



القمة العالمية للإقتصاد الأخضر **WORLD GREEN ECONOMY SUMMIT**

5-6 October 2016 ٢٢-٢٣ إبريل، ٢٠١٥
Dubai, United Arab Emirates دبي، الإمارات العربية المتحدة

World Green Economy Summit 2016 'Implementing the Global Green Economy'

Andre Schneider / Jens Nielsen
World Climate Ltd

Steering Committee Presentation
16 May 2016





- Objectives
- Time, Place & Outcomes
- Dubai the Global Capital of the Green Economy
- Main Themes
- Programming Timeline
- Current Highlights
- Suggested Structure of the Programme
- PPP Sessions
- Opening Ceremony
- Sample VVIPs Confirmed
- Celebrity Booking Status
- Global Partners
- Sponsors
- Delegate Marketing Plan
- Ongoing Marketing and Communications

WGES 2016 | Objectives



A World Class Opening Ceremony

Well orchestrated, and powerful keynote speeches from relevant high level dignitaries, enhanced with a strong show element.

A Strong Programme

Well-framed discussions in connection to the key highlights happening in Dubai and supporting the Paris Agreement implementation / COP22, and the Sustainable Development Goals 2030 ('the 2030 Agenda').

Linked to Outcomes

Continue the strong link to outcomes and actions through the Dubai Declaration and input to COP22.

Many delegates – from the region and international

Well selected delegates invited to specific sessions and engaged through strong network and partnership agreements.

International and Local Media Coverage

Putting WGES on the global radar for green economy initiatives.



WGES 2016 | Time, Place & Outcomes



Time & Place

5-6 October 2016

Alongside WETEX at the Dubai International Convention & Exhibition Centre

Desired Outcomes Based on 2015 Commitments (as in the 'Dubai Declaration 2015')

2015 Commitments	Suggested 2016 Outcomes
Dubai, international Capital of the Green Economy <ul style="list-style-type: none">• Brand WGES as the premier int. platform for Green Economy• Follow up on commitments through Dubai Declaration	<ul style="list-style-type: none">• Market Dubai's position as the green business hub• Develop solutions for COP22 in Marrakech• Host High Level Sessions• Launch of a number of green initiatives, including the Green Free Zone
Global partnerships <ul style="list-style-type: none">• Further develop the PPP Platform• Develop cooperation with key countries in key markets and int. organizations	<ul style="list-style-type: none">• Collaborative PPP Platform – the leading platform globally• Cooperation partnerships with key markets and int. organizations• Tangible deals and partnerships
Green finance <ul style="list-style-type: none">• Finalise the Green Fund initiative	<ul style="list-style-type: none">• Launch of the Dubai Green Fund• Global Project Marketplace



Dubai Commitments Going Towards 2020

Dubai Commitments Going Towards 2020	Green Finance	Global Partnerships	2017 and beyond...	Targets
<p>Clean / Green Strategies – 2020/2021, 2030, 2050</p> <p>International role in presenting solutions to climate change</p> <p>Innovation in through projects and solutions</p> <p>Commitment through the Dubai Declaration</p>	<p>Dubai Green Energy Fund</p> <p>Developing ecosystems for Green Finance</p> <p>Meeting of Green Funds</p> <p>Project Pipeline Presentations</p>	<p>Partnership with international organisations</p> <p>Boosting green PPP deal making</p> <p>Introducing new green sectors</p>	<p>Dubai as the global hub for green trade, technology & innovation</p> <p>DSCE as international policy leader</p> <p>DEWA as a global green leader</p> <p>WGES as the global partnership platform for the green economy</p>	<p>GLOBAL</p> <p>Sustainable Development Goals</p> <p>Paris Agreement</p> <p>NATIONAL</p> <p>UAE Vision 2021</p> <p>REGIONAL</p> <p>Dubai World Expo 2020</p> <p>Dubai Clean Energy</p> <p>Dubai Integrated Energy Strategy</p>



WGES 2016 | Main Themes



Under the main topic of WGES2016 "**Implementing the Global Green Economy**", the main sessions will have special emphasis on:

Main Theme	Sessions	
Thought Leadership for the Green Economy	<ul style="list-style-type: none">• Main Plenary Session• Dubai Declaration 3.0	<ul style="list-style-type: none">• Keynote green visionary
New Green Financial Mechanisms	<ul style="list-style-type: none">• Main Plenary Session• Organized lunch meetings	<ul style="list-style-type: none">• Launch of Dubai Green Fund• PPP Sessions
Global Solar Energy Leadership	<ul style="list-style-type: none">• Main Plenary Session• Organized lunch meetings	<ul style="list-style-type: none">• Solar Decathlon Teams• PPP sessions
Happy, Smart and Green cities	<ul style="list-style-type: none">• Main Plenary Session• PPP sessions	<ul style="list-style-type: none">• Launch of Dubai Green Free Zone
Solutions to Implement the Paris climate agreement	<ul style="list-style-type: none">• Main Plenary Session• Marrakesh Declaration• Organized lunch meetings	<ul style="list-style-type: none">• High Level Pre-COP22 Meeting
PPP Platform	<ul style="list-style-type: none">• PPP sessions• Thematic workshops	<ul style="list-style-type: none">• 1-to-1 meetings• Partner initiatives

WGES 2016 | Programming Timeline



May 31 Press
Conference

June 6 Ramadan

September Press
Conference

April 2016

20 high level speakers confirmed
for main sessions
1st Draft Agenda
20 Partners confirmed

June 2016

60% speakers booked
2nd Draft Agenda
30 Partners confirmed
Development of the
PPP Platform

September 2016

100% of speakers booked
Logistical & Practical
Matters
Final Agenda
20 Sponsors confirmed
30 Partners confirmed



Confirmed Speakers

- 34 confirmed VIP speakers
- Governmental: Helen Clark, UNDP, plus five confirmed Ministers
- Celebrity: AKON confirmed
- Astronaut: Bruce Melnick, two additional offers (TBD)



Global Partners

- From logo partnerships to global collaboration in thematic setting with world established international organizations
- 25 confirmed partners



Outcomes

- The Dubai Declaration 3.0
- Strongly linked to COP22 through 'Marrakesh Declaration'
- A number of planned launches – local and international

WGES 2016 | Suggested Programme Structure



Time	October 5
8:00 – 10:00	Registration
10:00 – 11:30	Opening Ceremony / Implementing the Global Green Economy Main Plenary Hall Shapers of the global green agenda/Film/Solar Decathlon teams
11:30 – 11:45	Coffee Break
11:45 – 12:45	Green Finance: How to Mobilize Sufficient Global Green Capital Main Plenary Hall Launch of the Green Fund/How to mobilise sufficient global green capital
12:45 – 13:45	Lunch (+ organised lunch meetings)
13:45 – 14:45	Solar Energy: World Energy Game Changers Bringing about Solar Revolution Main Plenary Hall World energy game changers bringing about the solar revolution
14:45 – 16:00	Thematic Seminars, PPP workshops, Networking Breakout room, networking area
19:00 – 22:00	Gala Dinner

WGES 2016 | Suggested Programme Structure



Time	October 6
09:00 – 10:00	Smart, Happy & Green : Transforming Cities through People and Technology Main Plenary Hall EXPO 2020 / Launch of the Dubai Green Free Zone/ Transforming cities through happy citizens /
10:00 – 10:15	Coffee Break
10:15 – 11:15	Post Paris Climate Deal / Road to COP22 in Marrakech: From Agreement to Action Main Plenary Hall Bringing the Paris deal from targets to implementation
11:15 – 12:15	Thematic Seminars, PPP workshops, Networking Breakout room, networking area
12:15 – 13:45	Lunch (+ organised lunch meetings)
13:45 – 15:00	Thematic Seminars, PPP workshops, Networking Breakout room, networking area
15:00 – 16:00	Closing Ceremony / Making Initiatives out of Targets for the Green Economy Main Plenary Hall Conclusions / Dubai Declaration / Next Stop Marrakech



Proposed PPP Sessions

- Sustainable consumption – the role of women and youth
- Sustainable production – efficient and renewable energy for the industry
- Green transport in the modern city
- Energy efficiency – the role of ESCOs models in the world (in conjunction with Etihad Energy Services)
- Renewable energy – how to translate targets into scalable models in conjunction with IRENA)
- Waste – from waste to energy to the circular economy
- Water – clean water to the world (in conjunction with the Water Aid Foundation)
- Finance – Financing Renewable Project Pipelines
- Energy Storage – Utility-scale and decentralised
- More to be announced

WGES 2016 | Opening Ceremony



WGES 2016 Opening: Implementing the Global Green Economy

5 October 10.00 – 11.30

Thought leadership for the global green economy / Implementing the 2030 Agenda and the Paris Climate Agreement

Introduction

- United Arab Emirates National Anthem
- WGES Opening Film: Dubai – the Global Green Hub
- Master of Ceremony: Short Introduction

Speeches

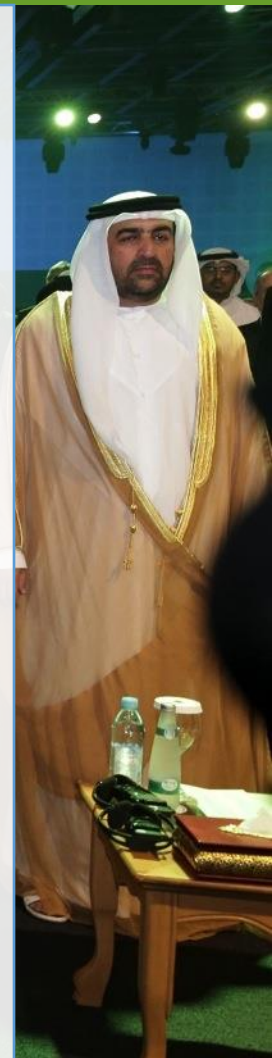
- Opening Keynote: H.E. Saeed Mohammed Al Tayer, MD & CEO, DEWA
- Keynote: Helen Clark, Administrator, UNDP
- Keynote: Akon, Singer
- Keynote: Bruce Melnick, Astronaut

OPTIONAL: Here or Otherwise Placed

Ministerial Dialogue: Mr. Mohamed Boussaid, Minister of Economy and Finance, Morocco, H.E. Thani Al Zeyoudi, Minister of Climate Change, Government of UAE, Dr. Khaled Fahmy, Minister of Environment, Arab Republic of Egypt

Show element

- Solar Decathlon teams announced



WGES 2016 | Sample of VVIPs Confirmed



Helen Clark
Administrator, UNDP



H.E. Mohammed Boussaid
Minister of Economy & Finance, Government of Morocco



H.E. Reem Ebrahim Al Hashimy
Minister of State, MD Dubai Expo 2020, Government of UAE



H.E. Dr. Khaled Fahmy
Minister of Environment, Government of Arab Republic of Egypt



H.E. Dr. Thani Al Zeyoudi
Minister of Climate Change, Government of UAE



Manuel Pulgar Vidal
Minister of Environment, COP20 President, Government of Peru



Torben Moger Pedersen
CEO, PensionDanmark



Gasem al Shaikh
CEO, Petroleum, Chemicals & Mining Company Ltd



Adnan Z. Amin
Director General, IRENA – International Renewable Energy Agency



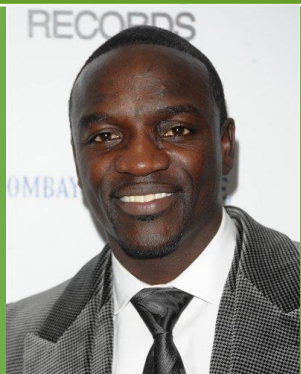
Akon
Singer, Chairman Solectra

WGES 2016 | VVIPs Confirmed



- Helen Clark, Administrator, UNDP
- Mr. Mohamed Boussaid, Minister of Economy and Finance, Morocco
- H.E. Thani Al Zeyoudi, Minister of Climate Change, Government of UAE
- H.E. Reem Ebrahim Al Hashimy, Minister of State for Int. Cooperation, MD Dubai Expo 2020
- Manuel Pulgar Vidal, Minister of Environment, Peru
- H.E. Saeed Al Tayer, MD & CEO, DEWA
- Akon, Chairman, Solectra INT
- Connie Hedegaard, Chairman, KR Foundation
- Ken Berlin, CEO, Climate Reality Project
- Torben Moger Pedersen, CEO, PensionDanmark
- John Jung, CEO, Greensmith
- Waleed Salman, Executive Vice President, DEWA
- Dr. Chakib Bouhdary, Digital Transformation Officer, SAP
- Samba Bathily, CEO, Solectra INT
- Huang Ming, CEO, Himin Solar
- Michael Schoeneberg, Business Developer, Joi Scientific technology
- Raymond Carlsen CEO, Scatec Solar
- Stephane le Gentile, CEO, Etihad Energy Services
- Steven Stone, Chief of Economy and Trade Branch, UNEP
- Dan Byles, VP Corporate Development, Living Planet
- Jane Wilkinson, Director, Climate Finance program, Climate Policy Initiative
- Pedro Banda, Sr Specialist – Research and Development, Dubai Electricity & Water Authority
- Ivano Iannelli, CEO, Dubai Carbon Centre of Excellence
- Henning Wuester, Director, Knowledge, Policy and Finance, IRENA
- Gasem Al Shaikh, CEO, Petroleum, Chemicals & Mining Company Limited
- Hans Peter Egler, CEO, Green Infrastructure Basel Foundation
- Jeremy Crane, CEO, Yellow Door
- Meik Wiking, CEO, The Happiness Research Institute
- Iyad Abumoghli, Regional Director and Representative for West Asia, UNEP
- Sonia Mezzour, Secretary General, Agency for the Development of Renewable Energy and Energy Efficiency (ADEREE)
- Ahmad Alhendawi, Envoy for Youth, UN-SG
- Daniel CALLEJA CRESPO, Director-General, EU
- Dr. Khaled Fahmy, Minister of Environment, Arab Republic of Egypt
- Adnan Z. Amin, Director General, International Renewable Energy Agency
- Kumi Kitamori, Head of Green Growth and Global Relations, OECD
- Mark Kenber, CEO, The Climate Group
- Saeed Al Abbar, Chairman, Emirates Green Buildings Council

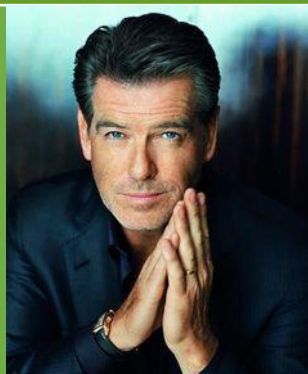
WGES 2016 | Celebrity Booking Status



Akon
Singer

American singer, rapper, songwriter and record producer, chairman of Solectra

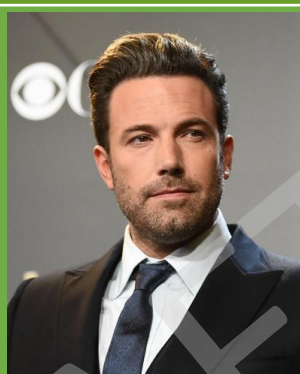
CONFIRMED



Pierce Brosnan
Actor

Best recognized for James Bond movies
Long standing environmentalist

\$175K + 20% ASF + Travel expenses



Ben Affleck
Actor

American actor and filmmaker, won 2 Oscars
Supports farmers and businesses in Congo

\$250K + 20% ASF+ Travel Expenses



Stella McCartney
Fashion Designer

Daughter of legendary Paul McCartney and leading sustainable fashion design house

TBD



Leonardo DiCaprio
Actor

Recently won an Oscar for best role
UN Messenger for Peace

USD\$350K + 20% ASF + Private jet travel

Astronaut			
Name	Designation	Relevance	Fees
Ron Garan	Astronaut, NASA	The leading producer and astronaut in the short video "Call to Earth" showcased during COP21 and has spent more than 178 hours in space	\$25K
Dottie Metcalf-Lindenburger	Astronaut, NASA	Participated on the ISS resupply mission and has logged more than 362 hours in space.	\$23K
Bruce Melnick	Astronaut, NASA	In Dubai through US Consulate at WGES together with World Space Week (Tentatively CONFIRMED)	FREE



From logo partnerships to global collaboration in thematic setting with world established international organizations.

Main Theme	Partners		
Thought Leadership for the Green Economy	<ul style="list-style-type: none">• GGGI• UNDP	<ul style="list-style-type: none">• OECD• IRENA	<ul style="list-style-type: none">• UNEP• ICC
New Green Financial Mechanisms	<ul style="list-style-type: none">• CPI• AFDB	<ul style="list-style-type: none">• IIGC• World Bank / IFC	<ul style="list-style-type: none">• GCF
Global Solar Energy Leadership	<ul style="list-style-type: none">• IRENA• REN21	<ul style="list-style-type: none">• WETEX / Solar Show	<ul style="list-style-type: none">• REEEP
Happy, Smart and Green cities	<ul style="list-style-type: none">• C40• Emirates GBC	<ul style="list-style-type: none">• CLEAN	<ul style="list-style-type: none">• GBFC (GEF)
Solutions to Implement the Paris climate agreement	<ul style="list-style-type: none">• UNDP• CDP	<ul style="list-style-type: none">• Prince of Wales CLG	<ul style="list-style-type: none">• UNFCCC

Further: a good dialogue with leading corporations as sponsors

WGES 2016 | Delegate Marketing Plan



Sector	Target	Strategies	Tactics
Dubai at large	1500	Speaker promotion, PR input WETEX Mapping	Radio, Posters. Attendance Certificate
DEWA	300	DEWA engagement	Target recent graduates
Intl Buss/Finance	100	Embassies, Business Councils, Consulates	Previous PPP Network
Intl government	50	Embassies, Business Councils, Consulates	Direct engagement
Int. other	50	Sponsorship of high GPA students	Direct engagement
Partners/ Sponsors	100	Global Partnerships	Monitor partner/sponsor deliverables
Speakers	100	Through direct contact, network, embassies, consulates, sponsors and partners	Sponsorship for Very High-Level delegate travel
Media	100	Media Partnerships 'Press' area	Set up Media Registration link Social Media
TOTAL	2300		



WGES 2016 | Ongoing Marketing and Comms



CHANNELS (frequency)	Current Activities	Key Targets
E-blasts (first bi-weekly, later weekly)	22 e-blasts planned, to be prepared and released among audience (6000)	Increasing size of community
WGES Website (first bi-weekly, later weekly)	Website updated in full for WGES 2016 Regularly added news following e-blast schedule	Increasing number of visitors Increasing role of website as information point for green economy
Social Media: Twitter, Facebook (Daily)	Engaging with stakeholders online Increasing traffic to website and subscription to e-blasts	Around 20 YouTube videos, focused on highlights and summarising
Newspapers, magazines (bi-monthly)	8 press releases and 2 press conferences planned Starting engagement with Media Partners	A large number of Articles across press
Direct invitations, incl. Partners and Sponsors (ongoing)	Sending +300 invitations to stakeholders across sectors	Raising awareness and attracting green economy and climate VVIPs to the Summit