

# Theme Statement Ukraine

## Section A: General Information

<b>Name of Official Participant:</b>	Ukraine
<b>Selected Sub-Theme:</b>	Opportunity
<p>Today we are the witnesses of the constant changes in global economy and turbulence of the world. So changes are the most stable thing of nowadays, thus smart thinking based on mobility, rationality and innovation are absolutely must have. This is actually the idea of the living for sustainable development of society. Smart ideology unites all the aspects of the modern people life all over the world.</p> <p>Some of the problems are common for most of the countries in the world - irrational usage of resources, environmental issues and overpopulation. Ukraine well-known for problem solving due to concentration of the above mentioned problems. Next decade will substantially change the fundamental principles of the human life.</p> <p>This is actually theme for Expo - 2020, and the main idea reflects the understanding of the fact that today's problems are too complex to be solved isolated. Thus search of solutions for global problems requires readiness of the communities to act jointly notwithstanding to geography, borders, clusters, culture and businesses.</p> <p>Pavilion of Ukraine is a conditional prism to reflect opportunities of individuals, as well as whole society, to think, live and feel in a SMART way. As a result significant opportunities for personal and global development will be granted.</p> <p>Ukraine is a modern and dynamic developing country, which makes extra efforts for introduction of smart technology. Smart approach gives possibility to obtain better results: reducing the damage to the nature, rational usage of resources and territories, creation of stable and easy to implement products.</p> <p>All exposition of the Ukrainian pavilion united around idea for sustainable development of the new, innovative and mobile society that lives in harmony with the nature. Exhibition and events at the Ukrainian Pavilion will be subdivided into three themes. Each of them will be interpreted through the prism «Innovations are so embraced in everyday life of an individual, community, humanity that ultimate fusion with nature and animate environment, notwithstanding rapid changes in technology is needed».</p>	

## Section B: Pavilion Vision

<b>Pavilion Exhibition Title:</b>	<b><i>SMART UKRAINE: CONNECTING DOTS</i></b>
<b>Key Pavilion Objectives:</b>	<ul style="list-style-type: none"> <li>• Promote Ukraine as promising location for investment, doing business and tourism;</li> <li>• Demonstrate innovative and technological potential of Ukraine;</li> <li>• Scale up connectivity between the countries in order to achieve better results in problem-solving;</li> <li>• Contributing towards achieving a Vision for transformation to rational and balanced living.</li> </ul>
<b>Visitor Priorities:</b>	<p>Target audience is youth, and those who hold on to youth. Innovative content of the pavilion promotes smart thinking in everyday life of individual, community, and humanity. Best results will be granted to those who well-connected, thus interconnection and interaction between businesses, governments and communities are the core basis for sustainable development of humanity.</p> <p>For promotion and information campaign the following social media will be widely used from the final stages of Pavilion construction and for the whole period of exhibition: Facebook, twitter, Instagram. The main goal of SMM usage is promotion of Ukraine, demonstration of Ukrainian Pavilion and ideas, update on agenda. Web-portal will be created: Ukraine Expo 2020.</p>

## Section C: Exhibition Content and Programming

<b>Exhibition Content Curation:</b>
<p>Ukraine is ancient and innovative at the same time. Unique nature, talented people and cultural heritage empowers Ukraine to stay on innovative path, notwithstanding to ongoing aggression. Our aim is to demonstrate uniqueness and creativity of Ukrainian people and culture through the prism of modern technology and innovation approaches to life and interaction with the world around. We focused on technology and innovation embracing everyday life with rational, ecological and energy efficient approach for preservation of nature in the world of high technology.</p> <p>Examples of exhibits:</p> <ul style="list-style-type: none"> <li>• SolarGaps – energy generating smart solar blinds;</li> <li>• Cardiomo – remote health monitoring gadget;</li> <li>• PassivDom – autonomous 3D printed gadget house;</li> <li>• Hideez – digital key for secure information;</li> <li>• Pidruchnyk.ua – books online service;</li> <li>• Kwambio – 3D printer for ceramics;</li> <li>• Delfast – e-bike with longest range on a single charge (380 km);</li> <li>• Bookimed – best treatment options around the world;</li> </ul>

- Raccoon – tech-solution for rehabilitation of arm diseases.

Ukrainian Pavilion will be divided into three zones: SMART LIFE, SMART THINKING, SMART FEELING. Each zone reflects opportunities of rational, technological and ecological being through prism of technology and tools available for most of the planet. The main idea of the Pavilion is to live the story about opportunities which grants us possibility to live smart even today.

Sub - themes of EXPO 2020 are connected by SMART approach and reflected in the following:

Mobility - transfer from the ownership to sharing allows to use necessary services in any place and any time when needed. Today sharing of cars, real estate, technics are widely spread. It allows an individual to be more mobile and not to burden themselves with huge amount of tangible assets. Some technologies based on sharing systems will be presented at the Ukrainian exhibition.

Sustainable development stipulates balance between the needs of modern individual and protection of interests of future generations that will be demonstrated by rational usage of natural resources, transition to ecological technologies and optimization.

Opportunities - this track will be presented via number of current technology solutions aimed at life improvement of each individual and humanity as a whole.

Wide range of tools which grant such opportunities will be presented at the Ukrainian exhibition. The Pavilion will be designed in open space manner conditionally divided into three zones: SMART LIFE, SMART THINKING, SMART FEELING. Gadgets and technologies will be demonstrated, as well as conceptual smart-apparel, piece of arts and other elements of creative industries. Audiovisual and performing arts will entertain the visitors and involve them in personal interaction with exhibits.

During six month of exhibition inventors, creators, ambassadors, and leaders of SMART idea will present technology and inventions at the panel discussions, open lectures and case study master classes. A lot of attention will be focused on integration of the SMART approaches into everyday life of each individual. In the framework of the exhibition hot topic seminars and business forums, as well as creative show and culture heritage performances are being planned.

National Day Program will demonstrate national identity embraced with innovative and modern reflection: modern Ukrainian gastronomy, creative performances, fashion etc.

After the closure of the EXPO - 2020 all the participants engaged in organization and performances will share their experience and SMART approach skills during the road-show tour in regions of Ukraine.

## Section D: Interior Design

What words reflect the participants design aspiration:

Technology, ecological, rational, optimization, harmony, connectivity.

What adjectives do you use to describe the pavilion:

Smart, live, green, breathing, ethnic.

The concept of the Pavilion is based on ecology and transparency. Grass, trees, flowers, and everything that highlights harmony between technological human and nature. Smell of grass, wildflowers, freshness of the wind, and rest reflect conceptual vision of the Pavilion. Modern Ukraine is a trendsetter of balanced life approach, rational usage of natural resources, as well as introduction of technology in everyday life.

Concept of the Pavilion will be performed in natural materials design, and huge amount of real soil and green plantations. Blue and yellow colors, wheat fields, a lot of green plantations, poppies and

periwinkle will be used at the design of the Pavilion.

Design of the Pavilion will be inspired by one of the symbols of the country. The facade will be decorated with ornament in modern interpreting, connecting modern, technological Ukraine with cultural heritage.

#### **Retail Items:**

In the framework of EXPO - 2020 at the Ukrainian Pavilion SMART exhibits and developments will be available for usage: test health condition, try energy efficient home gadgets, feel how technology may be introduced into everyday life in eco and human friendly manner. All the products presented at the Pavilion will be high quality, duly tested and certified accordingly.

Part of the exhibition will be hand-made created by local Ukrainian artists and reflect most prominent tendencies of Ukrainian cultural and creative industries. Some of the products will connect visitors with Ukrainian ethnos and help to discover Ukrainian culture and ancient life.

### **Section E: Visitor Journey**

The main goal of the Ukrainian exhibition is to change visitor's attitude and approach to modern life. The Exposition will call for change of priorities from uncontrolled usage to rationalization and harmonization of life through physical exhibits and virtual performances.

Each visitor will understand and feel that Ukraine is the modern country that promotes ideas of SMART living and uses them in everyday life. In the framework of exposition the visitors will be able to review all the components of the modern SMART-home and see all the advantages. Most of the presented exhibits focused on making everyday life rational and balanced for unity with nature through the idea of sustainable living.

### **Section F: Intended Outcomes**

<p><b><i>Key outcomes and impact on visitors are:</i></b></p>	<ul style="list-style-type: none"> <li>• Understanding of necessity to transfer to philosophy of SMART-living on the whole planet;</li> <li>• Deep understanding of Ukrainian achievements in SMART industry;</li> <li>• Acceptance of the concept of smart and rational living and consumption;</li> <li>• Deepening of the knowledge about Ukrainian culture and ethnos;</li> <li>• Introduction of Ukraine as a modern state with tech leverage and advanced connectivity;</li> <li>• Will to integrate prominent Ukrainian smart - technologies in other countries.</li> </ul>
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