



“EXPOMUN” DUBAI

MODEL UNITED NATIONS (MUN) CONFERENCE

World’s FIRST global MUN taking place at a World’s Fair!

Guinness* Book World Records on course to be made include:

The largest number of nations ever represented at one time physically AND virtually!

Background

Discussions began with Expo2020 leadership in February 2019 to create an activation that would add to the Expo2020 Dubai’s goal to unite the world – in this case, dynamic youth. The platform for intelligent dialogue and dynamic debate to move young, fertile minds toward consideration and crafting of resolutions that may aid in fortifying for future downturns and reaping positive global change –or, on Expo’s theme toward “connecting minds, creating the future”.



This goal has become even more vital after an extended period of isolation, and Expo2020 Dubai will draw global citizens back into the realm of travel and socializing and onto the Dubai (and UAE) ‘stage’.

The energy, enthusiasm, and outputs of such an MUN congress, captured in Position Papers, vibrant negotiations, lobbying, debate and speeches, and the ensuing draft Resolutions will captivate those participating, observing, and reporting on the proceedings. Such outputs will go far beyond a typical Expo activity or conference event and the impact created will be immediate (global relationships forged), real (diverse and relevant perspectives), measurable (action agendas to be tracked and reported).

The Conference takes place January 21-22 during SDGs week at Dubai Expo and with exclusive Knowledge Partner sponsor PWC. Special sessions January 23-24 total 4 days.

Over 100+ UNA organizations globally comprise the “citizen’s movement” of the U.N. and undertake advocacy, policy, and educational activities. In UAE the focus is solely education and development and expansion of Model U.N. in schools, international diplomacy and government practicums, and other key activities such as the Global Citizens SDGs Solutions Challenge (‘SDGs Challenge’).

The United Nations Association (UNA) in the UAE under the oversight of the Arab Youth Venture Foundation will create and produce the Conference. AYVF has the track record to lend credibility to the efforts required to see that outputs of EXPOMUN are sustainable.

In relation to Model U.N. workings, topics promoted for resolution in Model U.N. educational simulations in UAE relate specifically to SDGs and most commonly 1-3, 6-7, 12-15 (environment and climate, alleviation of poverty and hunger, good health, responsible consumption/production, and clean water/ sanitation).

Such challenges afflict over a billion citizens across the globe, and nowhere are these challenges more concentrated and prominent - and resolutions more imperative to improve the quality of life overall than in the nations in close proximity to the UAE.



World map representing Human Development Index categories (based on 2017 data, published in 2018).^[1]



The aim of EXPOMUN is to cultivate university students (“global citizens”) on the verge of entering university and ultimately the workforce to embark on purposeful lives.

EXPOMUN will leverage Expo2020 to bring together a vast number of diverse nationalities to discover fresh perspectives, uncover underlying issues, caucus, and persuade as required to forge constructive negotiations among delegate peers to propose potential solutions to current pressing challenges for humanity.

Dubai Expo2020 will serve simultaneous purposes of drawing young adult international participants (many accompanied by their families) with Dubai serving as **Convener of high impact dialogue from young and vital voices while also serving UAE capacity building around MUN and the the level of globally minded youth** (all within a politically respectful manner for UAE).

UNA-UAE will approach this goal from the international student universe while at the same time create a culture that involves welcoming Emirati ‘citizens of the world’ who aim to be better versed in the work of the United Nations across the UAE and who may feed the UAE’s growing diplomatic corps.

It appears a global Model U.N. Conference is a world first during a World’s Fair (Expo). While this is globally newsworthy, a key feature of the program is attainment of three Guinness World Records.

United Nations' Sustainable Development Goals (SDGs) 2016-2030



EXPOMUN Goals

Meets Expo2020 Operational objectives of:

- Lures high quality (typically higher tourism spending) international participants (students, parents, families) to Dubai Expo2020
- Fulfills a unique, global press worthy (“firsts”) MUN Conference during an Expo/World Fair, largest number of delegates at one MUN Conference, and the largest number of nations represented comprised of high-potential international university students.
- Inaugurates the world’s largest MUN aiming to set TWO, possibly three Guinness World Records (further adding to Expo2020 prestige, PR/story, legacy)
- Leverages thousands of global MUNers (youth aged 13 to 21) social media accounts/activity (MUNers are diligent ‘do-ers’ and can play a very useful role in building up to Expo2020 as well as during, after)

Supports Dubai Vision2021 and Fulfills UAE Capacity Building, Sustainable Benefits of:

- Model UN youth participation supporting SDG awareness and Dubai Vision 2021 aspects of ‘The Society and The People’ and supports multiple UAE Ministry of Education KPIs.
- Delivers more skilled UAE MUNers and showcases UAE in a serious, demanding setting and sets stage for an annual event thus movement toward sustainable discourse, ‘Dubai as platform’.
- Serves as a bridge by delivering collaborative training and dialogue between International and UAE students thus building capacity for global minded citizens and cross pollinated viewpoints.
- First of what could be annual Dubai gov’t SDGs themed MUN conferences feeding education, tourism.

FOCUS, THEMES & COMPARABLES - EXPO 2020 MUN CONFERENCE

THEMATIC OVERVIEW

AFRICAN UNION

+

SUSTAINABLE DEVELOPMENT GOALS (SDGs)

Annually there are over 500 Model U.N. Conferences globally with at least 50 delegates attending. Some are locally organized, others draw international participants.

The top MUN conferences boast in the 000's of delegates PER conference. i.e. Harvard (HMUN 4,000/ 80 nations), WFUNA (WIMUN 1,300/70 nations), The Hague (THIMUN 1,300), and few others as large. **The number of delegates by nation to beat is 87** (TBC by Guinness)



- Topics promoted for motion & resolution in Model UN educational simulations in UAE can include SDGs 1-16
- Due to the global pandemic, special emphasis will be placed on SDGs 1, 2, 3, 6, 12, and 15 (alleviation of poverty and hunger, good health, clean water/ sanitation, responsible consumption/ production, and life on land).

IMPERATIVES, ACTION & IMPACT - EXPO 2020 MUN CONFERENCE

IMPACT

Over 100,000 MUNers across 1,500 MUN clubs globally, MUNers are thinkers, researchers, DO-erS. They are the leaders of the not so distant tomorrow. SDGs identify areas that afflict over a billion citizens across the globe, and nowhere are these challenges more concentrated and prominent - and resolutions more imperative to improve the quality of life overall **than in the nations in close proximity to the UAE**. The Expo 2020 MUN Conference will aim to open robust dialogue, debate, and sample action agendas by YOUTH around potential solutions to the world's most vexing problems.

OVERVIEW - UNITED NATIONS ASSOCIATION (UNA) in UAE

Launched with a mere budget of \$200,000 in 2010, the United Nations Association (UNA) is the first (and still only) UNA in the GCC. Blessed by UAE Ministers and Ambassadors in 2010, UNA-UAE's Constitution was developed through an inclusive, official Structure Meeting in 2010 in Abu Dhabi that included UAE Government, Academia, and the Private

Sector with leaders of the UN's 'overarching regulatory body of UNAs, the World Federation of United Nations Association (WFUNA) presiding in an integral role. Out of great respect and a unique understanding of UAE's constitutional monarchy and all that relates, **UNA-UAE stays within very precise parameters for its activities and focuses on educational aspects.**

UNA-UAE builds extra-curricular Model U.N. clubs in UAE schools, supporting and training students for global MUN Conferences, holding Special SDG Briefings, and UNA-UAE's own strategic programs such as the annual Global Citizens SDGs Challenge. UNA-UAE's Africal programs "Build a Better World" (Madagascar – schools refurbishing and Tanzania -water wells). UNA-UAE developed the "Diplomacy, Think-Tank, and Government" colloquium in USA under private sector demand at the time lead by the education pioneer and now UAE Minister of Education.



Team Leads EXPOMUN: Our core team of globalists have lived/worked/visited 133 nations:



Lisa La Bonte Lisa is UNA-UAE's inaugural Secretary General (2010-present) and is a multi-faced expat with a strong skillset in cross-cultural diversity, global entrepreneurship and foreign direct investment. Lisa has advised, created, delivered, and sustained economic and workforce initiatives for/with World Bank (MIGA), U.S. Dept. of Commerce (MBDA), the U.S. Dept of State (MEPI), NASA, Abu Dhabi and Dubai Governments and under Executive Order of the White House. Lisa is founder and CEO of UAE's 15 year old Arab Youth Venture Foundation and holds a BA degree in Political Science with a focus on geo-politics of Asia and an MBA from the world's oldest institution for foreign trade, Thunderbird School of Global Management.

Eric Andriamihaja Robson, Ambassador (retired) Madagascar to the USA to 2019



Amb. Eric Robson is the Executive Director of Arab Youth Venture Foundation (AYVF). Eric's background is in foreign direct investment and he served on the Economic Development Board of Madagascar, the investment promotion arm of the nation, as Director General for over a decade. Eric maintains strong working relationships in the public sector with key international organizations, including the World Bank/IFC, the African Development Bank, and the United Nations Industrial Development Organization. With AYVF since 2019, Eric leads the Global Citizens SDGs Challenge. Eric earned a B.S. in Business Administration and Mgmt. and an MBA in International Marketing, from University of South Carolina.



Alwaleed Abdelrahman Alwaleed is Director Sustainable Finance for UNA-UAE and co-founder of the inaugural UAE SDG2 Solutions Challenge. He leads EXPOMUN global finance partnerships realizing the vital role of sustainable finance toward SDGs. Alwaleed is Sudanese raised between Saudi Arabia and Switzerland and educated in UK where he earned a degree in Economics and Econometrics from University of Reading. Alwaleed has 25 years experience in private equity and infrastructure project finance and has worked for Abu Dhabi Investment Co., Abraaj Capital, and other leading UAE and Saudi Arabian private equity firms.

**Guinness World Records have confirmed our three records and a Guinness adjudicator will attend our Closing Ceremony.*

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April 14, 2020

H.E. António Guterres
Secretary-General
United Nations
New York, NY 10017



Your Excellency, Mr. Secretary-General Guterres:

On behalf of the Arab Youth Venture Foundation we are pleased to confirm our support of the ten principles of the U.N. Global Compact with respect to human rights, labor, environment and anti-corruption.


With this letter we express our commitment to include those principles in our program strategy, team culture and the ongoing operations of our organization, and to create, implement, and measure collaborative projects that promote and advance the activities that support Global Compact principles particularly as they relate to U.N. Sustainable Development Goals and specifically Goals 5, 8, 10, and 12-16.

We will announce our embracing of this commitment to our stakeholders and the general public and we further pledge to participate in and engage with the UN Global Compact as follows:

- Engage, educate and inform stakeholders in the communities in which we operate and within our global programming in Global Compact-related issues
- Take part in and contribute to Global Compact global and local activities
- Extend our subject matter expertise in creating targeted initiatives and programs that assemble and enable collaboration among the private sector, academia, governments and all those stakeholders with whom we work in the advancement of the stipulated SDGs and toward realization of the UN Global Compact principles
- Work towards reaching KPIs and other qualitative or quantitative measurements of outcomes

AYVF understands that a core compliance requirement for participating in the U.N. Global Compact is the Communication on Engagement (COE) that outlines our organization's efforts to engage with the Global Compact and to support the implementation of the 10 principles. We agree to the requirement toward transparency and public accountability and pledge to submit our report on progress each two years in accordance with the Global Compact COE policy.

Sincerely,




Lisa La Bonté, Chief Executive Officer
Arab Youth Venture Foundation

