



The Festival
at Masdar City

THE GRAND PINNACLE

Compiled by RedFilo Events Exhibition Organizing LLC

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Presented, Managed and Produced by



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1. INTRODUCTORY INFORMATION

1. EVENT DATES, PURPOSE, MISSION, EVENT DESCRIPTION AND HISTORY

The 5th edition of The Festival at Masdar City 2018 took place over Friday 19th and Saturday 20th January, in Abu Dhabi, UAE. The festival operates as part of Abu Dhabi Sustainability week, and is hosted by Masdar.

The concept of sustainability is multidimensional, researching the concepts of Social, Environmental, Cultural and Economic aspects. In order to transform Masdar City into a 'Knowledge Hub' for visitors, the event was segmented into different zones which were each themed around the key concepts of a sustainable future. These included Community Development, Waste Management, Agriculture, and Renewable Energy.

For the past 5 years the event has been a key part of Abu Dhabi Sustainability week, which is the largest sustainability gathering in the Middle East. Each year, The Festival aims to promote the key values of ADSW in an easily digestible and fun format, targeted towards families and young adults within the community.

This year, The Festival comprised of 9 different interactive zones focused on sustainability; Show Hub, Greenhouse, Innovation Hub, Bazaar, Souk, Tales and Legends, Arcade Alley, & Carnival Square, and Baba Zayed. Baba Zayed was a new concept zone for this year's event, designed to highlight the Year of Zayed, which will mark 100 years since the birth of the founding father of the UAE, Sheikh Zayed bin Sultan Al Nahyan.

1.1. ACTIVITIES UNDER THE FESTIVAL UMBRELLA

Corniche Activation

Occurring for the second time, The Masdar Activation at Abu Dhabi Corniche was a marketing tool to attract public visitors, raise awareness, and create a buzz on social media about The Festival at Masdar City 2018. Taking place on 11th January – 13th January 2017 at East Plaza, Abu Dhabi Corniche, the Activation saw a footfall of 2,589 visitors over three days.

Children, young adults, and families all participated in various activities such as t-shirt colouring, up-cycled arts & crafts, DIY wind chimes, mini rug weaving & bracelet making, the solar plane mobile workshop, and the communal art wall. There was also a photo opportunity where families could take pictures together.

Masdar Park

Masdar Park is a newly open area for children and families to spend their time and enjoy the fresh air, with a wide variety of food and beverage outlets on site. It is located about a two-minute drive from Masdar city itself, and was the perfect location to host the extension of The Festival at Masdar city. In order to promote The Festival and the reason for holding it in Masdar city itself, the park was upgraded over the weekend of 19th & 20th January. Two activations were set up, both educational and fun, for children and adults to enjoy and take part in. Visitors had the opportunity to experience driving an F1 simulator, as well as immersing themselves completely within a 360-degree planetarium, which offered various earth and space themed projections. Alongside these two fantastic activations, during both days, a parade took place aimed at entertaining and engaging visitors in the park. For statistical reasons, a registration process was created in order to collect data with details regarding visitor's age, nationality and gender. Both activities became very popular and the registration forms were not only used as means of collecting data about the guests participating in the activities, but also doubled as a booking system to ensure visitors had less waiting time.

Main Event – Masdar Festival

- **Green House** – An interactive workshop zone in which guests were able to plant their own organic flowers. Within the zone were educational boards, teaching children how to create their own compost and indoor gardens.
- **Tales and Legends** – A fairy tale land with interactive plays telling tales of Alice in Wonderland and Aladdin. A story telling session of educational sustainability themed books by Sheikha Shamma was also ran.
- **Innovation Hub** - At the Innovation Hub visitors were immersed in a collective experience where creative ideas came together through activities, displays, demonstrations, and workshops to encompass sustainable solutions, innovative thinking and technology. The Innovation Hub consisted of 5 activities, and 5 workshops.
 - *Solar Rover Workshop*
 - *Solar Robot Workshop*
 - *Solar Plane Mobile Workshop*
 - *Clean Water Science*
 - *Dynamo Torch Workshop*
 - *Beacon of Hope*
 - *Takaamul Academy*
 - *Lifehaus Display*
 - *ZFEP Land Yachts Workshop*
 - *Shamas Solar Shelter Challenge*
- **Bazaar** – The Bazaar was the food hub of the event, with a multitude of vendors selling delicious treats from unique food trucks, carts and kiosks. Guests were able to choose from a wide variety of cuisines, including healthy bites, organic produce and live cooking.
- **Souk** – Products from local artisans were on display in our traditionally themed souk. All the vendors' products portrayed a sustainable message; from eco cottons and chemical free beauty products, to plastic free toys and no-energy cooking equipment. The Souk was also host to a live painter, Des Spencer. The paintings created by Spencer told a story, all of which were harmonious with the mission and future aims of Masdar City. The mesmerizing mechanical camel series illustrated the growth of the UAE from the times of Bedouin.
- **Carnival Square** – This year the Carnival Square was inspired by the circus, with bright colours, clowns, face painting, and circus workshops, alongside high tech photo booths and a caricaturist.
- **Show Hub** – The stage area was the one of the main attractions of the event where a variety of fantastic acts took place, such as: Magicians, Ventriloquism, Junk & Funk Show, Mad science and many more. All the stage shows were fun and engaging, and communicated an educational message.
- **Baba Zayed** - The Baba Zayed Zone was divided into 4 segments to celebrate and honor the legacy of the late Sheikh Zayed through activities that are consistent with his vision and values. Each segment showcased one of Sheikh Zayed's core values: Wisdom, Respect, Sustainability, and Human Development.
- **Arcade Alley** - The Arcade Alley is a paid gaming area focused on sustainability themed challenges. A total of 5 interactive games were developed, each with its own specific sustainable message. Branded prizes such as eco-bags, notebooks, colouring books, water-powered clocks, and grass dolls were given away to the winners.
 - *Last Car Standing* - The aim of the game was to knock down petrol fuelled cars that cause pollution, and leave just the hybrid cars remaining on the highway.
 - *Save the Plant* - Guests had to help bring life to the plants by providing them with water, oxygen, and sunlight! To do this, they used 3 different Frisbees, one blue-coloured that represented water, a yellow Frisbee that represented the sun, and finally green to represent oxygen.

- Tic Tac Pro - In Tic Tac Pro, guests had to correctly connect solar panels together using the missing parts provided. Players had to throw the ‘missing parts’ into three aligning panels to complete the circuit and light the energy efficient bulb.
- Ace an Atom - The aim of the game was to throw darts at the CO2 atoms. In order to win, the user had to eliminate the CO2 to reduce the greenhouse effect
- Turbine Loop - In Turbine Loop, guests had to help power the wind turbine by increasing the wind force against the propellers. To win a prize, the wind hoops had to successfully land onto a turbine.

1.2. OVERALL REVENUE AND EXPENSE BUDGET

Through the use of a token system, creating a ‘pay per play’ concept, revenue was generated to help support the event. Activities across 4 of the zones were included in the token system, with the activities listed below:

- Green House: Flower Planting
- Innovation Hub: Solar Rover Workshop, Solar Robot Workshop, Solar Plane Workshop, Dynamo Torch Workshop
- Carnival Square: Caricaturist
- Arcade Alley: Tic Tac Pro, Turbine Loop, Ace an Atom, Save the Plant & last Car standing

Total Token Revenue: 34,465AED

Revenue was also generated through charging rental space to the Souk and F&B vendors.

Total Vendor Rental Revenue: 35,000AED

As this was a free entry event, without a full sponsorship program, no other source of revenue was generated. This event was created **not for profit**, but as a supporting educational tool under the umbrella of Abu Dhabi Sustainability Week.

TOTAL 1,500,000AED, (408,375USD) TOTAL REVENUE: 69,465AED (18,912USD).
BUDGET:

1.3. ESTIMATED ECONOMIC IMPACT

Below is our estimated economic impact table, calculated internally by our team, using figures from our attendance records, and estimations of average spend per person.

Estimated Economic Impact Summary

	Participants	Volunteers	Media	Totals
Total Number	14,500	100	50	14,650
Commercial Bed nights	30	0	10	40
Accommodation	15,000AED	0	5,000AED	15,500AED
Food & Drink	580,000AED	1,000AED	1,500	582,500AED
Shopping/Souvenirs	98,000AED	400AED	600AED	99,000AED
Local Travel	70,000AED	400AED	500AED	70,900AED
Other	10,000AED	0	0	10,000AED
Total Visitor Spend				777,900AED
Direct Leakage				-40,000AED
Eligible visitor Spend				737,900AED
Organizer Net Spend				900,000AED
DIRECT ECONOMIC IMPACT				1,637,900AED (445,918USD)

1.4. ATTENDANCE NUMBERS AND DEMOGRAPHICS

This year's festival was attended by over 12,000 guests across the two day event, not including the 2,500 attendees to the pre event corniche activation.

The audience is primarily young families, with children from Pakistani/Indian Backgrounds.

Please See Supporting Materials 4.1. Survey Questions for more information

1.5. VOLUNTEER COUNT AND DEMOGRAPHICS

In total, during both the Corniche activation and the main 2 day festival, there were a total of 100 volunteers. Volunteers were appointed on a first come first served basis, in order to ensure fairness and equality to all applicants. The highest percentage of our volunteers were of Indian and Filipino descent, and aged between 17 and 21 years of age. In total, our volunteers could speak over 7 languages, making the team perfect for guest relations, and ensuring all visitors would receive the same high standard of customer service.

1.6. STAFFING NUMBERS AND POSITIONS

The Festival @ Masdar City was successfully organized by RedFilo Events, with project leader Ms. Inna Tsvilii. The rest of the manpower distribution is depicted in the table below.

WoW Manpower provided 80 on site event staff who assisted with the running of each separate event zone. All staff received one day training prior to the event to ensure that they understood the aims and goals of the festival, and were able to provide guests with the correct information when needed. Training was provided by RedFilo to ensure quality control.

Organization	Event Management (Core Team)	Designers	Production	On Site Staff	Security	Volunteers
RedFilo Events	7	3	6	24		
Masdar City	5				20	
SLS Production			20			
WOW Manpower				80		
G4s					30	
Freelance						50

1.7. FOUNDING DATE AND MANAGEMENT SYSTEM

RedFilo Events LLC, have organized The Festival at Masdar City since 2016, and in 2017 were awarded with a 3 year retainer for the event, appointing us the official event organisers until 2019.

Masdar City is owned and managed by the Mubadala Development Company, PJSC. Mubadala is a state-owned holding company that can be characterized as a National Wealth Fund. It was established in 2002 as a Public Joint Stock Company, and is a wholly owned investment vehicle of the government of Abu Dhabi.

Entity	Founding Date
RedFilo Events	September 2008
Masdar City	January 2008
The Festival @ Masdar City	January 2014

2. ADDITIONAL REQUIREMENTS

2.1. MARKETING CAMPAIGN

Over the years the event slogan has developed to actively engage our audience, and be a call to action. 'Be Part of the Action' is aimed to incentivise the population to not only attend the event, but to be a part of the change (Action) which we need to make collectively as a society to help tackle sustainable issues. Throughout the event, guests are educated on how they can 'be part of the action', by teaching them how to recycle, and reduce CO2 among many other topics.

2015 – Here comes the sun, here comes the fun

2016 & 2017 – Show your ability through sustainability

2018 – Be Part of the Action

Please See Supporting Materials 4.2 Artwork Development for more information

Flyer – Double sided (Arabic and English)

<p>انضموا إلينا في فعاليات ممتعة لجميع أفراد العائلة و احظوا بفرصة الفوز بجوائز قيمة</p>		<p>Join us for fun activities for all the family and get the chance to win exciting prizes</p>	
<p>#المهرجان_في_مدينة_مصدر</p>	<p>متى؟ الجمعة 19 يناير 2018 10:00 - 22:00 السبت 20 يناير 2018 10:00 - 20:00</p>	<p>When? Friday 19 January, 2018 10:00 - 22:00 Saturday 20 January, 2018 10:00 - 20:00</p>	<p>#FestivalAtMasdarCity</p>
<p>Masdar Masdar</p>	<p>Masdar.ae adsw.ae</p>	<p>أين؟ مدينة مصدر، مدينة خليفة أ، أبوظبي</p>	<p>Where? Masdar City, Khalifa City A, Abu Dhabi</p>

The marketing campaign is developed by Masdar internally, so more information cannot be given at this time.

The event logo has remained the same throughout the years, featuring the colourful bubbles.



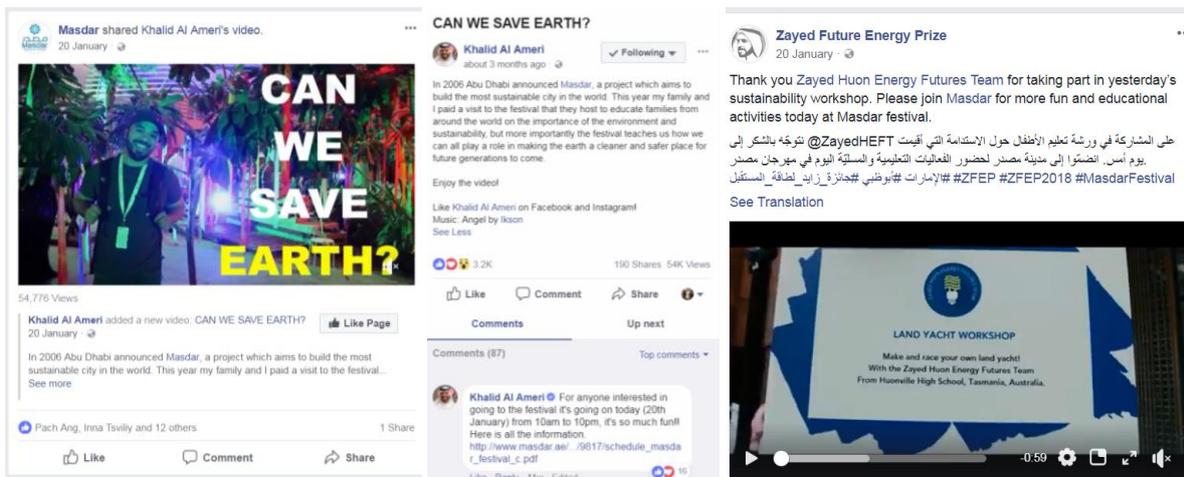
2.2. WEBSITE & SOCIAL MEDIA CAMPAIGN

The social media campaign is delivered through the official festival event pages, and from Masdar's own platforms to gain the largest reach. Masdar devise the promotional campaign, with the complete artworks being provided by RedFilo.

Here is an example of some of the artwork used within the social media channels. The artwork is a mix of previous year's event images, with the 2018 brush stroke branding concept. The bright colours make for an eye catching effect, with all our key 'selling points' highlighted in a clear-cut manner. Again, Arabic and English is shown throughout.



By creating relationships with social media influencers, such as Khalid Al Ameri, who boasts over 300K followers across Facebook and Instagram, The Festival gained a huge amount of exposure, hitting our key target audience of families within the UAE. Social Enterprises such as the renowned Zayed Future Energy Prize also promoted the event.



Through the use of Social Media influencers, The Festivals key sustainable message was translated, in order to create a wide spread broadcast message.

Please see below for further examples of the social media posts used pre/and during the event.

Masdar
12 January · 🌐

هل ترغب بمعرفة المزيد عن "المهرجان في مدينة مصدر" الذي تبثه فعالياته الأسبوع القادم؟ انضم إلينا في كورنيش أبوظبي خلال عطلة نهاية هذا الأسبوع لتتعرف على ما يحمله المهرجان إليكم هذا العام!

Are you looking to get a taste of what's happening at The Festival at Masdar City next week? Come join us at the Corniche this weekend to get a sense of what we have planned for you

See Translation



Masdar
20 January · 🌐

عبر الأطفال عن حبيهم وامتنانهم لآب المأسس الشيخ زايد - طيب الله ثراه - من خلال كتابة رسائل معبرة على الحائط المخصص الواقع في ركن "أبأ زايد" ضمن "المهرجان في مدينة مصدر".

Kids have been expressing their love and thanking our late father Zayed with touching personalized posts on the message wall in the Baba Zayed Zone, "at "The Festival at Masdar City

See Translation



Masdar
19 January · Abu Dhabi · 🌐

مقتطفات من اليوم الأول لفعاليات "المهرجان في مدينة مصدر". انضموا إلينا غدا في يوم اخر حافل بالمرح والأنشطة المميزة **بيبي_أبوطني**

Highlights from Day 1 at The Festival at #MasdarCity. We look forward to another great day tomorrow

Excerpts from the first day of "Festival in the city of source". join us tomorrow on another day of fun and special activities #inabudhabi

Highlights from Day 1 at The Festival at #MasdarCity. We look forward to another great day tomorrow!

⚙️ Rate this translation



👍❤️ Jem Margoux, Seher Bajwa and 29 others · 7 Comments · 7 Shares · 608 Views

👍 Like

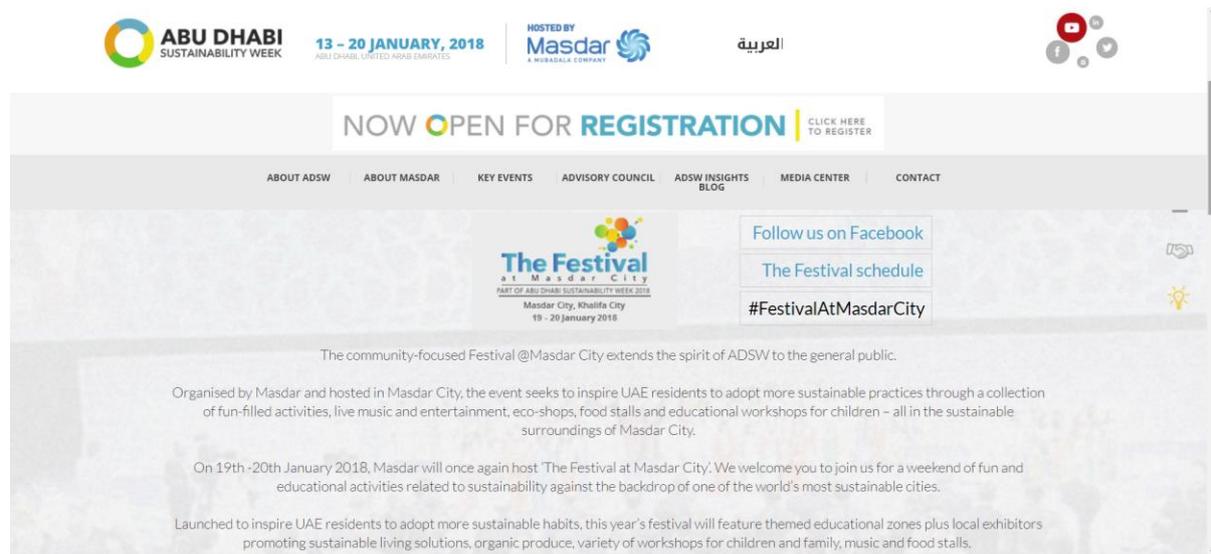
💬 Comment

➦ Share

2.3. SPONSORSHIP PROGRAM

The Festival is operated under the patronage of Abu Dhabi Sustainability Week, which is comprised of The Zayed Future Energy Prize Awards Ceremony, The WiSER initiative, the World Future Energy Summit, International Water Summit, and EcoWASTE. Through this partnership, The Festival is listed under the 'Key Events' as an 'Awareness' campaign. Through this, The Festival receives promotion throughout the official ADSW marketing campaign, as well as promotion during the event. Being headed by such a renowned entity creates a benchmark which must be upheld when the event is developed each year, and it gives our attendees the peace of mind that the information and knowledge they receive at The Festival is accurate and supported by ADSW. ADSW does not however provide any monetary funding, and the event is solely funded by Masdar.

ADSW Website



<http://abudhabisustainabilityweek.com/exhibitors/exhibitor-profile-the-festival>

Medical Partner

The official medical partner of the event was Abu Dhabi Police, who provided us with 24 hour medical support, 4 ambulance crew members and an ambulance on site, in order to ensure the event was well equipped for any emergencies.

Raffle Draw Sponsors

At the main gates of the event, guests were given the opportunity to participate in our raffle draw. The raffle draw ran across the two days of the event, with the chance to win big prizes from our event sponsors. There were 2 main sponsors for the raffle draw, Rotana Hotels, and Bin Moosa Travels.

Rotana Hotels

Our official hotel partner, Rotana Hotels, offered 4 different prizes for our attendees, including a one night stay for 2 persons in the Park Rotana Hotel in Abu Dhabi, a dinner voucher for 2 persons at the all-day dining restaurant, Ginger at the Park Rotana Abu Dhabi, a family day pool pass at the Park Rotana Abu Dhabi, and a Spa Voucher for a 60 minute facial at the Park Rotana Abu Dhabi. In total, the prizes offered by Rotana came to the value of over 3,000AED (800USD).



Bin Moosa Travels

Bin Moosa travels offered the grand prize a golden triangle holiday package for two adults, and two children to Delhi, Jaipur or Goa, for 4 nights inclusive of hotels and transfers to the value of 8,000AED (2,000USD). In addition to this, they also offered two daily prizes, of a Desert Safari for two persons, to the value of 2,000AED (550USD).



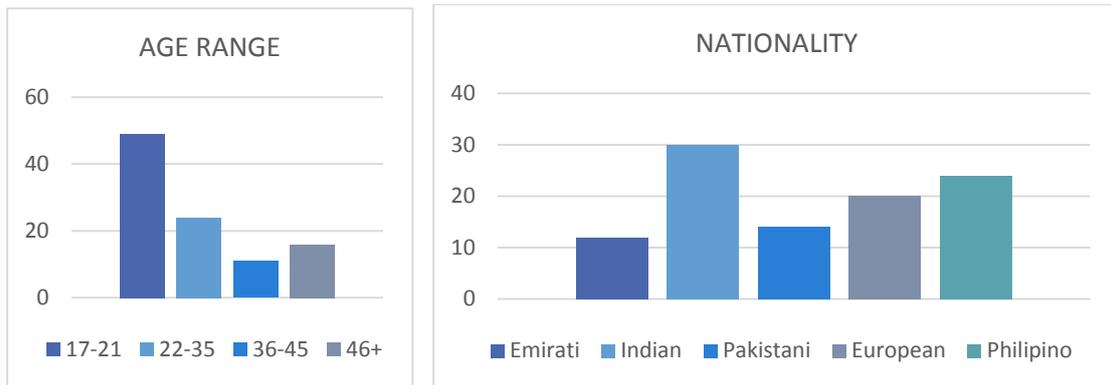
2.4. CRITICAL COMPONENTS PROGRAM

2.4.1. VOLUNTEER PROGRAM

Our volunteers registered through the official Masdar Website. The application process was open to all, and given on a first come first served basis, to ensure fairness and equality to all applicants. In total there were 100 volunteers, who helped us throughout the course of the pre event activation on the Corniche, and during the event day.

All volunteers who worked with us received breakfast, lunch and dinner; as the event hours were long, it was ensured everyone was fully sustained with a delicious hearty meal. They also received a certificate of participation, to show our appreciation.

Volunteer demographics:



Here are some photos of our amazing volunteers hard at work!



2.4.2. GREEN PROGRAM

The green program was approached in two ways, through **ACTION** and **EDUCATION**. Action came from the plans that were actively implemented such as eco-waste bathrooms, and park and ride systems. The educational aspect came from our activities throughout the event, which aimed to pass on a green message to the attendees.

ACTION

- **EcoLoo's:** The cabins can be mobilized without the use of trucks or cranes, meaning the carbon footprint is reduced. Not only this, but they are also solar powered, meaning no cables or generators are used to power them. No Tanks – No Pumps – No Pipes, the toilets are self-contained, and the waste is managed through a biodegradable sawdust system.
- **Recycled Paper:** All printed correspondence (e.g. event flyers) are printed on recycled paper.
- **Generators:** On Site generators are powered with a biodiesel blend.
- **Waste Management:** The Festival had over 40 recycle stations throughout the event site. The waste was then managed by Bee'ah, the UAE's leading integrated environmental & waste management company.
- **Plastic:** All of our food vendors were advised pre event that they could not bring any plastic cutlery/containers/straws for use at our event. This drastically reduced our plastic consumption and made our guests aware of plastic alternatives.
- **Shuttle Services:** The onsite Personal Rapid Transit (PRT) cars were utilized to shuttle the visitors from the car park. These are driverless cars, which run on battery power. The guests are also encouraged to use the 'park and ride' system, using either shuttle buses provided, or public transport buses to reduce carbon emissions created by the event.

EDUCATION

- **Baba Zayed:** The Baba Zayed Zone is of particular importance to the community as Sheikh Zayed was a respected leader, and his thoughts on sustainability have greatly influenced the current sustainable policies within the UAE today. He was passionate about sustainable issues, and often spoke about it during his public speaking.
- **Venue Tours:** Guests were able to join a guided tour of Masdar City. On the tour they learned how and why the city was made the way it is. A 10-megawatt solar photovoltaic plant and an array of building-mounted solar panels offsets nearly all of the electricity in Phase 1, reducing the need for power produced by fossil fuels. Streets maximise shade all day long, capturing cooling breezes and reducing the need for air-conditioning. Water conservation is ensured by high-efficiency appliances, low-flow showers, a water tariff, smart water meters and treated wastewater, which is recycled for plant irrigation. The ground-up approach that Masdar City has taken to ensuring a sustainable and enjoyable way of life for residents demonstrates that environmental responsibility need not be a hardship.

2.4.3. EDUCATIONAL PROGRAM

Key concepts of sustainability were targeted in our educational programs within the event. Each zone focused on a different aspect, for example our Green House which focused on eco-farming and learning about how to grow your own plants and food, to the Souk where guests could learn about sustainable goods and products. However, in the Innovation Hub the educational programs were the hardest hitting, and provided hands on scientific education. Everyone who participated in our workshops also received a certificate of participation!

- **Solar Rover Workshop** – Guests were able to make and race their own solar powered cars.
- **Solar Robot Workshop** - Attendees learnt how to use solar panels, as they built a solar robot and watched it move under the sunlight.
- **Solar Plane Mobile Workshop** - Attendees were able to build an airplane powered solely by solar energy, and watch the propeller turn under the sunlight.
- **Clean Water Science (Demonstration)** -The Clean Water Science demonstration showed attendees how to create a water filtration system using a kit, and illustrated the way that natural minerals can help filter contaminated water.
- **Dynamo Torch Workshop** - Participants built a dynamo torch and learned how much energy it takes to generate electricity.
- **Beacon of Hope** - Founded in 2016 by Sheikha Shamma bint Sultan bin Khalifa Al Nahyan, Beacon of Hope UAE is an organization which aspires to bring life, light, and literacy to impoverished children globally. The team at Beacon of Hope provided lessons on solar lights and connectivity as well as workshops on how to create your own solar light, and the impact that this has for children across the globe.
- **Lifehaus Display** - The Lifehaus is an enterprise committed to revolutionizing the construction industry by producing low-cost, energy neutral, passive, self-sufficient dwellings. The Lifehaus team participated in the Innovation Hub to educate attendees on their goal, and encourage children to learn more about sustainability by designing their own dream house.
- **Takaamul Academy** - Based in Masdar City, the Takaamul Academy is a training center specializing in after-school programs, focusing on children’s personal and skills development through STEAM. Workshops conducted included Robotics Workshop, Steam Lab - Science Experiments, Genius MAP – Japanese Mathematics Program, FastTrackKids – Know your body/ space with Smart TV. And Tafakkur with Anooos – Learn about the beauty of nature around us, as well as many others.
- **Shamas Solar Shelter Challenge** - In the spirit of the “Year of Zayed” that was named by H.H. Sheikh Khalifa bin Zayed Al Nahyan, Shams Power Company invited 11th and 12th grade students from all high schools in the Al Dhafra region to invent and build a compactable, transportable and sustainable shelter/tent adequate for refugees in need of assistance. The winners displayed their models at the event.
- **ZFEP Land Yachts Workshop** - The Zayed Future Energy Team from Tasmania conducted a free workshop out of recycled materials. Guests were encouraged as teams to create and sail their own ‘recycled’ yacht.

Please See Supporting Materials 4.3. Workshops for more information

Along with the educational activities, each zone was accompanied with an education signboard relaying a fun fact, and further information about the zone. These small snippets of information increased learning opportunities in easily digestible bites.

Please See Supporting Materials 4.4. Sign Boards for more information

2.4.4. BEST ACCESSIBILITY PROGRAM

For our accessibility program there are a few key elements which are implemented as standard, to ensure not only The Festival, but all our events are accessible to EVERYONE!

1. Firstly, access. Vehicle access, as well as access throughout the event (clear pathways, ramps and level flooring) is a must at the event.
2. Masdar City already has inbuilt accessible washrooms, however at the event an extra two special access eco-loos are implemented.
3. Service animals are not only welcomed at The Festival, but an allocated area is provided for them to rest and rehydrate as needed.
4. Our workstation table height is also regulated, to ensure wheelchair users can easily sit at the table and participate in activities.
5. Our minders and volunteers also play a helping hand in our inclusion program. All staff are reminded to simply ask 'How may I help you today?'. This question is asked to everyone, regardless of ability, to ensure our guests feel welcomed and to actively show assistance is available at all times.

Unfortunately, at this time t audio visual aids at the festival. This is something we are consious of, and hope to be able to implement it to our main stage for next years event.



Not only is it ensured that the event is accessible to those with special needs, but that our event is understood by those who speak different languages. Therefore, all our event signage is written in both Arabic and English.

2.4.5. CHILDREN'S PROGRAM

The Festival is aimed at children and their families, so the whole event contains activities which children can enjoy. From toddlers to teens, there was something for every child to get stuck into.

The activities are carefully designed ensuring each age segment had enough opportunities for fun and learning during the day. To show you a brief breakdown, the table below highlights which activities (segmented into the zones) were suitable for which age group!

	TALES AND LEGENDS	GREEN HOUSE	CARNIVAL SQUARE	INNOVATION HUB	ARCADE ALLEY	BABA ZAYED	SHOW HUB
0-3 YEARS	✓	✓	✓				✓
4-6 YEARS	✓	✓	✓		✓	✓	✓
6-12 YEARS	✓	✓	✓	✓	✓	✓	✓
13+ YEARS	✓	✓	✓	✓	✓	✓	✓



2.4.6. FOOD AND BEVERAGE PROGRAM

The Bazaar was the food hub of the event, with a multitude of vendors selling delicious treats from unique food trucks, carts and kiosks.

Guests were able to choose from a wide variety of cuisines, including healthy bites, traditional Arabic dishes, vine leaves, freshly cooked burgers, cone shaped pizzas, grilled meats and much more. For those guests with a sweet tooth, there was a selection of premium gelato ice cream, gluten free brownies, traditional Dutch chimney rolls as well as freshly made churros, pancakes and luqmat. The beverages on offer also did not disappoint, from freshly made smoothies, warming coffee and the traditional flavours of karak tea and rose milk.

Overall, there were 19 vendors that participated: 2 food trucks, and 17 food kiosks.

Live Cooking Stations: Vibes Burger & Stuffed Burger

Trucks: San Francisco Coffee & Kono Pizza

Kiosks: Crepes and Poffs, FATTA, Majlis Al Fareej, Skinny Genie, Waragz, Gelato Divino, Kakeology, Karak House, King O Potato, Chimneylicious, Laamushe Lebanese Cuisine, Mini Pancakes, Tornado Potatoes, King Corn Cart & Pop Corn



2.4.7. ENTERTAINMENT PROGRAM

One of the fundamental aims of The Festival is to educate our guests about sustainability, in a fun and engaging way. Our entertainment program is crammed full of unique activities and things to do. In the table below the individual activities for each zone are listed.

In total, our event has 43 different activities, experiences, shows and workshops available to the public!

Masdar Park

F1 Experience
Planetarium
Spring Parade

Baba Zayed

Photo Mosaic Wall
Puzzle Wall
Wishing Wall
Sustainability Pledge

Carnival Square

Face Painter
Airbrush Tattoo
Small Planet Booth
Circus School
Caricaturist
Balloon Twister
Spring Parade

Innovation Hub

Solar Rover Workshop
Solar Robot Workshop
Solar Plane Mobile
Workshop
Clean Water Science
Dynamo Torch Workshop
Beacon of Hope
Takaamul Academy
Lifehaus Display
ZFEP Land Yachts Workshop
Shamas Solar Shelter
Challenge

Other

Guided Tours
Eco - Retail
Food and Beverages

Tales and Legends

Story Telling

Green House

Plant Pot decorating
Flower planting
Educational Boards

Show Hub

Ventriloquism Show
Hang Drummer
Magic Show
Raffle Draw
Crazy lab
Magic Show
Rahul & Rohan – Community
Talk
Kharsha Drummers

Arcade Alley

Last Car Standing
Save the Plant
Tic Tac Pro
Ace an Atom
Turbine Loop



2.4.8. MERCHANDISE PROGRAM

In line with the festivals core values all the merchandise was themed around sustainability. In total there were 4 items available, which could be won through the skill games in Arcade Alley.

- Grass Doll:** Grow your own grass head doll!
- Eco Note Book:** Made from recycled paper.
- Water Powered Clock:** Fill the clock with water, and it will last for 2-3 weeks!
- Recycled Colouring Book:** Made from recycled paper, with unique colouring designs.



Branded photos from our tiny planet photo booth (shown on the below right image) were also available free of charge to all guests as a fun reminder of their day at The Festival. The photos also features a QR code which allowed users to scan a digital upload to their phones. There was a second 'Tuk Tuk' Photo booth located within Masdar Park. Creating black and white instant print photos.



2.4.9. COMMUNITY OUTREACH PROGRAM

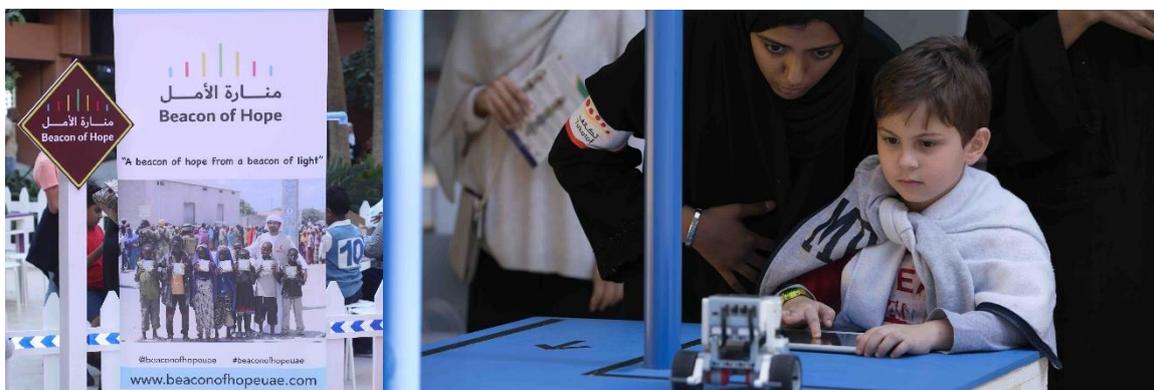
Two local boys, Rahul and Rohan, who are keen advocates of wildlife charities and promoting sustainability spoke on the main stage of The Festival. They raise money and awareness by selling their amazing paintings and speaking at events. The Festival was proud to give them a chance to speak to the general public at our event, and promote the work they are doing for not only our community, but for the environment as a whole.



Another local artist, Des Spencer, created a live painting series at the event. Rising from the sand dunes of the Empty Quarter, Des Spencer's mechanical camel series uniquely tells the story of the growth of the UAE. The transformation of the desert into a constantly evolving modern world is symbolized through the imagery of the camels. Traditionally camels were the ships of the desert, now in Spencer's modern artworks they are symbolically involved in the building of a modern country. It was amazing to have Des with us at The Festival, as he was able to speak with the community, and explain his artworks in a one on one setting, adding a personal touch to this community event.



Local schools participated in The Festival through our 'Shams Solar Challenge' display, where they were able to showcase the projects they had created. As well as this, The Beacon of Hope foundation was a part of the event, creating workshops to spread awareness for children in poor countries around the world.



2.4.10. EMERGENCY PREPAREDNESS PROGRAM

RedFilo (the event organizers) always provide not only the essential legally required H&S documentation, but also any other documents that aid the safety management plan. Our systems are reviewed and updated after every event, to ensure that they remain current and up to date with our policies. These documents include but are not limited to:

- Event risk assessment. Each zone is assessed individually for The Festival.
- Detailed, to scale, floor plans including locations of first aid kits and firefighting equipment.
- Timetables for build-up, event and tear-down, work schedules.
- Relevant maps and site plans.
- Visual data showing key routes and restrictions on access for vehicles and people.
- Venue specific emergency plans including emergency procedures.
- Visual data showing key routes and restrictions on access for vehicles and people.

RedFilo has also been accredited the Quality Management System ISO 9001:2015 and Occupational Health and Safety Management System BS 18001:2007 certifications, showing our ongoing commitment to Quality and H&S Management.

RedFilo always goes the extra mile, so far as that the High Visibility jackets worn are personalised for each team member to show their blood type, in case of medical emergency.

RedFilo are always vigilant onsite, holding regular checks for safety breaches involved by all parties, both pre, during, and post event. Personal Protective Equipment (PPE), is worn by all staff on site during build up and tear down, and our staff wear clear identifying uniforms during the event, to ensure that staff members are visible to the public in case they need to alert us of any issues.

As a team, all RedFilo staff are competent event managers, with ample event experience and knowledge to ensure all H&S checks are carried out. On site at each event, a project manager is appointed to monitor and implement safe working conditions and report incidents to the appropriate persons. During the event, one manager is appointed to each zone, who monitors that zone closely during operational hours. This reduces the likelihood of potential hazards going unnoticed, and allows any incidents to be reported and dealt with in a timely manner.

The health and safety of not only the general public, but all event staff, suppliers, clients and the RedFilo team is of paramount importance to us, and RedFilo upholds the promise that any event we manage will only go ahead if all H&S requirements can be satisfied.

The RedFilo team always ensure the correct insurance, legal and health and safety documents are adhered to for each individual event. Not only that, but emergency services and required local authority figures are contacted to acquire the relevant permits, licenses and on site attendance required. The same applies for all suppliers and contractors which are engaged for the event, all should be competent and able to fulfil their H&S requirements, and all are required to personally have licenses to operate any and all equipment they use.

There is also The Festivals trusted Medical partner, Abu Dhabi Police.

[Please See Supporting Materials 4.5. Emergency Preparedness for more information](#)

2.4.11. SPECIAL PROGRAMS

The Festival at Masdar City currently does not operate any special programs, as we believe all our goals and objects were achieved throughout the previously mentioned topics. So here are some photos of our amazing event management team RedFilo Events, who conceptualised, developed and managed this whole event!

This event could not happen without our 'SPECIAL' event managers, who spent many a sleepless night creating this event!



3. SUPPORTING QUESTIONS

3.1. WHAT DID YOU UPDATE FROM LAST YEARS EVENT?

Item	Updates/Improvements
Event Branding	Redesign of the key artwork, to be more in line with the key target audience.
Zone 1: Green House	Décor elements improved, educational boards added, the sustainable pots used were changed from empty plastic bottles, to coconut shells. The flow of the zone was amended, to help ease traffic within the area, and be more user friendly for the guests.
Zone 2: Tales and Legends	Décor elements improved. Sustainable stories added told by Sheikha Shamma representatives. The stories were told in a 'play' style format this year, with actors in fancy dress, as opposed to last year's simplistic story telling style.
Zone 3: The Bazaar	More eco-friendly stalls added, to improve the range of organic food available.
Zone 4: The Souk	New zone: Featuring local artisans. This zone used to be a part of The Bazaar, by separating them, we were able to increase the number of vendors, and create a traditional themed souk.
Zone 5: Arcade Alley	The number of games increased from 4 to 5. The concepts of the games changed to look at different sustainable topics. The prizes were also changed. Last year, prizes were soft toys, this year they represented the events values by holding a sustainable message.
Zone 6: Carnival Square	Décor elements improved. A small planet photo booth added. Other extras included temporary tattoos, circus school, spring parade, candy floss and popcorn machines.
Zone 7: Innovation Hub	Out of the 10 workshops last year, we created 8 new workshops for the guests to try out. Solar Rover, Solar Robot, Solar Plane, Beacon of Hope, Takaamul Academy, Lifehaus Display, ZFEP land yachts and Shams Solar Shelter Challenge were all new for 2018. Each participant received a certificate of participation (new for this year).
Zone 8: Show Hub	Stage Design was improved (New backdrop). Increase in number of daily shows and the variety of shows. Added community speakers (Rohan and Rahul).
Zone 9: Baba Zayed	New Zone: Creative interactive concepts added, which displayed the four values in a fun 'edutainment' style manner.
Raffle Draw	Increased quality of prizes from sponsors to include a holiday and mini day trips.
Masdar Park	New Zone: Masdar Park was a new element of this year's festival, featuring activities catered more towards adults, such as the F1 Driving experience.
Other	Directional Signage was increased, to aid visitor flow. Shuttle bus service was added to relay guests from the main event area to Masdar Park and Car Parks.

3.2. RESULTS FOR QUESTION 3.1.

149 out of the 540 surveyed guests have been to The Festival more than once. This shows The Festival retains visitor's year upon year, through our ability to transform and improve the event, whilst still retaining our core values and message which initially attracted those guests.

In order to keep The Festival core theme alive, each year similar zones and activations are developed, however they are improved, developed and recreated so the visitors have fresh, exciting experiences.

Skill Games 2017



Stage design 2017

Skill games 2018 – More complex higher quality



Stage Design – new artwork and new side icons



Greenhouse 2017 – Rustic, simple



Greenhouse 2018 – Colourful vibrant and playful



3.3. WHAT MAKES THIS EVENT STAND OUT AS AN INTERNATIONALLY RECOGNISED EVENT?

Acting as the finale to Abu Dhabi Sustainability Week, the Festival is a key component in translating the message of sustainability to families within the local community. This event communicates ways to tackle pressing environmental issues to those of all ages and backgrounds, not only policy makers and leaders in corporate organisations.

The Festival delivers these concepts from a place of authenticity, using sustainable waste management programs and recycled materials throughout. Building the event around renewable strategies displays that a sustainable future is attainable, and provides a real world example of this to communities all over the globe. This notion is strongly supported by the event hosts, Masdar City, the world’s most sustainable eco-city. Masdar has invested intensely in pioneering energy, water and waste reduction policies which can be transferred to cities all around the world. The Festival brings light to this critical sustainable development, and encourages global contribution to the urban “greenprint” program.

This event communicates challenging environmental theories through clear, accessible content. The Festival aims to educate without lecturing, leading to the development of a range of activities and displays which inform and develop individuals understanding of how their own lifestyle changes can contribute to sustainable progress on a global scale.

As an event championing the concepts of sustainability and environmental issues, The Festival is inherently globally relevant. The causes supported and promoted at the event are internationally applicable, and can be supported by individuals and companies from all around the globe. As a multi-cultural community the Emirates provides a microcosm of an international society, making the region the ideal hosts for a green event promoting sustainability. International recognition is of particular significance to us as developers of The Festival, as raising awareness of sustainability issues is a key step in tackling them. Highlighting the impact small life style changes can have on our environment today, is the first step in creating a greener tomorrow.

The event boasts a VIP attendance, including the Minister of State in the United Arab Emirates, the Director-General and CEO of the Abu Dhabi National Oil Company (ADNOC Group), the Chairman of UAE National Media Council and the Chairman of Abu Dhabi Ports Dr Sultan Ahmed Al Jaber, who brought his whole family to enjoy a day and support The Festival.

The Festival is a multi-award winning event, succeeding in being accorded with the most prestige international titles. Over the past 5 years, the event has grown and developed into a catalyst model for sustainable themed family friendly events. With an extensively researched theme, and a true impact on society, The Festival @ Masdar is a truly amazing event.



3.4. WHY SHOULD THE EVENT WIN THE IFEA / HASS & WILKERSON GRAND PINNACLE AWARD?

The Festival excels in its ability to inspire sustainable lifestyle changes within the wider community, continuing to influence positive change in individuals across the region long after its conclusion. A sustainable future is one built by the many, not the few, and this ethos is at the forefront of our minds throughout the Festivals conceptualisation and development, through to its execution.

Being awarded the accolade of the Grand Pinnacle Award will draw further global attention to the Festival, and help to spread the message of the importance for all to establish a sustainable lifestyle. This culture of educational and environmental development is essential for both current and future generations to uphold, and the Festival is integral in promoting this message to our community.

The Festival is an essential tool in reminding the community of the importance of developing a sustainable lifestyle, both on an individual and national scale. The current environmental climate is under ever increasing pressure from a huge demand for fossil fuels, and growing waste production. Helping families to do their part in reducing this strain is an immense achievement, and one The Festival strives to exceed every year.

Even though The Festival is now into its 5th edition, fresh new concepts are still created, without deviating from our core values and objectives. Encouraging innovation is a value at the core of our actions, and this is displayed in our constantly evolving activations, décor and entertainment.

The Festival takes on a greater weight in the Middle East than a simple family festival. It delivers the message of the UAE's 2020 visions and missions, including the Expo 2020, and the Mission to Mars, which highlights these themes and concepts to the public, preparing them for what is to come.

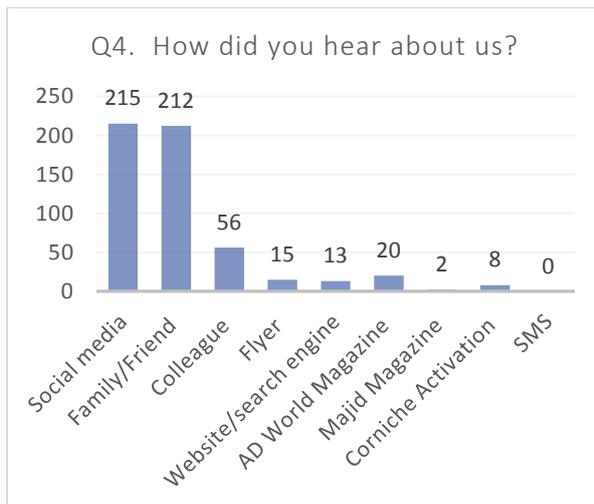
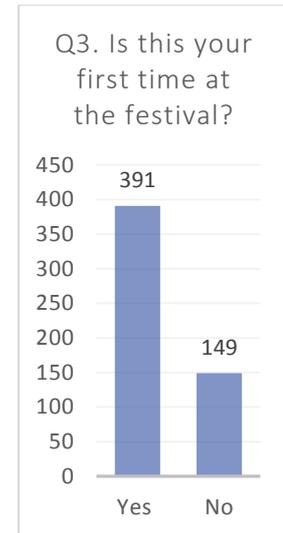
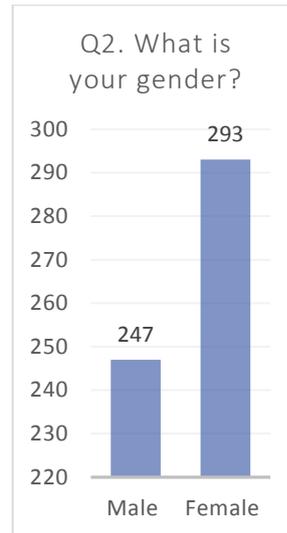
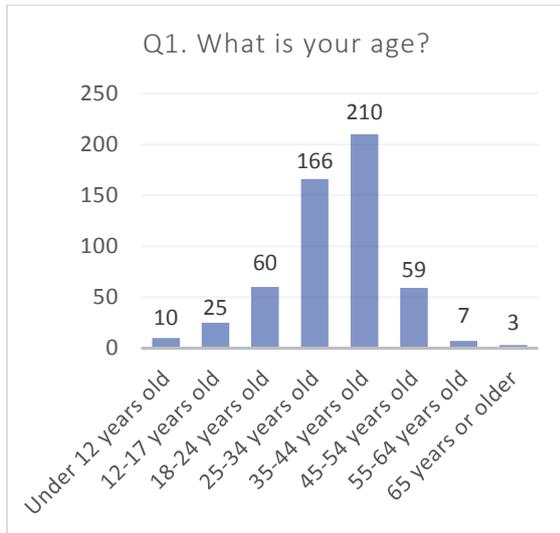
The Festival is a force to be reckoned with; creating memorable, educational and fun experiences for families. Our production elements are flawless, creating a visual spectacle for guests, heightening their experience through the five senses. Intriguing sounds fill the air, tactile activities are all around, and the smell of organic baked goods are enough to drive you wild. No other event delivers a 360 experience like us, and that is why The Festival should win the IFEA/Haas & Wilkerson Grand Pinnacle Award.

Please See Supporting Materials 4.6. Festival Overview for more information

4. SUPPORTING MATERIALS

4.1. SURVEY QUESTIONS

During the event 540 guests were surveyed, with a total of 9 questions. The surveys were conducted in 5 major zones, including Bazaar, Show Hub, Baba Zayed, Green House, and the main entrance. The main entrance doubled as an exit path, and was ideal for collecting data from visitors who had the opportunity the experience the entire festival. Surveys were primarily conducted from 12PM to 8PM daily. Three iPads were used to survey the crowd, and the following data was collected.



In conclusion, from the 540 people surveyed, the majority fell into the age gap category of 25-44, with 293 of them being female, and 391 saying it was their first time attending the Festival at Masdar City. The majority of guests said that they had heard about the event through means of social media, and recommendations from family and friends. On that note, 531 said that they would recommend this event to their friends and family in the future. The most popular zones of the 9 were Green House and Innovation hub. In order to improve the festival for next time, approximately 36% of the participants stated that there should be more activities allocated for children and adults alike. The overall impression from the event was that 63% said they were very satisfied.

4.2. ARTWORK DEVELOPMENT

Over the past three years there is clear development of the key artwork and marketing message. In 2018, it is demonstrated through icons what visitors can expect at the event. The 2018 artwork was created to target families and young adults, with a more stylish and abstract look and feel.



4.3. WORKSHOPS



4.4. SIGN BOARDS



4.5. EMERGENCY PREPAREDNESS

ISO and BS Certificates



Branded High visibility jackets, with personalised blood group for each employee



4.6. FESTIVAL OVERVIEW

Below are images showing each individual zone within The Festival, including branding items such as the entrance arch, and brochure, to create a fuller, more detailed picture of the event.

I. Entrance Arch and staircase stickers with sustainable messaging



II. Information Desk, Made from Recycled Pallets



III. Token Booth Made from Recycled wooden pallets



IV. Location Map



V. Directional signs and Zone Totem Pole



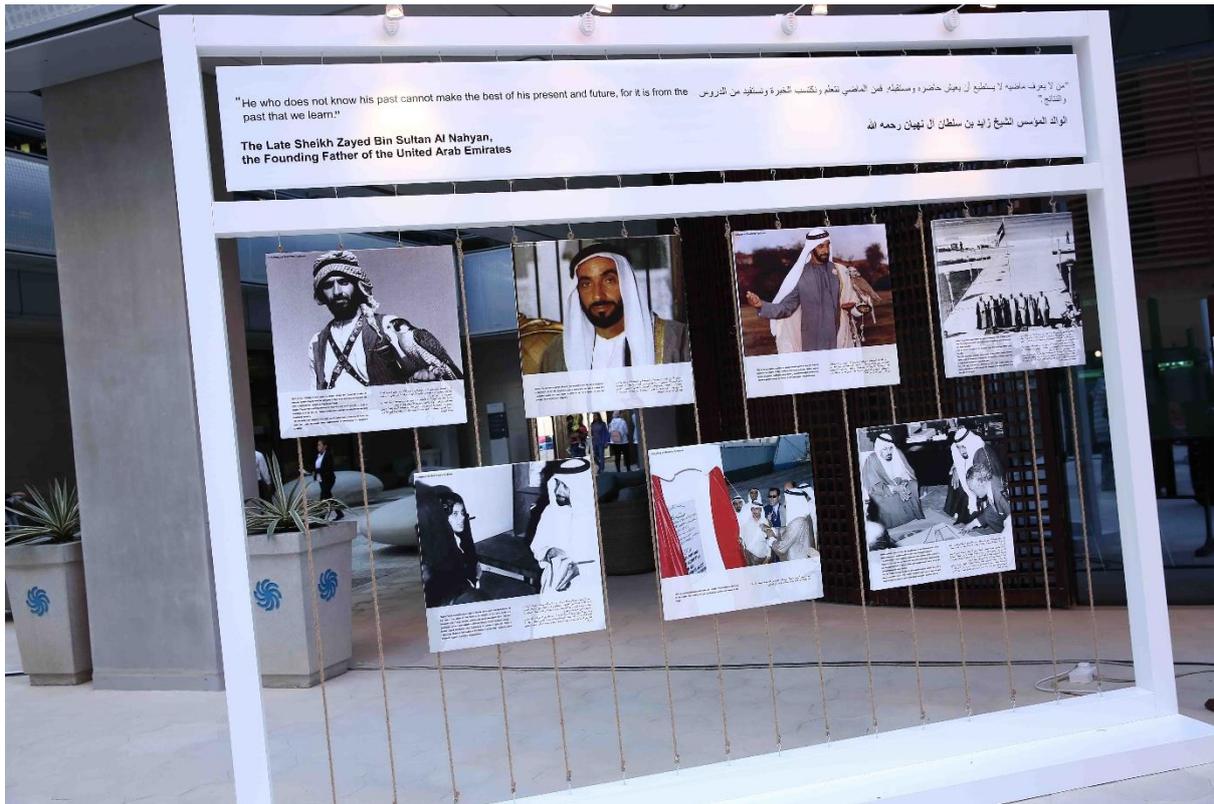
VI. Brochure



VII. Baba Zayed Zone – Majlis Seating with complementary dates and coffee



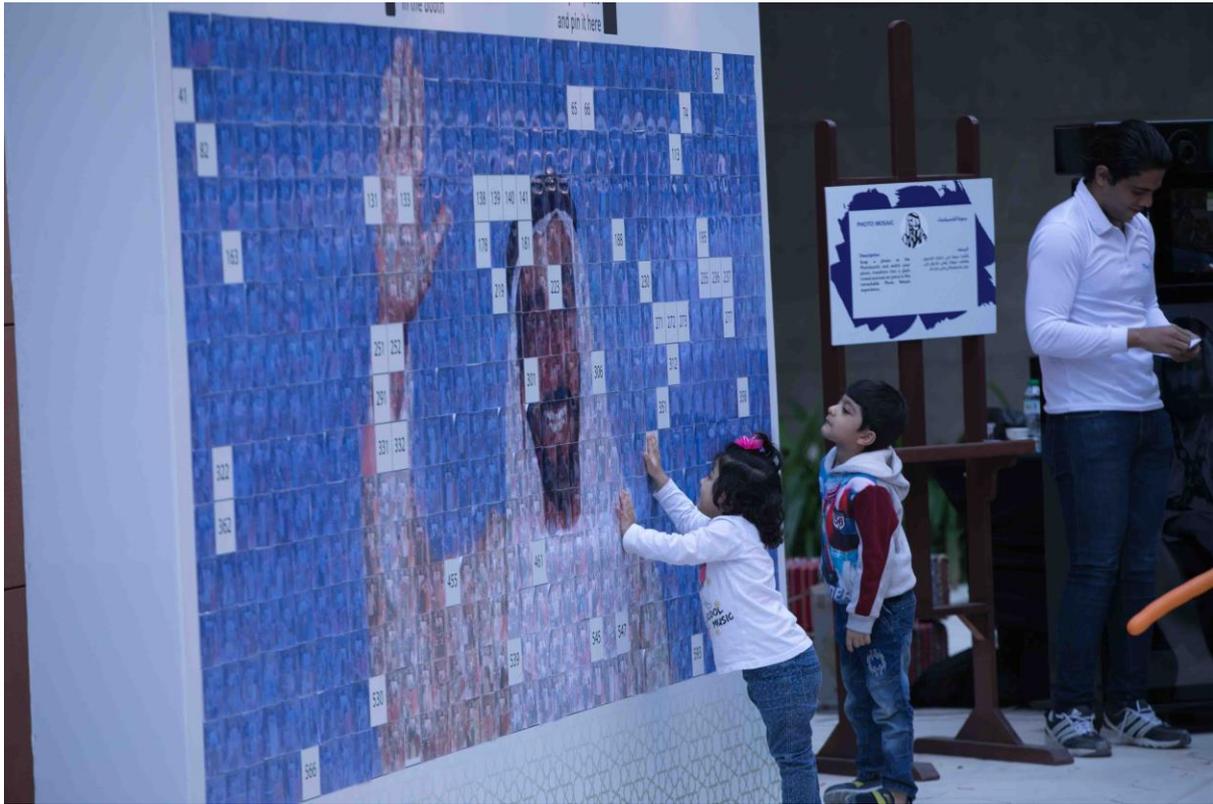
VIII. Baba Zayed Zone – Timeline Gallery



IX. Baba Zayed Zone - Puzzle Wall



X. Baba Zayed Zone – Photo Mosaic



XI. Baba Zayed Zone – Sustainability Wall

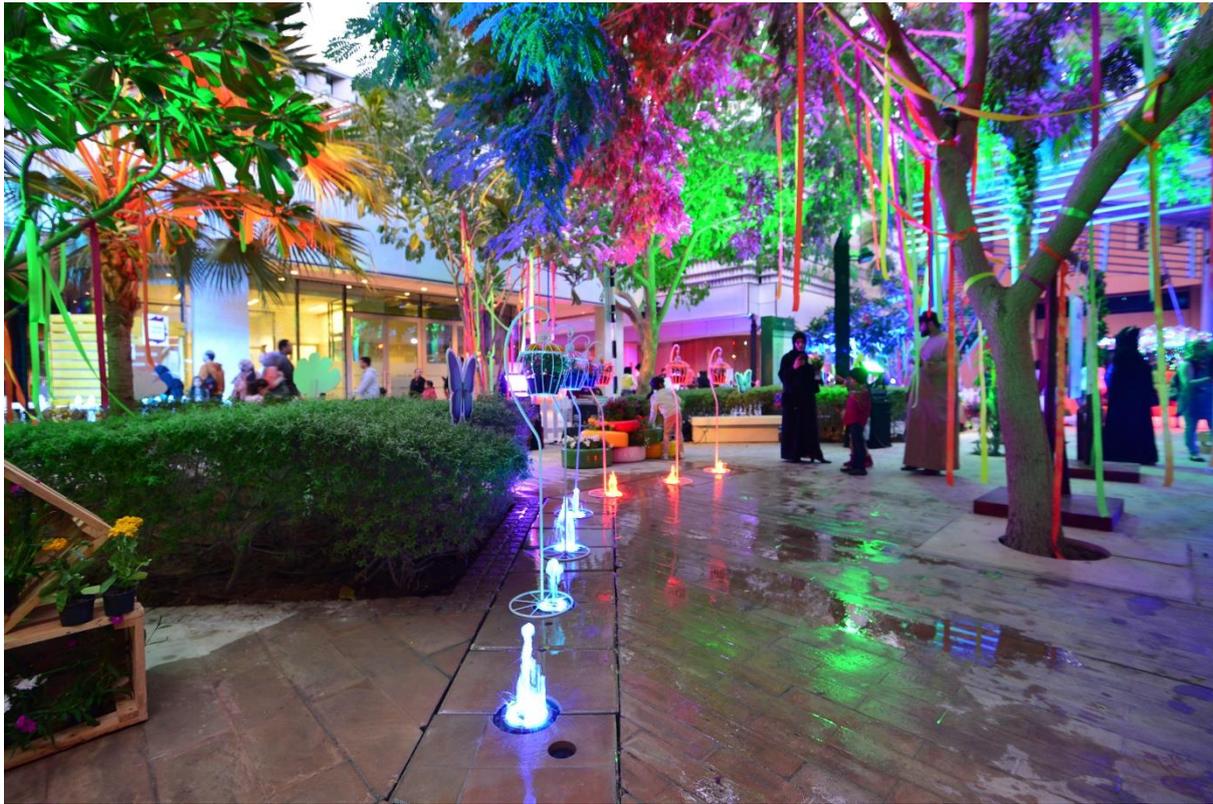


XII. Carnival Sqaure – Various Activities



XIII. Greenhouse

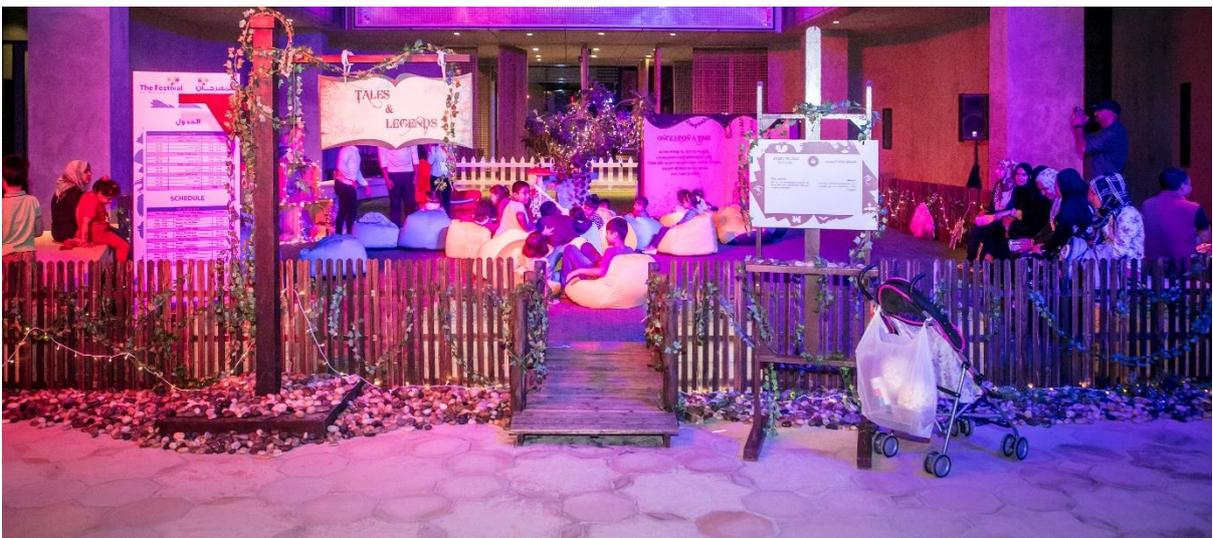




XIV. Souk



XV. Tales and Ledgends



XVI. Skill Games



XVII. Innovation Hub



XVIII. Show Hub



XIX. Bazaar



