The WAAS logo is integrated into the HS4A campaign logo and appears at all partner events, online webinars, display banners and promotional materials. The WAAS logo is displayed equally alongside the UN Trust Fund logo.
20+ PARTNERS

- Consumer Electronics Show CES 2023 / 2024
- The Annual (9th) Symposium on the Role of Religion and Faith-based Organizations in International Affairs
- EarthX
- International Amateur Radio Union (IARU)
- Milan Design Week
- UNIFY
- International Kids Film Festival
- London School of Economics
- SpellBee International
- BBC

- Campaign Youth Ambassadors
- Association of Foreign Press Correspondents USA (AFPC-USA)
- Climate Change and Heritage
- Inter-Parliamentary Union (IPU)
- Education For Human Security Conference
- Global Futures 2023
- Leaders on Purpose CEO Summit
- World Days x 20
- Techsauce, Bangkok
- CoNGO

The WAAS narrative and work is carried into every HS4A partner relationship.
The WAAS narrative and work is carried into every HS4A partner relationship.

**WAAS STRATEGY**

- Open new doors to organizations and institutions that expose them to the work of WAAS.
- Leverage the UN-funded HS4A campaign to promote the work and brand of WAAS.
- Meet and collaborate with high-level individuals who have never heard of WAAS.
- Identify opportunities to include WAAS Fellows in campaign events and messaging — across the wide range of topics encompassed by the HS4A campaign.

**CURRENT OPPORTUNITIES**

- EarthX wants to expand their Conference of Conferences to include more expert voices. They are interested in including WAAS Fellows.
- The Inter-Parliamentary Union (IPU) is seeking a framework for a global toolkit on human security. WAAS can utilize existing Fellows.
- The increased profile of WAAS through the HS4A campaign has opened discussions around fundraising for WAAS.
Human Security For All

What Can Tech Do For the Good of the Human Experience?

The Human Security for All campaign focuses on seven pillars that drive the tangible benefits of human experience:
WAAS BRANDING AT MAIN ENTRANCE TO CES
ATTENDEES INTERACTING WITH HS4A DISPLAY BOARDS
CES 2023 EXPOSURE AND VALUE

53 Online press stories

2,800 Members of the global press sent a newsletter about HS4A and WAAS

$2.5 Million The estimated value by CES of the exposure we received at the event, including advertising, pre-show promotion and public displays

Credited in the Force For Good Report launched at CES

400 High-level participants at each of the three “Great Minds” sessions hosted by HS4A. Each session showed the HS4A video

250,000 Recipients of the pre-show CES email that mentioned the partnership of WAAS with the UN

9,000 Copies of the official show magazine with a HS4A advert on the inside cover featuring WAAS

120,000 Attendees to CES 2023 that were exposed to HS4A / WAAS public branding
HS4A AND WAAS MENTIONED IN TIMES SQUARE, NY
Introducing Robert Oppenheimer’s grandson, Charles, to the work of WAAS and exploring future collaborations. Keeping the history and legacy of WAAS alive, and relevant to new generations.
The HS4A and WAAS brand and story are included in educational broadcasts by campaign partners.
WAAS Fellows have had the opportunity to present their ideas to a wide audience.
Overall traffic to the WAAS website increased dramatically at the time the HS4A campaign began.

<table>
<thead>
<tr>
<th>Year</th>
<th>Clicks</th>
<th>Impressions</th>
<th>Avg. CPC</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>2023</td>
<td>61.5K</td>
<td>745K</td>
<td>$1.63</td>
<td>$100K</td>
</tr>
<tr>
<td>2022</td>
<td>18.4K</td>
<td>197K</td>
<td>$1.37</td>
<td>$25.2K</td>
</tr>
</tbody>
</table>