

BRAND AWARENESS / CREDIBILITY



CAMPAIGN
PARTNERS



United Nations Trust Fund
for Human Security



World Academy
of Art and Science

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.

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.

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CES.tech

Human Security For All



CAMPUS FOR PEOPLE United Nations Sustainable Development Goals World Academy of Art and Design CES

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

The Human Security for All campaign focuses on seven pillars that directly impact the human experience.



KEYNOTE AT CES BY CEO GARY SHAPIRO



WAAS BRANDING AT MAIN ENTRANCE TO CES

How Can Tech Improve the Human Experience?



ATTENDEES INTERACTING WITH HS4A DISPLAY BOARDS



GARRY JACOBS AT A CES GREAT MINDS SESSION

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

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

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

120,000 Attendees to CES 2023 that were exposed to HS4A / WAAS public branding



HS4A AND WAAS MENTIONED IN TIMES SQUARE, NY



LEGACY



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.

EDUCATIONAL PROGRAMS



THE ASSOCIATION AND CLUB OF FOREIGN PRESS CORRESPONDENTS IN THE UNITED STATES

FOREIGN PRESS CORRESPONDENTS USA

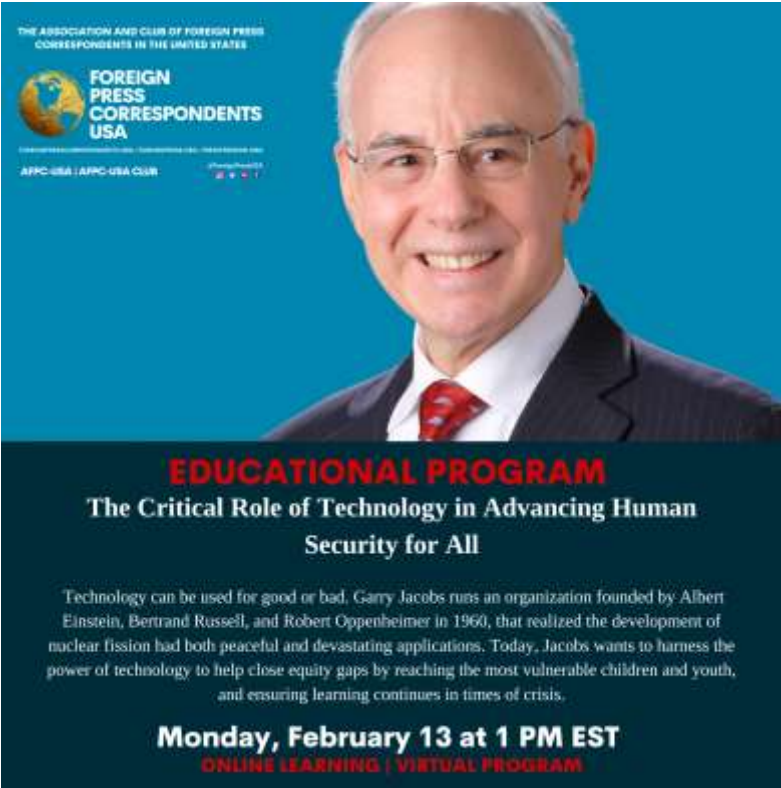
APFC-USA | APFC-USA CLUB

EDUCATIONAL PROGRAM

New Ways of Thinking to Ensure Food Security

As the global population grows and factors like climate change, supply chain woes and war impact the food supply, developing tools to ensure more locally grown, sustainable food sources has never been more important. Hear how public and private innovators embrace new tools and ways of thinking to solve this pressing challenge.

Monday, February 13 at 3 PM EST
ONLINE LEARNING | VIRTUAL PROGRAM



THE ASSOCIATION AND CLUB OF FOREIGN PRESS CORRESPONDENTS IN THE UNITED STATES

FOREIGN PRESS CORRESPONDENTS USA

APFC-USA | APFC-USA CLUB

EDUCATIONAL PROGRAM

The Critical Role of Technology in Advancing Human Security for All

Technology can be used for good or bad. Garry Jacobs runs an organization founded by Albert Einstein, Bertrand Russell, and Robert Oppenheimer in 1960, that realized the development of nuclear fission had both peaceful and devastating applications. Today, Jacobs wants to harness the power of technology to help close equity gaps by reaching the most vulnerable children and youth, and ensuring learning continues in times of crisis.

Monday, February 13 at 1 PM EST
ONLINE LEARNING | VIRTUAL PROGRAM



CES Consumer Technology Association

CES®

Tech Talk

The HS4A and WAAS brand and story are included in educational broadcasts by campaign partners.

WAAS FELLOWS



WAAS Fellows have had the opportunity to present their ideas to a wide audience

WAAS FELLOWS



WAAS FELLOWS



GOOGLE ADVERTISING

2023

Clicks ▼ 61.5K	Impressions ▼ 745K	Avg. CPC \$1.63	Cost \$100K
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2022

Clicks ▼ 18.4K	Impressions ▼ 197K	Avg. CPC \$1.37	Cost \$25.2K
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Overall traffic to the WAAS website increased dramatically at the time the HS4A campaign began.