p> <p>Target 16.6: Develop effective, accountable and transparent institutions at all levels Target 16.7: Ensure responsive, inclusive, participatory and representative decision-making at all levels Target 16.8: Broaden and strengthen the participation of developing countries in the institutions of global governance Target 16.a: Strengthen relevant national institutions, including through international cooperation, for building capacity at all levels, in particular in developing countries, to prevent violence and combat terrorism and crime</p> | <p>BIE has evolved to meet the needs of the modern world and the requirements of sovereign nations. The organization is dedicated to fostering intercultural communication and allows all countries an equal vote in determining host cities and countries. Cooperation, attaining global objectives, delivering a global statement, encouraging sustainable development, and aiding underdeveloped countries are among its primary responsibilities. In addition to its commitment to the basic ideals of Education, Innovation, and Cooperation, the BIE is also committed to ensuring the quality and success of expositions.</p> |
| |  <p>Goal 17: Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development</p> <p>Target 17.6: Enhance North-South, South-South and triangular regional and international cooperation on and access to science, technology and innovation and enhance knowledge sharing... Target 17.17: Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships Target 7.19: By 2030, build on existing initiatives to develop measurements of progress on sustainable development that complement gross domestic product, and support statistical capacity-building in developing countries</p> | |
| Education |  <p>Goal 4: Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all</p> <p>Target 4.7: By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development...</p> | <p>Through its Expos, the BIE hopes to advance public knowledge and encourage social change.</p> |
| Inequalities |  <p>Goal 10: Reduce inequality within and among countries</p> <p>Target 10.6: Ensure enhanced representation and voice for developing countries in decision-making in global international economic and financial institutions in order to deliver more effective, credible, accountable and legitimate institutions</p> | <p>Consistent with its mission, the BIE seeks to include and assist developing nations.</p> |
| Environment |  <p>Goal 14: Conserve and sustainably use the oceans, seas and marine resources for sustainable development</p> <p>Target 14.a: Increase scientific knowledge, develop research capacity and transfer marine technology, taking into account the Intergovernmental Oceanographic Commission Criteria and Guidelines on the Transfer of Marine Technology...</p> | <p>In the face of global climate change, the BIE is dedicated to fostering environmental education, which includes knowledge of wildlife, plant life, forests, landscapes, and oceans. It does its part to get governments involved in showcasing scientific knowledge to exposition attendees.</p> |
| |  <p>Goal 15: Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss</p> <p>Target 15.a: Mobilize and significantly increase financial resources from all sources to conserve and sustainably use biodiversity and ecosystems</p> | |

| | | | |
|-------------------------|---|--|---|
| Industry and Innovation |  | <p>Goal : Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation</p> <p>Target 9.5: Enhance scientific research, upgrade the technological capabilities of industrial sectors in all countries, in particular developing countries, including, by 2030, encouraging innovation and substantially increasing the number of research and development workers per 1 million people and public and private research and development spending</p> <p>Target 9.b: Support domestic technology development, research and innovation in developing countries, including by ensuring a conducive policy environment for, inter alia, industrial diversification and value addition to commodities</p> | <p>The BIE and States have been using expositions to advance society and business via innovation since their inception. The Chicago Expo 1933, with its theme "A Century of Progress," demonstrated America's ability to overcome economic difficulties thanks to F.D. Roosevelt's New Deal and technological breakthroughs. "Science Finds, Industry Applies, Man Adapts" was the slogan that reflected this focus. Similarly, the local authorities' goals for Expo 2020 Dubai 2020 included the development of a new, sustainable, and environmentally friendly neighborhood for the Emirates.</p> |
|-------------------------|---|--|---|

(*Goals from UN Official Website/ Department of Economic and Social Affairs/ Sustainable Development, 2023)

In addition, the BIE is the custodian of the many conventions or charters produced by the Expo organizer, such as *The Shanghai Declaration* and *The Milan Charters*, which both advocated for health in the 2030 Agenda. The Frenchman Augustin Berque was recently honored with *The Cosmos Prize*⁵ for his contributions to the fields of Mesology and human ecology. Furthermore, the BIE-Paris endorsed *The Yeosu Declaration* in 2012 to encourage the preservation of living coasts and oceans worldwide, and it has contributed to sustainable urban development through *the Shanghai Manual: A Guide for Sustainable Urban Development in the 21 st Century*.

There was no clear and specific definition of the Expo prior to the 1972 convention modification. The BIE, on the other hand, has now provided an official definition in its first article. "*Whatever its name, an event whose major goal is to educate the public, make an inventory of the means accessible to man to satisfy the demands of a civilization, and highlight progress or future prospects in one or more fields of human activity*"⁶.

The BIE regards Expos as excellent venues for teaching through experimentation, collaboration, participation, and innovation. They express a global message, provide educational and entertaining experiences, and serve as experimental labs showcasing the extraordinary and new. Organizers must follow three criteria: providing an educational focus, aiming for universal representation within a given field of knowledge, and seeking to stage humanity's growth.

Expos are becoming cultural and corporate tourism events.

From 1851 to 1939, the Expos served as a historical record of industrial development, providing a glimpse into the state of the world at the time and providing a basis for comparison between different countries and different eras. Expo 1900 Paris, for instance, emphasized human growth and the worship of progress. They also provided a springboard for the initiation of major scientific conferences.

Expos were held **between 1939 and 1992** with the intention of presenting a hopeful picture of the future through themes such as international cooperation and human conservation. These Expos, like the 1933 Chicago Expo and the 1939 New York Expo, were meant to soothe and inspire attendees with visions of a promising future way of life. Later, expos shifted their focus to honoring the world we are tasked with preserving. This movement began with Expos like the Montreal Expo 1967's Biosphere and Spokane Expo 1975's theme.

From 1992 to the present day: Over time, Expos have grown to become more than just cultural and educational events. The emphasis now is on saving our planet and its living environment, with a renewed focus on global objectives and sustainable development. The earth is in peril now, but there are ways to save it. Now, more than ever, Expos are not only tourist attractions but also destinations for critical reflection on the modern world. The trip should solidify the visitor's view of the earth as a fragile place in need of protection. Humanity's impact on the environment and other

global challenges must now be evaluated critically.

Expos have made an effort to broaden the public's access to information as the world's attention shifts towards leisure and culture. However, it is essential to think about how the Sustainable Development Goals (SDGs) can be integrated into contemporary Expos.

Expo and the Sustainable Development Goals

Expo districts must strike a balance between the temporary and permanent, as well as the ephemeral and the sustainable, when planning for the world's expositions. Expo 2020 Dubai, a recent Expo project that has effectively integrated the Sustainable Development Goals, will be used as a case study to analyze the historical conversation between these two ideas.

The ephemeral and the sustainable aspects of World and Specialised Expos across the SDGs

The exhibition area's physical structure, both temporary and permanent, and its location, are the most noticeable and controversial features of a World or Specialised Expo. The 11th goal of the SDGs: *building sustainable cities and communities, or making cities and human settlements inclusive, secure, robust, and sustainable*, is directly related to modern Expos.

Due to the high costs and high levels of public expenditure, debates have emerged concerning the legality of developing new city neighborhoods, hosting fairs, constructing museums, and developing private gardens. The importance of proving the worth of these endeavors and explaining why they benefit city dwellers cannot be overstated. The lasting value of an exhibition depends on its proper dissemination and promotion. It is crucial for the long-term viability of urban planning to provide a political justification for tax-paying individuals and businesses.

As the Industrial Revolution brought about new forms of pollution and nuisances, including noise, odors, and environmental damage, a paradox was born in the early days of the expositions. The exhibitions, on the other hand, provide a magnificent stage for the achievements and efforts of the various parties involved. A negative example of

development is tuberculosis, which causes widespread harm and creates enormous black clouds to linger over cities.

The necessity to safeguard sanitation networks, such as water purification systems, raises hygiene-related public health and cleanliness concerns. This entails not just the development of green spaces and parks but also the installation of cutting-edge sewage systems as part of larger infrastructure projects. The difficulty of addressing emerging sources of pollution from automobiles persists despite daily efforts to maintain these requirements.

The increasing number of people living in cities has increased demand for good public services and the importance of maintaining a clean urban environment (including soil, water, and air). This has prompted some to ponder whether or not large-scale expositions can help with efforts to enhance the quality of life in metropolises.

Sustainable development is a notion with deep historical roots. When weighing the benefits of holding a great Expo, it is necessary to keep in mind the concept of a more sustainable approach to hosting a great national party. In the 20th century, when the Olympic Games were revived, the Olympic Committee issued warnings about the financial burden that would be placed on the host nation and city.

Looking back at past Expos, we can propose a summary table to help us grasp the difficulties of SDGs 11. Sustainable urban landscapes, formerly seen as a liability, are now a tourist and economic draw thanks to the work of architects and designers inspired by expositions. Some well-known examples include the Eiffel Tower and Barcelona's International Fair of Montjuïc.

"Even though people in the Expo 1873 Vienna were unfamiliar with the concept of sustainability, the First Vienna Mountain Spring Pipeline served as a prime illustration of it in operation. The water flows to the capital using just the natural gradient without requiring any mechanical pumps. The farthest spring is currently 150 kilometers away from Vienna, but the fresh and crystal-clear water can still reach the city within 24 hours via the First Vienna Mountain Spring Pipeline."⁷

TABLE 2: A long term, sustainable world expo, between ephemeral and sustainable.

| CHRONOLOGY OF MAJOR PERIODS OF EXPOSITIONS | TYPE OF EXPLOITATION AND REUSE OF DISTRICTS | EXAMPLES / IMPACTS ON THE CITY | URBAN DEVELOPMENT / SUSTAINABLE DEVELOPMENT |
|---|---|--|---|
| <p>1851-1900 The Wake of progress</p> <p>Urban development (1) + birth of modern tourism (2)</p> | | <p>The Crystal Palace (1851) at London and Sydenham, Palais de l'Industrie à Paris, (1855).</p> <p>Chicago in 1893: A new temporary waterfront district known as "The White City."</p> <p>The majority of the Paris Champs-de-Mars salons and pavilions were demolished.</p> <p>Changes in the way people saw the city and its international congress made Vienna a role model for urban development in 1873.</p> | <p>The process of urbanization inevitably leads to the destruction of a place. However, residential areas can still have green areas like gardens, parks, and homes. Building a generation-lasting "Palais de l'Industrie" is an integral part of the plan. A growth-management strategy should direct urban planning and construction. The construction of avenues, urban ring roads, and works similar to those of Haussmann and Paxton can be built in tandem with the installation of museums and galleries. Freshwater pipelines and transit corridors are just two examples of much-needed public improvements.</p> |
| <p>1900-1962 The constitution of major national fairs</p> <p>Economic development + Tourism</p> | | <p>Paris 1937, Palais Chaillot.</p> <p>New York in 1939, after being leveled for the war effort, only few museums, buildings remained. From 1929 through 1939, the New Deal worked to combat the economic crisis brought about by the Great Depression. New fair district in Milan from 1916 to 1923 New neighborhood in Roma in 1943.</p> <p>New commercial sector of Brussels, 1958.</p> <p>Seattle's emerging entertainment and commercial hub, the Century Expo.</p> | <p>In the wake of partial or complete site demolition, there has been a rise in the development of museum districts, international fairs, gardens, and the regulation of traffic with new stations. Decisions about the future of exhibition sites are sometimes made by organizers without taking into account the cost of upkeep in the long run. One notable example is the 1943 Rome exhibition, which attempted to build a "third Rome." It has since developed into a major commercial and political hub.</p> |
| <p>1962-1988 Provision of specific tertiary infrastructure</p> <p>Service development + Tourism</p> | | <p>Montréal in 1967: a brand new entertainment zone with limited options for long-term planning.</p> <p>Osaka in 1970, when the district was demolished.</p> <p>Spokane, Washington, 1974: a new fresh environment.</p> <p>New Orleans in 1984: a pristine new er, Ernest N. Morial Convention Center</p> <p>Brisbane, 1988, a brand new waterfront</p> | <p>Expo organizers are placing greater emphasis on well-planned measures to maximize the significance of their events in the long-term. This includes building a state-of-the-art business area with upgraded transportation as well as a new convention center, congress hall, and metro system for Montreal. Additionally, former exhibition spaces are being repurposed for entertainment venues. The Montreal Biosphere, Habitat 67, and the Spokane riverfront clean-up of 1974 are all monuments to environmental awareness.</p> |
| <p>1992-nowadays Towards sustainable district?</p> <p>Sustainable development + Tourism</p> | | <p>Sevilla 1992 business district was a partial failure.</p> <p>Eco-district of Hanover 2000.</p> <p>Aichi 2004, a new educational district was established. Ghibli Park is a theme park. New city district and fair in Shanghai.</p> <p>New innovation district in Milan 2015.</p> <p>Odessa in 2030 Bid on a new seafront where all pavilions must be modular and prefabrication using a 3D printer Standardization?</p> | <p>Exposition organizers are increasingly incorporating sustainable development principles into their ambitious projects. New commercial districts (although some are only partially successful), eco-districts, educational spaces, city and fair districts, and innovation districts are examples of these schemes. Exhibitions necessitate large financial investments and an emphasis on return on investment, which frequently leads to the establishment of Expo districts inside cities.</p> |

D: Destruction, G: Garden, F: Fair, H: Housing, M: Museum, PD: Partial Destruction, RF: riverfront (leisure park), WF: waterfront (leisure park)

NED: New Eco District, T: Transport, EXPO: Ephemeral exposition district → After the exposition

(1) Beware: the primary impact of the exposition does not preclude the presence of other ancillary objectives.

(2) We are referring to leisure and commercial tourists.

Over the long term, if we consider world Expos such as Vienna 1873, Milan 1916, and Barcelona 1929, the selection of the Expo location and the development of its infrastructure match the city's economic, industrial, and tourism goals. The ramifications for the city's development would be far-reaching and would be seen for many years to come. The addition of modern exhibition centers, museums, and transportation facilities is greatly appreciated. The Expo has left a lasting legacy that will have a favorable impact on the city's economy and industry.

Barcelona in 1888 showed that there could be both positive and negative outcomes that might result from hosting an exposition in a metropolis. The importance of the work carried out for the exposition site delayed the others by a few years in the city, particularly for the city's sewers as pointed out by Pere Hereu and Manel Guardia. I demonstrated in my doctorate Ph.D. "*Barcelona - City-Exhibition*" from unpublished municipal archives that the emergency work to complete the site of the exposition by the Barcelona Municipality paradoxically led to a better reputation for the city, and the development of new touristic and Catalanism landscapes. Its main objective is the image of the city internationally. However, all ramifications of urban development for city dwellers must be taken into account.

The World Fair of 1873 had a profound effect on the city of Vienna. A remarkable technical achievement for its time, the construction of a fresh water pipeline brought water from the highlands of Lower Austria and Styria directly to Vienna over a distance of 95 kilometers. A new station and museum were built, and the ring road was upgraded as well. The 1984 New Orleans Expo was not recognized as a success because of its repetitive theme. However, the redesign of the Ernest N. Morial Convention Hall has been a boon to the region. The Ernest N. Morial Convention Centre New Orleans (MCCNO) is the sixth-largest convention center in the United States, thanks to its 1.1 million square feet of exhibition space, great personnel, and superior facilities. As of 2009, MCCNO's top 10 annual conventions and trade exhibitions generated \$48.1 billion in economic impact and \$499.89

million in income for local residents.

The Expo's long-term sustainability and its effects on subsequent mega-events need to be examined in terms of time, space, and visual representation.

Is Expo 2020 Dubai an opportunity to showcase SDG projects that strike a balance between legacy and cross-examination?

How do the SDGs fit with Expo 2020's plan to increase global resilience and prosperity? The Dubai Expo 2020 can be used as a model. The organizers made an effort to coordinate their activities with the SDGs and guarantee that their initiatives would contribute to specific goals. One should keep in mind, however, that this method is necessarily selective and cannot achieve all the SDG objectives. It is also important to remember that each Expo leaves a lasting impression and helps advance a wider cultural program on local, national, and international scales.

Using two documents from the Dubai 2020 Organizing Committee, field visits, and feedback from preliminary scientific studies, we analyzed the progress made toward archiving the specific Sustainable Development Goals. "*By initiating sustainability objectives and performance targets and tracking our performance against targets over time, we are safeguarding transparency and fulfilling our promise of adherence to UAE Vision 2021. The progress and efficiency of our work ensures that we are acting steadfastly towards not only delivering an exceptional Expo, but also one of the most sustainable World Expos in history*".⁸

How does one go about planning an event such as an Expo? For an Expo to be sustainable, it must be carefully planned and adhere to sustainable development principles throughout all stages of the process (11 levels). Here are some guidelines and key steps for creating a sustainable Expo:

- 1. Define a sustainable vision and a sustainable local identity across the SDGs:** Creating a long-term plan of action that takes into account the SDGs is crucial. The SDG targets are for reducing carbon emissions, improving resource management, expanding access to

renewable energy, and supporting local communities. A powerful slogan can help get the message across, but it's also important to think about the climate, exhibition environment, and unique characteristics of the host country, city, and region.

2. Site selection and the smart region design: The Expo's location is essential for its sustainability. Locations that are convenient for taking public transportation or that have their own public transportation systems are preferable from a sustainability perspective. Energy efficiency and the use of sustainable materials should be prioritized in the development of temporary structures. Labeling buildings is an excellent practice that has several advantages. The selection of building materials is another crucial option with far-reaching political and geopolitical consequences. Urban planning should be on par with what the organizers have in mind.

3. Energy planning: Renewable energy sources like solar, wind, and geothermal power are encouraged as they can provide responsible energy management during the Expo. LED lights and other energy-saving technologies are also effective in reducing energy use. Sustainability and optimization are crucial not just at the Expo site and pavilions but also in the surrounding areas and infrastructure, both on and off the site.

4. Water and waste management: Sustainable water management strategies should include collecting and recycling water, installing efficient irrigation systems in green spaces, and promoting waste separation and recycling.

5. Post-Expo Plan of human resources: It is important to ensure sustainable management of Expo employees through diversified or local employment and reclassification after it is over. The message of the Expo can be further reinforced by funding educational institutions.

6. Sustainable mobility: Promote eco-friendly transportation to the Expo site by offering accessible green vehicle parking and electric vehicle charging stations.

7. Outreach and Education: Visitors to a sustainable Expo can learn a great deal about sustainable development from the many hands-on events and displays that will be available to them. These events educate participants on environmental problems and sustainable solutions, empowering them to take positive steps toward a more sustainable future.

8. Long-lasting Expo legacy: The post-Expo strategy should be considered early in the planning process. Building temporary structures that can be easily dismantled and relocated is recommended. Use structures that have been prefabricated or constructed in modular units so they may be moved and reassembled. It is prudent to consider repurposing the landmarks as permanent community amenities, such as conference halls, recreational centers, or sporting infrastructure. Pavilions, such as those in Seattle or Paris, might even gain historical or tourist significance. The host city might get long-term benefits by leaving a lasting legacy in the Expo area.

9. Involve stakeholders: Expos would greatly benefit from early and widespread input from key stakeholders during the design phase. Sustainable development can only be implemented if local governments, businesses, NGOs, and residents all work together. Not only should U.N. established local charters and principles be considered, but also international, regional, and local accords.

10. Developing a tourism strategy: Create a global tourism strategy for the entire Expo Year encompassing both recreational and professional travel. The tourism industry can reap long-term benefits by adopting sustainable development strategies, practices, behaviors, and experiences. Ensure that every part of the country can enjoy the Expo's benefits. Promote sustainable tourism.

11. Create an observatory on impacts: To improve the reliability and credibility of the analyses, it is recommended to establish an independent observatory made up of local authorities, scientists, and BIE members.

The Expo has the ability to inspire positive change in society and contribute to a better future for the planet by

adopting sustainable strategies and integrating sustainable development principles at every step. These efforts are real and not just a form of 'greenwashing,' as evidenced by Expo 2020 Dubai's 'low-moderate-high' correlation. The SDGs have been used to legitimize the Expo and win over the hearts and minds of locals and foreign visitors alike.

The relevance of the BIE's principal responsibilities and the Expo's legacy are both highlighted, as are the ways in which the two organizations' goals can complement one

another. We recommend that the BIE and all Expos under its jurisdiction adopt a useful grid for reference purposes, similar to the original matrix. We will use the PESTEL-ID market matrix, the SDGs, the CSR Complementarity and Importance matrix, and the mission of the BIE to accomplish our goals. Because of this, a unique grid will be available for investigating, generating, and reflecting on the impact of Expos. We have thus defined a number of outcomes, each of which corresponds to a certain feature of the SDGs⁹.

Table 3: Four main challenges of Expo bidding city

| TERRITORIALITIES | EXPO THEME (Storytelling Marketing) | SOFT – SMART POWER | BOUNDARIES |
|---|--|---|---|
| <i>related to SDGs, 15 - 14 - 11 - 13 - 7 - 6</i> | <i>related to SDGs, 7 - 5 - 4 - 3 - 2 - 1</i> | <i>SDGs, 8 - 9 - 10 - 12</i> | <i>SDGs, 17 - 16</i> |
| Consider the relationship between the Expo and urban space, architecture, and the environment: | The issue of transparency, mobilization, and co-participation | The ability to impose a smart power to give a guideline in line with national ambitions and innovation | Create guidelines for the expo in terms of temporal, cultural, and spatial boundaries and expectations for organizers and participants. |
| <ul style="list-style-type: none"> ● The Expo site selection ● The role of transport connection to the Expo in the present and future? ● Cooperative networks with the cities nearby ● Cooperation between all the Expo stakeholders ● Private and public participants, associations, residents? ● Any other major event (World Cup football, Olympics, culture events in capitals) or amusement park planned? ● Can you specify the landscape and the buildings? ● Connections to transport, energy networks? ● What is the short- or long-term impact regarding urban planning and heritage? | <ul style="list-style-type: none"> ● The Expo theme's universality ● Is the foundation of the world Expo a series of long global displays? ● Cultural, technological and social legitimacy? ● How recognizable is the Expo's slogan? ● A logo that showcases the ambition of a Expo ● Social responsibility, marketing and the Expo's communication values ● A bidding document that satisfies the BIE standards ● The local population responds favorably to the theme: strong, medium, weak support? | <ul style="list-style-type: none"> ● The Expo embodies the host country's soft power and smart power ● Can national stakeholders impose their candidacy, and lobby institutions? ● Can they impose their candidacy and political struggle "for or against" the candidacy? ● A diplomatic lobbying ● organization to win the voices of the BIE ● Economic strength, ability to run up debt, to make a profit? ● Which technologies? ● What innovations? ● Financial power, corporate sponsorship ● Economic power, ability to raise funds for the project? | <ul style="list-style-type: none"> ● Regarding time, when would be a good time to host the world expo? ● Regarding the geographical limit, should the site of the world Expo cover the entire city or the country and how? ● As regards tourism, will the exposition be for all people and showcase fairness and equality of treatment? ● How far can they go into debt, and what is the debt border limit for the host city? ● Can they strike the right balance between public-private investment? ● What about cultural borders, multiculturalism, inclusion, and acceptance by all? |
| <i>Equity, Sustainability, Spatial Justice</i> | <i>Transparency, mobilization, co-participation, inspire</i> | <i>Good governance and innovation</i> | <i>Ability to make simple choices and understandable-acceptable by all</i> |

The analytical grid is meant to help think through the primary risks associated with hosting an Expo. The objective is to plan and execute an Expo that demonstrates the benefits of global cooperation among people from

all walks of life. This beautiful celebration of the arts will encourage new ideas and serve as a forum for developing sustainable solutions to global issues, while honoring the Expo's legacy.

Conclusion

1. The BIE is responsible for setting standards and ensuring the quality of future Expos, in order to leave a lasting legacy for future generations.
2. Expos and the BIE have always made it a priority to advance sustainable long-term development through the integration of science and technology, culture, and urban planning into their operations.
3. The SDGs are increasingly integrated into the BIE discourse, guiding all the participating countries.
4. With eco-regions like Dubai City Expo 2020, the Expo and the BIE are continually innovating and working toward sharing a sustainable vision with the globe. Economic, urban planning, and cultural stakeholders have all established long-term goals to bring this vision to fruition.
5. The Expo is organized in a manner consistent with business management principles, with market and economic assessments, PESTEL-ID and CSR analyses all being taken into account. Expos function as a social initiative and a tool for national development through the promotion of eco-regions and geo-economic activities like tourism and cultural exchange.
6. The Expo helps the host city or country increase its smart and soft power.
7. Finally, there is a risk that standardizing pavilions and enforcing specific practices, such as the sustainable building label, may lead to a loss of architectural innovation and diversity (towards architectural standardization?). In conclusion, the recommendations we propose demand careful consideration.

BIOGRAPHY

Patrice Ballester

Mr. Patrice Ballester is a senior lecturer (qualified CNU-France), Ph.D., associate professor in marketing, CSR, and geography of tourism at Euridis Business School-Paris.

This work focuses on the adaptation of Mediterranean societies and coastlines to globalization through landscape, architectural, urban planning, environmental, cultural, sports (Olympic Games), and marketing analyses that take the SDGs (sustainable management of tourism strategies—sustainable and innovation districts, cluster) into account.

Dr. Patrice Ballester is a specialist in world expos/world fairs, Specialised Expositions and the BIE, as well as the urban history and geography of European cities such as Barcelona, the Catalan capital. He is planning to publish three books on Barcelona, world fairs, and tourism landscapes between 2024 and 2025. In 2008, he defended his doctorate in geography, "*Barcelona, the city-exhibition: the Catalan capital through its universal and international expositions and the Olympic Games*". He has multiple scientific articles published in peer-reviewed journals. In this capacity, he assisted in the drafting of the candidacy bid for Greater Paris 2025 World expo and wrote the entire application candidacy Bid for the metropolis of Toulouse like "satellite city", European capital of aeronautics, for the 2025 World expo. As a creator of photographic exhibitions, he collaborates with GLevents on the history and commercial promotion of the International Fair of Toulouse. Supervisor of bachelor's, master's and thesis dissertations.

Creator of the new scientific journal *City & Tourism* ("cité et tourisme"). Member of the reading committee and evaluator for scientific journals. He writes for both technical and mainstream publications including BBC Europe.

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Lacointa Felix, *Les Expositions internationales universelles ou spéciales au point de vue du droit*, Paris, Rousseau; 1896; BIE, *Le BIE et la réglementation des Expositions internationales*, Paris, BIE, 2000 [Le protocole signé à Paris le 30 novembre 1972 concernant les Expositions internationales portant modification de la convention signée à Paris le 22 novembre 1928, Paris, BIE, 1996]
- 4 之后，1948年和1996年签署的议定书修订了《国际展览会公约》最重要的部分，即有关博览会举办频率的部分。
Then, the protocols of 1948 and 1966 amend the Convention for the most important part, that of the frequency of expositions.
- 5 国际宇宙奖为了继承和发扬1990年在日本大阪举办的国际园林和绿化博览会（Expo'90）上提出的“自然与人类和谐共存”的理念，由世博90基金会于1993年建立的，旨在表彰符合这一理念的国内外杰出研究活动和成果。
- 6 《修改1928年11月22日在巴黎签署的〈国际展览会公约〉的国际观点》，巴黎，国际展览局，1996年。可以注意到，从1980年至1990年这十年间，几乎每年都会有许多项目诞生：1982年诺克斯维尔世博会和1984年新奥尔良世博会、1985年筑波世博会、1986年温哥华世博会、1988年布里斯班世博会等，使世博会的举办时间之间保持均匀的间隔，确保更好地遵守法律法规。
Révision de la convention internationale sur les Expositions Internationales portant modification de la convention signée à Paris le 22 novembre 1928, Paris, BIE, 1996
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A doctorate, “Barcelona – The city-Exhibition*” (2008), by Patrice Ballester Ph.D. – Pr.

*Also, Exposition; World’s fair; world expo

<https://cv.hal.science/patrice-ballester>

Abstract:

Barcelona is a regional capital that promotes new development practices through urban planning actions with the corollary of creating attractive new public spaces as part of the growth of tourists and economic activity in the city. This metropole is becoming a model to follow for other world cities through renewed planning approaches. This doctorate aims to be a portrait, an analysis and a critique of this model of Mediterranean city which benefits four times from major structuring events. We can count three International Exhibitions - world's fairs, world expo, but also the 1992 Olympic Games which can be characterized as a whole as mega-events.

These events are part of a global geography of sporting and cultural practices contributing to the creation of a new symbolic and identity of the urban landscape. What are the lasting effects of the ephemeral in urban space at four different times on four Catalan identity spaces as well as their coalescence or not in societal memories and practices?

It is about a cultural urban landscape activated, reinterpreted and imagined by multiple actors living to the rhythm of its ambitions and economic development. The perception of the Universal Exhibition of **1888** evolved into an initiating myth, that of the International Exhibition - Exposition of **1929** proclaimed itself as a continuity and a reinforcement of the role of the great fair of Barcelona and of business tourism; as for the **1992** Olympiad, it is considered to be a catalyst project for the rebirth of the Catalan capital through a return to its past (Ildefonso Cerdá grid) and its coast (Olympic Port-Nova Icària) and a desire to anchor its project in modernity, sustainability and new technologies. As for the tourist management of the Catalan capital, it is incumbent on us to segment, target and set up ambitious commercial action plans in order to strengthen tourist attractiveness based on the amenities and assets of a Mediterranean metropolis.

With the **2004** International Exhibition, “the Universal Forum of Cultures”, urban and economic actors propose to reactivate old transport and road networks, but also to perfect intervention methods through the increased and criticized participation of the private sector becoming the majority in the action of urbanization of a periphery and a seafront under tension.

Between the practice of leisure, economy, marketing and urban communication, a thwarted living together between the inhabitants and the tourists is observed. Barcelona becomes aware of its past and manipulates it, of its urban framework and shapes it and becomes both a model, but also an exception to be baptized as a city-exhibition.

For example – case study 1888 universal exhibition – exposition , the Citadel Park Barcelona :

In the long term, across the time frames of these events, if we take the case of the Universal Exhibitions such as Vienna 1873, Milan 1916 and Barcelona 1888 - 1929, the impacts on the scale of the city are considerable, the lasting effects extend over several generations, because the choice of the site of the exhibition and the infrastructure sometimes fits perfectly into the economic, industrial and tourist strategy of the city. Modern fairs, museums, new transport are built and sustainable, they are a common benefit for all the inhabitants. The legacies are therefore on the short, medium and long term. But urban development on the occasion of the organization of an exhibition can also be negative for the inhabitants of a metropolis as for Barcelona in 1888 and the latecomers in the creation of the city sewers for other districts in favour of major works to accommodate the exhibition, like the works of Pere Hereu , Manel Guardia and Javier Monclus (1991) demonstrate this. The effects of postponements of works and urban plans disrupted by the holding of works are sometimes inherent in political decisions wishing to organize as a priority a world festival of progress instead of continuing the programming of the construction sites of the metropolis (at least, to postpone certain works). But on the other hand, I was able to demonstrate in my doctorate in 2008 on "Barcelona, the city-exhibition" (2008) that the results of the Catalan world fair called "Universal Exhibition of 1888" are paradoxical and more complex to understand.

First of all, before, during and after the exhibition, the image of the Catalan capital and of Spain was positive on a European and global scale as a result of the good organization of the Catalan Universal Exhibition of 1888 and the investment of the municipality in its port and its seafront (European and global press, diplomacy and iconographic production such as postcards) **(1)**.

Moreover, the municipality of Barcelona could not afford a failure because of regional demands in political and cultural life in Catalonia and in particular in the face of the centralizing power of Madrid, the municipal agents proposed a requalification of the first urban planning project of what would become the Citadel Park, following the abandonment of the first construction site of the exhibition due to bankruptcy and the lack of seriousness of businessmen - workers - craftsmen on the site. Catalan civil society and the school of architecture, as the driving forces of Catalan society, designed the Universal Exhibition of 1888 as an instrument to serve the dynamic and commercial image of the Catalan capital **(2)**.

Tourism was strengthened, a new urban landscape was drawn up for leisure (landscaped urban parks, fair, small facilities, large facilities, hotels, artificial jetty, cafés and restaurants, greenhouses- umbracle , tourist boat " golondrinas " on the same model as the Parisian bateau-mouches...) allowing associating a city plan that was too strict (Plan Cerdà) for the benefit of Catalanism, but also for the benefit of the image of the regional capital and of Spain (Ballester , 2008) **(3)**.

On the other hand, in 1873, in Vienna, thanks to the Universal Exhibition, the whole city was turned upside down and fresh water pipes were built for the occasion, a real technical feat that made it possible to transport fresh drinking water over a distance of 95 km from the mountains of Lower Austria and Styria directly to Vienna. Finally, the Ring was embellished, with new stations and new museums. In France, Baron Haussmann anticipated the realization of the next exhibitions, as can be read in his "Memoirs".

Finally, a World's Fair that was deemed less than successful and redundant by the themes discussed earlier, the Louisiana World's Fair of 1984, is now considered more sustainable and beneficial to the entire region, as the choice of the purpose-built Ernest N. Morial Convention

Center has paid off in the long run, after 40 years of operation, with 1.1 million square metres of exhibition space, an award-winning staff, and first-class facilities. The Ernest N. Morial Convention Center in New Orleans (MCCNO) has become the sixth-largest convention center in the country (Top 10 largest conventions and trade shows each year). It has generated an economic impact of \$48.1 billion since its construction – the 1984 Expo. Currently, for the years 2019-2024, the facility attracts more than 740,000 visitors and generates \$175 million in annual tax revenue for the city and state.

The same is true for the 1962 World's Fair in the United States, "Seattle World's Fair ", in the long term, the American metropolis inherits a vast shaded landscaped park - the " Seattle Center" and the new " Climate Pledge Arena » - with sports, cultural and museum complexes and festive events where theaters, restaurants and shops are grouped around the Space Needle , a *monument* – symbolic architecture inherited from the 1962 exhibition, but which remains an attractive element for facilities of all kinds. **As a partial conclusion, concerning universal exhibitions, the analysis of the sustainability and consequences of their organization must be understood in time, space and the capacity to represent differently the impacts of mega-events.**

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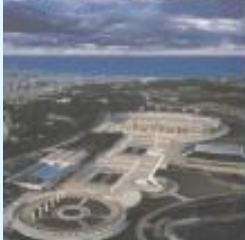
Un regard sur...

LES EXPOSITIONS INTERNATIONALES

Les effets durables de l'éphémère ?
Comment penser la ville par le paysage?
Planification et organisation d'une exposition.



Barcelone 2004
Forum des cultures



Barcelone 1992
Jeux Olympiques



Barcelone 1929
Exposition Internationale



Barcelone 1888
Exposition Universelle



Objectif : CONNAISSANCE DU PROJET URBAIN,
MARKETING ET MANAGEMENT URBAIN,
HISTOIRE DE LA VILLE ET DES EXPOS.

Patrice Ballester

TOURISME

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et

Urbanisme

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Une ambition

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Un modèle
Des paysages

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