



Press release

### **`Blue Peace' expo at Swiss pavilion to focus on water diplomacy**

*February 26 to March 31, 2022 to be observed as `Water Month' to highlight water challenges, security, peace and development*

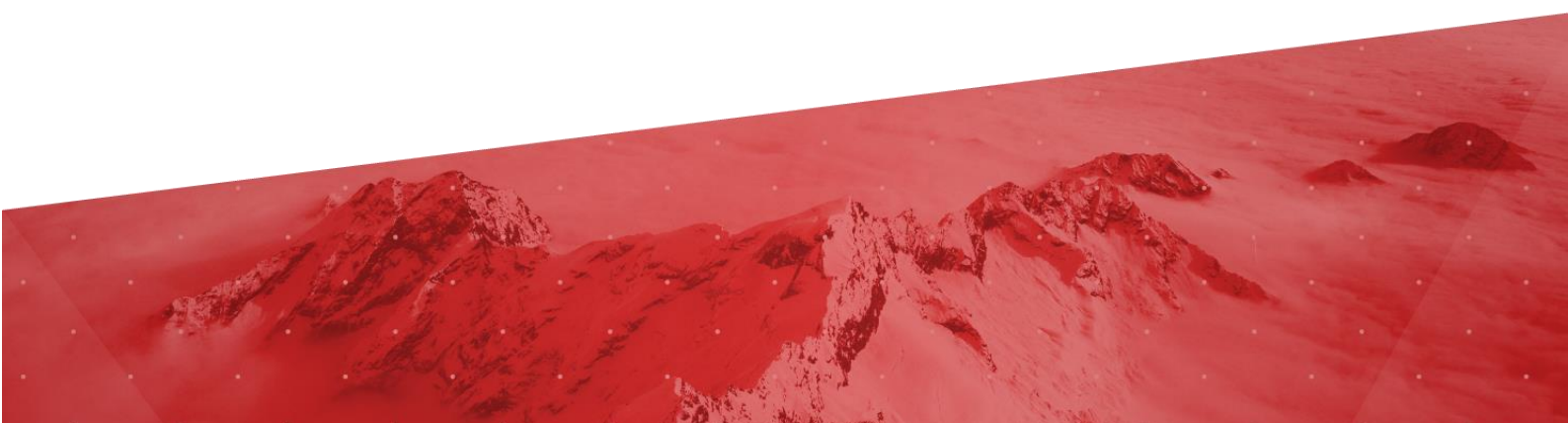
**Dubai, 24 February, 2022:** The Swiss Pavilion at the Expo 2020 Dubai will launch the `Blue Peace days' at a high level function this Saturday 26 February, announcing the start of a `Water Month' and the opening of the Blue Peace exhibition to bring water related issues and challenges to the fore.

During February 26- March 31 2022 at the pavilion, the `Blue Peace' Exhibition, spearheaded by the Swiss Agency for Development and Cooperation (SDC), will showcase the Swiss commitment to water diplomacy and sustainable use of world's water resources for peace, stability and development.

On the occasion, the Swiss Pavilion will host a high-level discussion on the theme of "Water - a catalyst for sustainable development and peace", which bring together SDC Director Patricia Danzi, ICRC Representative Igor Malgrati and Danilo Türk, diplomatic advisor to the Geneva Water Hub and former President of Slovenia. Throughout the month of March, the Swiss Pavilion will also offer a varied program of colloquia and workshops.

"Switzerland has a long history of promoting transboundary water cooperation and is committed to supporting countries in achieving sustainable access to clean water. Through the Blue Peace initiative, Switzerland plays an active role as a mediator and offers countries its support to manage their shared water resources peacefully and sustainably and to reduce tensions between multiple water users, both nationally and internationally," says Patrizia Danzi, SDC Director.

The SDC, which belongs to the Federal Department of Foreign Affairs (FDFA) of Switzerland, launched the `Blue Peace' initiative in 2010. Blue Peace refers to water cooperation across borders, sectors and generations to foster peace, stability and sustainable development. Blue Peace is a response to growing tensions over water - worldwide. In ever more places on the planet, water is in a state of acute crisis. Demographic growth, economic development, rising pollution, and exacerbated by climate change, clean water is increasingly scarce with direct consequences on peace and stability.





Water scarcity does not only prevent millions of people from enjoying the basic human rights of having access to water and sanitation, but it also puts peace and stability in peril. Conflicts over water emerge among user groups within a country but increasingly between upstream and downstream countries as an over-whelming majority of the world's fresh water resources are crossing national borders.

At the Dubai World Expo, Switzerland is leading dialogues with a number of Gulf countries on global challenges such as health, climate change, water scarcity and food security. "Water is a key issue in the Middle East and North Africa region where water scarcity is a severe and in certain areas life-threatening problem. Switzerland has a long-standing experience and is at the forefront of water diplomacy. It is an opportunity to present our know-how in this field here in Dubai, in particular through the "Blue Peace" initiative, which aims to prevent conflicts through equitable and efficient integrated water resource management," says Manuel Salchli, commissioner general Swiss Pavilion and Chairman of the Steering Committee Expo 2020 Dubai.

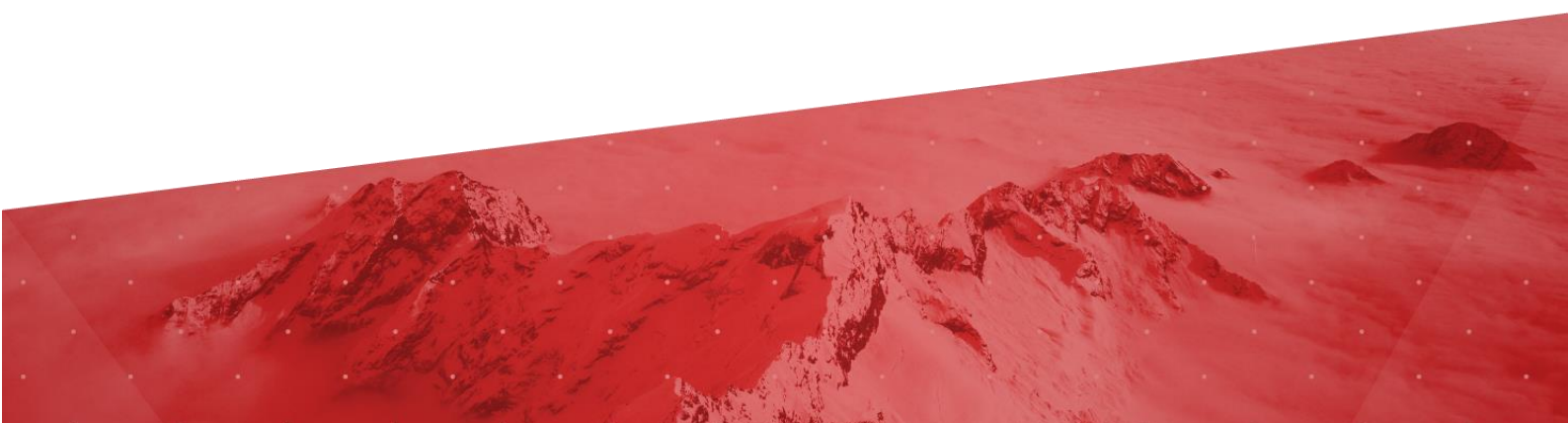
He adds "the 'Blue Peace' initiative on the inspiring themes of water and peace throughout the last month of the Expo 2020 Dubai will leave a lasting impression and reaffirm Switzerland's commitment to the international community and the general public in these areas."

Blue Peace will be in the limelight within the Swiss Pavilion throughout the "Water month". Located in an exhibition room on the Pavilion's ground floor, an exhibit explains in an artistic way the challenges and opportunities related to transboundary water resources management. Visitors can also take a deep dive into Blue Peace in an animated cinema-like showroom.

End

#### **About the Swiss Pavilion:**

Switzerland was the first country to confirm its participation in the Expo 2020 Dubai. The Swiss Pavilion offers a unique encounter with Switzerland. It highlights Switzerland as a country of scenic beauty and a leading hub of technology and innovation by presenting the excellence of Swiss universities, start-ups and companies as well as creating joint events with local partners.





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**SWISS PAVILION**  
**EXPO 2020 DUBAI**

OFFICIAL PARTICIPANT – SWITZERLAND

The Swiss Pavilion relies on a public-private partnership model. It promotes Switzerland's economic capacity and attractiveness to the UAE – the most important trading partner in the Middle East. It turns the spotlight on its high-quality products and services together with its partners Schindler, Rolex SA, Switzerland Tourism, Roche, Clariant, Novartis, Nestlé, and KGS Diamond Group Ltd and suppliers. Presence Switzerland oversees the Swiss Pavilion. It is the unit of the Federal Department of Foreign Affairs, which is responsible for Switzerland's image abroad and Switzerland's official presence in international events, such as World Expos.

The selected project 'Reflections' was designed by the Swiss project team OOS AG (architecture), Bellprat Partner AG (scenography) and Lorenz Eugster Landscaping GmbH (landscaping) and built by General contractor Expomobilia.

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