



# EXPO LIVE

## INNOVATION IMPACT GRANT PROGRAMME

INNOVATION CAN COME FROM  
ANYWHERE, TO EVERYONE



ABOUT  
**EXPO 2020 DUBAI**





“WHEN HUMAN BEINGS HAVE THE COURAGE AND  
COMMITMENT TO TRANSFORM A DREAM INTO REALITY,  
THERE IS NOTHING THAT CAN STOP THEM.”

**HIS HIGHNESS SHEIKH MOHAMMED BIN RASHID AL MAKTOUM,**  
VICE PRESIDENT AND PRIME MINISTER OF THE UNITED ARAB  
EMIRATES AND RULER OF DUBAI.

## ABOUT EXPO 2020 DUBAI

Expo 2020 Dubai will be the first World Expo in the Middle East, Africa, and South Asia region (MEASA). With its central theme of Connecting Minds, Creating the Future and three subthemes of Opportunity, Mobility and Sustainability, Expo 2020 Dubai will convene the global community and inspire people to work together in new ways in order to create a better future.

Today, the world's most pressing challenges are being tackled with effort and imagination by innovators across the globe. The pace of progress is astonishing; the innovations of today would have been deemed impossible just five years ago.

Dubai and the UAE have long been leaders in innovation and the promotion of a knowledge economy; it is only natural that innovation plays an integral role in shaping Expo 2020 Dubai.

Expo 2020 Dubai strongly believes that innovation and progress blossom when people and ideas combine in new and creative ways. The event's overarching theme of Connecting Minds, Creating the Future recognises that the creation of sustainable solutions to global problems requires a willingness to reach out across geographic and institutional boundaries, industry clusters, cultures and disciplines.

From October 2020 to April 2021, Expo 2020 Dubai will bring together hundreds of countries, innovators, international organisations, companies, entrepreneurs, NGOs, universities, and millions of people to celebrate human ingenuity. The first mega-event of its kind in the region, Expo 2020 Dubai will provide a unique global platform for presenting novel and innovative solutions with the potential to transform the lives of people around the world.



ABOUT  
**EXPO LIVE**



"CONNECTING MINDS, CREATING THE FUTURE IS FAR MORE THAN A THEME; IT IS A MANDATE, A PROMISE THAT THE UAE HAS MADE TO THE WORLD. FROM EVERY WALK OF LIFE, AND EVERY CORNER OF THE GLOBE, WE ARE CONNECTED THROUGH OUR HOPE FOR A BRIGHTER FUTURE. IN THIS WORLD OF SHARED DESTINIES, OUR THEME IS A PROMISE FOR PARTNERSHIP – PARTNERSHIP THAT WILL FOSTER CROSS-NATIONAL AND CROSS-DISCIPLINARY COOPERATION AND INNOVATION."

**HER EXCELLENCY REEM AL HASHIMY,**  
UAE MINISTER OF STATE FOR INTERNATIONAL COOPERATION,  
DIRECTOR GENERAL, EXPO 2020 DUBAI.



## ABOUT EXPO LIVE

Expo Live is an innovation and partnership programme launched by Expo 2020 Dubai to fund, accelerate, and promote creative solutions that improve lives while preserving our planet. Expo Live will harness the convening power of a World Expo to demonstrate how innovations coming from all places and people can advance the pace of progress and inspire a more inclusive and prosperous future.

With an allocation of USD 100 million, Expo Live will combine grant programmes, innovation challenges and knowledge-sharing events to promote collaboration and to provide technical assistance and exposure to the innovators in the run-up to Expo 2020 Dubai.

## THE FLAGSHIP PROGRAMME: INNOVATION IMPACT GRANT PROGRAMME

Expo Live's flagship Innovation Impact Grant Programme will award injection funds up to USD 100,000 to support the growth of social enterprises, startups and grassroots projects from around the world whose solutions generate social value and are in line with Expo 2020 Dubai's subthemes of Opportunity, Mobility and Sustainability.

Opening for submissions twice a year, the programme backs enterprises that offer creative solutions to pressing challenges that impact people's lives, or help preserve the world – or both.

The Innovation Impact Grant Programme looks for projects that need support to reach their full potential. This is by providing much-needed funding, business guidance and promotion to both developed and less developed markets. This builds a platform and opportunity for knowledge exchange and co-creation.

Funding levels will depend on the stage of maturity and scalability of innovations, its capacity to implement and grow, and the extent of its impacts among others.

Beyond grant funding, successful grant recipients will also have access to networking and partnership opportunities, marketing and communications exposure, as well as additional funding, enabling their solutions to be showcased during Expo 2020 Dubai.

The programme will also build partnerships with local business incubators, accelerators, mentors and investors in order to strengthen and promote active and productive ecosystems.



## FOCUS AREAS FOR FUNDING

The focus areas for innovative solutions under each subtheme are intentionally broad. This is to ensure maximum inclusion and to allow creative ideas from across the world to emerge.

### OPPORTUNITY

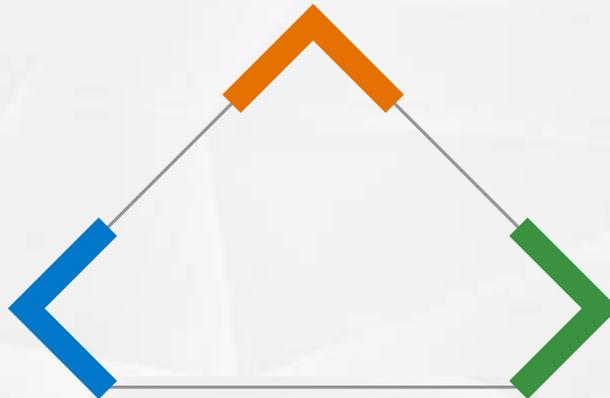
Unlocking the potential with individuals and communities to shape a better future.

### MOBILITY

Creating smarter and more productive movement of people, goods and ideas.

### SUSTAINABILITY

Living in balance with our planet.



## WHAT ARE WE LOOKING FOR?

Successful applicants will be able to demonstrate how new innovations, or the novel application of existing solutions, could lead to an impressive impact at the community level. The Grant Programme seeks to fund advance-stage projects, which are currently in the demonstration and implementation phase.

**The following five criteria will be used to evaluate proposals:**

### RELEVANCE TO THEME AND SUBTHEMES

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Does the project create new connections to help solve global challenges in Opportunity, Mobility and/or Sustainability? Will it bring together different technologies, involve more than one discipline or make cross-border connections?

### NEW OR INNOVATIVE SOLUTION

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Will the project capture the imagination and inspire? Does the project have the potential to be showcased before or during Expo 2020 Dubai?

### TARGET BENEFICIARIES

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Does the project clearly identify the community that it impacts? Can we monitor and evaluate the current and intended impacts?

### REPLICATION AND SCALABILITY

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Is the project or solution ready for demonstration or transition-to-scale implementation? How will additional funding support the further development of the innovation or the scaling of the project?

### SOUND BUSINESS PLAN

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Is the project or business plan well-conceived? Does the applicant have the capacity to implement the project? Is the requested grant amount reasonable and proportionate to the anticipated impacts?

## WHO CAN APPLY?

The Grant Programme is an inclusive programme open to problem solvers from around the world ranging from social entrepreneurs, SMEs, non-for-profit organisations, and government related entities.

Applicants will be able to submit one application per grant application cycle.

## HOW TO APPLY?

Applicants for an Innovation Impact Grant Programme can apply through our website.

Fill out application online at:  
[expo2020dubai.ae/expo-live](https://expo2020dubai.ae/expo-live)

Submit a short abstract explaining the challenge you are tackling and your solution

Shortlisted applicants will be invited to submit a full proposal

The deadline for each round of submission of proposal abstracts is listed on the website



To learn more about the application and evaluation process, please download the grant manual at:  
[expo2020dubai.ae/expo-live/innovation](https://expo2020dubai.ae/expo-live/innovation)



## EXPO 2020 DUBAI THANKS ITS PARTNERS FOR THEIR SUPPORT

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### OFFICIAL PARTNERS



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