



ADSW Communications Guide 2020

OVERVIEW

Since 2008, Abu Dhabi has provided a sustainability platform for the global community which has grown through its initiatives and events, to become a global catalyst for accelerating the world's sustainable development.

Hosted by Masdar, Abu Dhabi Sustainability Week (ADSW) is committed to the sharing of knowledge, implementation of strategies and to the delivery of real-world solutions that drive human progress.

**Accelerating
Sustainable
Development**



ATTENDEES



ADSW 2019 IN NUMBERS



KEY EVENTS AT ADSW



International Renewable Energy Agency
(IRENA) Assembly
11 – 12 January 2020
[By Invitation Only](#)



Climate Innovation Exchange (CLIX),
A WFES Initiative
13 – 16 January 2020



Atlantic Council Global Energy Forum
11 – 12 January 2020
[By Invitation Only](#)



Future Skills 2030
13 – 16 January 2020



The ADSW Opening Ceremony and Zayed
Sustainability Prize Awards Ceremony
13 January 2020



Women in Sustainability, Environment and
Renewable Energy (WISER) Forum
14 January 2020
[By Invitation Only](#)



Future Sustainability Summit
14 – 15 January 2020
[Paid Event](#)



WFES Expos, Forums and Initiatives
13 – 16 January 2020



Abu Dhabi Sustainable Finance Forum
15 January 2020
[By Invitation Only](#)



Youth 4 Sustainability Hub
13 – 16 January 2020



The Festival at Masdar City
16 – 18 January 2020

ATTEND ADSW

Attend:

ADSW welcomes the global sustainability community to attend and participate in its wide range of events. The week provides a unique opportunity to network, share knowledge and conduct business with individuals and companies from around the world.

Participate:

The variety of events taking place throughout ADSW provide opportunities to participate at all levels. These include summits and forums led by government leaders and the business community, exhibitions showcasing the latest innovations from around the world, interactive hubs dedicated to young people and budding entrepreneurs, initiatives aimed at engaging women in sustainability, to a festival that brings together and educates the local community about sustainability.

Engage:

Become an advocate of sustainability by informing your colleagues and friends about ADSW and share our news and stories across your media channels. Subscribe to the ADSW Newsletter at our website www.adsw.ae and keep up to date with the latest sustainable development trends.

#WeAreCommitted

Launched in January 2019 by ADSW, **#WeAreCommitted** is a global call to action which is bringing UAE leadership, government, business leaders and members of the community together by providing them with a platform to share their commitments to sustainability.

The second phase of the **#WeAreCommitted** will go live from January 2020.



Are you committed to sustainability?

1

Record a short video with a member of your leadership team and share your organization's commitment to sustainability

2

Share an image on your social media channels highlighting your organisation's commitment to sustainability.

3

Share and repost the We Are Committed video on your social media channels when it launches in 6th January 2020.

Adjust ADSW's messaging content to **suit your organization's** social media platforms and audiences, taking in consideration **our hashtags #ADSW and #WeAreCommitted**

Document your organisation's experience at ADSW by **sharing photos and videos** using our hashtags

Tag us @ADSWagenda and share any specific event you are enjoying at ADSW. We will aim to report these across our channels

Through your leadership team and official spokesperson, **initiate conversations** with local and international media, along with ADSW participants to **build momentum** around the week

Retweet + report + share messages that are posted by @ADSWagenda channels

Tag and follow our partners and speakers. A full list of speakers can be found at worldfutureenergysummit.com

ENGAGE WITH ADSW ACROSS YOUR INTERNAL NETWORK

Digital

Internet & Microsite
Intranet
Emails
Videos
Internal TV Screens
Screensavers
Workplace
Newsletter

Environmental

Wall & Door Messaging
Roll-Up Banners
Desktop Backgrounds
Printed Materials
Branding
Digital Screens/Signage

In Person

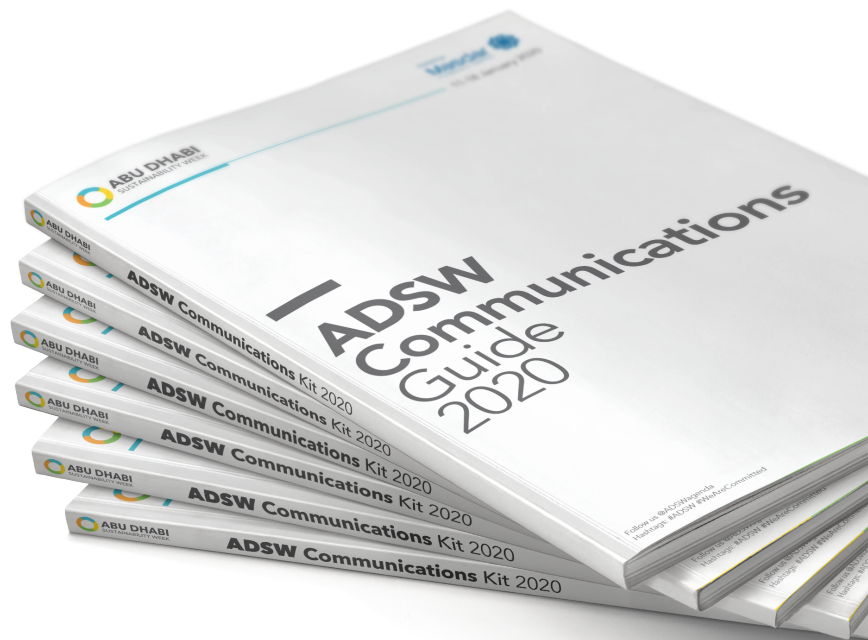
Internal Events
Workshops & Sessions
Events
Initiatives
Team Meetings

ADSW TOOLKIT

Promote ADSW through your internal communications channels and educate your employees about one of the largest sustainability platforms.

Please access the ADSW toolkit at adsw.ae/media-center
The toolkit includes:

- Logos
- Brand Guidelines
- Official Photos
- Boilerplates
- Key Messages
- Factsheets & Brochures
- Corporate Videos
- Industry Facts
- Infographics
- Adsw E-Signature
- Adsw Agenda
- Key Communication Milestones



CONTACT THE TEAM

If you have any enquiries regarding the communications for Abu Dhabi Sustainability Week or the information provided in this document, please reach out the following team members.

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