

The 3rd Silk Road & Young Dreams

Health: Youth Dream, Social Responsibility

I. Introduction

Silk Road & Young Dreams, a youth-oriented cultural exchange project along the Silk Road, is jointly hosted by Silk Road Cities Alliance, China Friendship Foundation for Peace and Development, Beijing Belt and Road Cooperative Community and Chongyang Institute for Financial Studies of Renmin University of China. The fundamental goal of the project is to provide the youth of countries and regions along the Silk Road who have different backgrounds and dreams, with a stage to shine with talents and potentials, a platform to feel the pulse of the present era and share dreams, as well as a bridge to link up societies. The first and second events were respectively held in August 2018 and April 2019 in Beijing with nearly 1000 participants from more than 70 countries. In 2020, Chinese Urban Sculpture Artists Association (CUSAA) will be added as a co-organizer.

“Silk Road & Young Dreams” greatly enhances the people-to-people connection among the youth along the Silk Road. Once launched, its rich content and flexible format have been well received by young people. It is decided that on August 12th -14th, 2020, the 3rd Silk Road & Young Dreams will be held. It is also determined to further expand its content and enhance its quality, making it a supporting project for the “Belt and Road Forum for International Cooperation in 2021”.

II. Theme of the 3rd Silk Road & Young Dreams

Health: Youth Dream, Social Responsibility



Health is a common pursuit of humankind, and also the eternal theme resonating with people along the Silk Road throughout history. The health issues, regardless of the Public Health Emergency of International Concern such as Ebola epidemic, Zika epidemic and the novel coronavirus outbreak, or researches on prevention and treatment of chronic diseases of the AIDS, tuberculosis, malaria, heart disease, diabetes and others, highly draw the public attention. People from different nations and culture have never stopped the exploration of the science of life and health.

Health cooperation carries the aspirations of people for a healthy life and is also an important part of the “Belt and Road” construction. In June 2016, President Xi proposed to work together on building a “Healthy Silk Road”, to deepen international health cooperation, and to improve the welfare of the public. In the past four years, with the joint efforts of the Silk Road countries, “Belt and Road” health cooperation has yielded fruitful results, and effectively promoted the development of global health services.



The 3rd Silk Road & Young Dreams takes “health” as its theme, and encourages the young people to elaborate the understanding, researches, observation, and suggestions on “healthy food, healthy life, healthy psychology, healthy society, healthy environment, public health emergency mechanism, health cooperation on the Belt and Road”, so as to show the responsibility of youth in participating in global health governance.

III. Main Features of the 3rd Event

(I). Apart from the competitions of Speech, Music, Photography, and Sand Painting, sculpture is newly added in the coming activity in 2020, which will depict the firm belief of humans' pursuit to health with solid sculptures. In addition, seminars on health, case studies and field researches to urban public health institutions, cultural experiences and youth association activities will be held.

(II). All contests will go through first, second and final selections under the principal of public interests, openness and fairness. There will be nearly 1000 participants during the first election. 500 people from 100 countries will have the opportunities to enter the finals.

(III). The Belt and Road international cooperation initiated by China and supported by international community aiming to improve people’s welfare. All projects should be carried out while putting people first. The 3rd Silk Road & Young Dreams will put emphasis on the theme of health by seeking for good ideas, project cases, experience and mode to push forward the sound and sustainable development of the Belt and Road construction which will eventually benefit the people along the Belt and Road.

(IV). The principle of “public interests, openness and fairness” and flexible mechanisms for social operation will be insisted. With the scale expanding and the content enriching, more and more social resources are needed. Funds raised accordingly will be exclusively used for this project. Furthermore, the predefined and balanced budget for each contest will be done separately.

(V). As an institutionalized and sustainable annual international youth-oriented cultural exchange project, Silk Road & Young Dreams will adhere to the direction of people-to-people connection of “Belt and Road Initiative”, consolidate the foundation of youth friendliness in accordance to the actual needs of the “Belt and Road” construction and propose special themes for international youth exchanges. The novel coronavirus epidemic in early 2020 has seriously affected the life of people and production of economy around the world. "Health" as the particular theme of this event will continuously enrich its content, keep up with the hotspots, convey the "Belt and Road" spirit, and consolidate the foundation of youth friendship, so as to contribute to the long-term development of the “Belt and Road Initiative”.

IV. Logo



The logo of the event with shapes of flames and hands held up in the air. The flame depicts the passion of the youth, while the hand gesture resembles the Peace Dove representing peace and harmony, corresponding to the spirit of the Belt and Road Initiative.

The three hands represent a group of young people as the youth is of great significance in the development of the Belt and Road. In addition, different heights of hands portray competition.

V. Organization

Organizer:

Silk Road Cities Alliance

China Friendship Foundation for Peace and Development

Beijing Belt and Road Cooperative Community

Chongyang Institute for Financial Studies of Renmin University of China

Co-organizers:

The Chinese Urban Sculpture Artists Association (CUSAA) (new)

World Federation of Chinese Medicine Societies

SCO Countries Youth League

SABRI (Student Association of Belt and Road Initiative)

Supporting organizations:

United Nations World Health Organization

UNESCO

Embassies of Silk Road countries in China

China Foreign Affairs University
Central Academy of Fine Arts
Central Conservatory of Music
Silk Road School of Renmin University of China (Suzhou)
Hong Kong Chamber of Commerce in China
Chinese Debate World Cup Organizing Committee
YU Art Space
Global Foundation of Young Entrepreneurs

Supporting media:

Xinhua News Agency
People's daily
China Media Group
China Daily
China Youth Daily
Hong Kong Wen Wei Po
Jiefang Daily
Global Times
Toutiao
CRI online
Ce.cn

Leadership Council:

Mr. Li Zhaoxing, former Foreign Minister of China
Mr. Massimo D'Alema, former Prime Minister of Italy
Mr. Raffarin, former Prime Minister of France
Mr. Zhao Qizheng, former Director of the Information Office of the State
Mr. TSANG Tak-sing, Former Director for Home Affairs of Hong Kong Special Administrative Region Government
Mr. Li Xikui, Secretary-General of the Chinese People's Association for Friendship with Foreign Countries
Mr. Vladimir Norov, Secretary-General of the SCO
Mr. Qin Yaqing, President of China Foreign Affairs University
Mr. Fan Di'an, President of China Central Academy of Fine Arts
Mr. Wu Weishan, Curator of National Art Museum of China
Mr. Yu Feng, President of Central Conservatory of Music
Mr. Zhang Kun, Chief Editor of China Youth Daily

VI. General overview of the event

The event consists of five contests, including Speech, Music, Photography, Sand Painting and Sculpture, as well as Field visits to urban public health institutions, Award Ceremony and Youth Association activities. The following is the preliminary preparation and event schedule.

(I) Collection of works and selection of contestants

Time: Mid-February-May 10th

Content: Through the online and offline channels and platforms, the organizers collect songs, photos for the cities and countries along the Belt and Road, select speeches and sand painting contestants.

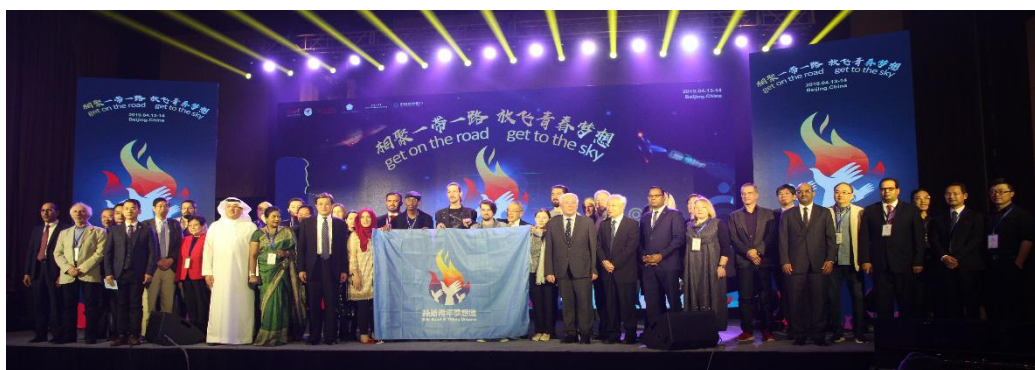
For details of the competition rules and registration forms, please refer to Introduction to 2020 Silk Road & Young Dreams Contests, public account of Silk Road & Young Dreams, or call for consultation.

(II) "Silk Road Youth Dreams" Finals

Time: August 12-August 14

Venue: Beijing, China (TBD)

Participants: members of the leadership committee, representatives of the Embassies of Silk Road Countries in China, and youth representatives from 100 countries and 20 Chinese cities. The total scale of the event is 1,000 people.



Guidance and support from all walks of life are welcomed, to build this vibrant and far-reaching international youth project. Welcome young friends to join 3rd Silk Road & Young Dreams! Let's get on the Road and get to the Sky!

Contact us:



WeChat: silkroadyoungdreams

Facebook: <https://www.facebook.com/SilkRoadYoungDreams/>

Website: <http://www.srca-info.com/srca/>

Tel: 010-52078100 Fax: 010-52078105

Address : Room 1705, West Tower, Van Palace, No. 1 Jinghuananjie, Chaoyang District, Beijing, China

Contest Introduction to The 3rd Silk Road & Young Dreams

- Speech Contest -



Contest Guide:

1. Theme: In line with the “Health” theme of the event, the participants can deliver a speech on the youth’s understanding, researches, observation, and suggestions regarding the Healthy Silk Road, so as to show the responsibility of youth in participating in global health governance and the building up of common community for the mankind.

2. Content: There is no limitation on specific content, however the content of the speech shall be original. Please refer to the following topics:

(1) Touching stories during the novel coronavirus epidemic, such as the selfless dedication of health care staffs, the close cooperation of the international community and the unity of people from all over the world.

(2) Understanding on “health, healthy life, healthy psychology, healthy society, healthy environment, public health emergency mechanism”.

(3) Opinions on the Belt & Road health cooperation.

(4) Understanding on the global public health system.

3. Category: There will be Chinese Speech Group and English Speech Group for participants to choose from.

4. Note: Speech shall be within 6 minutes. Written notes/cue cards are not allowed. PPT can be used to demonstrate images.

Evaluation Criteria:

1. Content: Focus on the theme, reflect the spirit of the times, and combine with examples to make a statement

2. Speech delivery: Speech delivered fluently and rhythmically with clear structure and strong expression and appeal.

3. Manner: Appropriate pose, expression and gesticulation.

4. Bonus points:

(1) Mandarin speakers choose English Group or foreign speakers choose Chinese Group.

(2) Participants are young medical staffs.

Contest Procedure:

1. Application: February 28th – May 31st, 2020

(1) Apply via following QR Code:



(2) Apply via Website: Visit official website homepage to download Application Form (www.srca-info.com). Please fill in the application form as required and send it to silkroadspeech@163.com. The email should be named as follows: “Name + Chinese/English + Application”, such as: “Mike + Chinese Speech + Application”.

2. Preliminary Review: June 1st - June 5th, 2020

The Organizing Committee invites experts to select the finalists and announce the list based on the evaluation of the content of Application.

3. Final Work Submission: June 6th - July 5th, 2020

Upon receiving the invitation to the final, the finalists shall record the final speech as video, and send it to silkroadspeech@163.com. Email should be named as follows: “Name + Chinese/English speech + Final”, such as: “Mike + Chinese speech + Final”. Those who do not send by the due date will automatically be deemed to be abstaining.

4. Final Review: July 6th –July 16th, 2020

Experts select the winners and announce the list based on the evaluation of the final works of finalists.

5. Award Ceremony: August 12, 2020 (TBD)

The Organizing Committee invites the winners to attend Award Ceremony.

Prize:

Chinese Speech Contest: 2 First prizes, 4 Second prizes and 6 Third prizes.

English Speech Contest: 2 First prizes, 4 Second prizes and 6 Third prizes.

1. Prize winners will be granted with certificates and trophies.
2. Interviews from mainstream media.
3. Priority for scholarship application for Silk Road School of Renmin University.
4. Speech draft to be included to Silk Road Youth Speech Collection and video to be played on well-known website.

- Music Contest -



Contest Guide:

1. Theme: In line with the theme of the event, entries should reflect elements of “Health”, “Youth”, “Dream”, “Silk Road”, “Peace” or uniqueness, elegance and improvement of countries, regions or cities.
2. Content: There is no limitation on specific content. However, the participants are encouraged to use music to convey their determination and hope for defeating novel coronavirus epidemic, and express their gratitude to the frontline staffs with a beautiful melody.
3. Form: The contest contains two groups: singing and musical instrument group.
4. Duration: The entry shall be within 7 minutes.
5. Publicity: The Organizing Committee has the right to publicize all entries and broadcast them through media and Internet.

Evaluation Criteria:

1. Content relevant to the theme of the event with positive attitude.
2. Complete and smooth performance with solid skills and good music literacy.
3. Good interpretation of the work and personalized self-presentation with strong expression and appeal.
4. Performed with self-confidence and good manners.
5. Bonus points:
 - (1) Original songs, or adaptation which reflect the creativity and contestant’s own ideas.
 - (2) The work content is related to the fight against the outbreak of novel coronavirus epidemic.
 - (3) Participants are young medical staffs.

Contest Procedure:

1. Application: February 28th – May 31st, 2020

(1) Apply via following QR Code:



(2) Apply via Website: Visit official website homepage to download Application Form (www.srca-info.com). Please fill in the application form as required and send it to

silkroadmusic@163.com. The email should be named as follows: “Name + Singing/Musical Instrument + Application”, such as: “Mike + Singing + Application”.

2. Preliminary Review: June 1st- June 5th, 2020

The Organizing Committee invites experts to select the finalists and announce the list based on the evaluation of the content of Application.

3. Final Work Submission: June 6th - July 5th, 2020

Upon receiving the invitation to the final, the finalists shall record the final speech as video, and send it to silkroadmusic@163.com. Email should be named as follows: “Name + Singing/Musical Instrument + Final”, such as: “Mike + Singing + Final”. Those who do not send by the due date will automatically be deemed to be abstaining.

4. Final Review: July 6th –July 16th, 2020

Experts select the winners and announce the list based on the evaluation of the final works of finalists.

5. Award Ceremony: August 12, 2020 (TBD)

The Organizing Committee invites the winners to attend Award Ceremony.

Prize:

Song Contest: 2 First prizes, 4 Second prizes and 6 Third prizes.

Musical Instrument Contest: 2 First prizes, 4 Second prizes and 6 Third prizes.

Single Award: 2 Best Original Work, 2 Best Group Award.

1. Prize winners will be granted with certificates and trophies.

2. Priority to be included in “Silk Road Youth @” singer group and create the original album, and opportunity to go on a performing tour.

3. Opportunity to participate in Silk Road TV show shooting and Silk Road music show recording.

- Photography Contest -



Contest Guide:

1. Theme: The Healthy Silk Road in My Eyes

2. Requirements:

(1) The work should highlight the theme of the activity. Participants can elaborate “health, healthy life, healthy psychology, healthy society, healthy environment, public health emergency mechanism, health cooperation on the Belt and Road” in their points of view. Photos can be record of the humanistic stories and wonderful moments of life along the Belt and Road, as well as the sharing stories of youth and reflection of the new creativity and unique perspective of youth.

(2) Participants are encouraged to capture vivid images during novel coronavirus epidemic, such as the frontline staffs who remain at their posts, the streets which were bustling in the past time, the rescue supplies that delivered across the ocean, the diligent students and hard-working labours, or the warm greetings from ordinary people.

(3) The images must be original digital photographs produced by participants, and they can be taken using a camera or a mobile phone. Photo information should be kept.

(4) The photos can be in colour or black-and-white. Participants can submit a single photo or a group of photos. A group of photos should include at least 3 but no more than 6.

(5) The photos should be submitted in JPEG format. Each piece of work shall be properly compressed, and the size of each should not exceed 5M.

Evaluation Criteria:

1. Content: Highlight theme, strong relevance to the Healthy Silk Road, positive and rich content.

2. Skills: Good photography skills and aesthetic approach.

3. Work: Works are expressive and appealing, demonstrating personal style.

4. Number of works: The number of works will not impact the evaluating process.

5. Bonus point: Participants are young medical staffs.

Contest Procedure:

1. Application: February 28th – May 31st, 2020

(1) Apply via following QR Code:



(2) Apply via Website: Visit official website homepage to download Application Form

(www.srca-info.com). Please fill in the application form as required and send it to silkroadphoto@163.com. The email should be named as follows: “Name + Photography + Application”, such as: “Mike + Photography + Application”.

2. Preliminary Review: June 1st- June 5th, 2020

The Organizing Committee invites experts to select the finalists and announce the list based on the evaluation of the content of Application.

3. Public Voting: June 7th - July 14th, 2020

The final works will be released on the WeChat public platform of Silk Road & Young Dreams for voting five winners of “Most Popular Award”.

4. Final Review: July 1st –July 15th, 2020

Experts select the winners and announce the list based on the evaluation of the works of contesters.

5. Award Ceremony: August 12, 2020 (TBD)

The Organizing Committee invites the winners to attend Award Ceremony.

Prize:

There are 2 First prizes, 5 Second prizes, 8 Third prizes, 5 Most Popular Award.

1. Prize winners will be granted with certificates and trophies.
2. The works of finalists will be included in the exhibition, and recommended for publication in the Chinese media.
3. Opportunity to be invited to take photos in the famous Silk Road City.

- Sand Painting Contest -



Contest Guide:

1. Theme: Health Prospers the Future
2. Content: The work should highlight the theme of the activity. There is no limitation on specific content, however, it should give prominence to friendship and cooperation with positive energy. The work must be original and exclusive.
3. Form: The participants shall record the sand painting work as video, which should be submitted in MP4/AVI format.
4. Duration: The entry shall be within 5 minutes.
5. Publicity: The Organizing Committee has the right to publicize all entries and broadcast them through media and Internet.

Evaluation Criteria:

1. Content relevant to the theme of the event with positive attitude.
2. Complete and smooth performance with solid sand painting skills, aesthetic composition, wonderful soundtrack and video editing.
3. Good interpretation of the work and personalized self-presentation with strong expression and appeal.
4. Performed with self-confidence and good manners.
5. Bonus points:
 - (1) Presenting theme in a unique and creative way which reflects the contestant's own ideas, with proficient skills, good soundtrack and strong visual appeal.
 - (2) The work content is related to the fight against the outbreak of novel coronavirus epidemic.
 - (3) Participants are young staff members who were involved in fighting against the epidemic.

Contest Procedure:

1. Application: February 28th – May 31st, 2020
 - (1) Apply via following QR Code:



- (2) Apply via Website: Visit official website homepage to download Application Form (www.srca-info.com). Please fill in the application form as required, then send it with preliminary

entry video to: sdb_sandpainting@163.com. The email should be named as follows: “Name + Sand Painting + Application”, such as: “Mike + Sand Painting + Application”.

2. Preliminary Review: June 1st- June 5th, 2020

The Organizing Committee invites experts to select the finalists and announce the list based on the evaluation of the content of Application.

3. Final Work Submission: June 6th - July 5th, 2020

Upon receiving the invitation to the final, the finalists shall final entry video to sdb_sandpainting@163.com. Email should be named as follows: “Name + Sand Painting + Final”, such as: “Mike + Sand Painting + Final”. Those who do not send by the due date will automatically be deemed to be abstaining.

4. Final Review: July 6th –July 16th, 2020

Experts select the winners and announce the list based on the evaluation of the final works of finalists.

5. Award Ceremony: August 12, 2020 (TBD)

The Organizing Committee invites the winners to attend Award Ceremony.

Affected by the epidemic, sand painting contest will be applied, evaluated and result announced online. No entry fee will be charged.

Prize:

There are 3 First prizes, 5 Second prizes, 7 Third prizes.

Single Award: 3 Best Original Award, 3 Best New Sand Painting Artist

1. Prize winners will be granted with certificates and trophies.
2. Opportunity to be granted with new book and signature of Mr. Su Dabao, Initiator of Chinese Sand Painting.
3. The First, Second and Third prize winners have the opportunity to be invited to go on a performing tour organized by Silk Road Cities Alliance or Mr. Su Dabao.

- Sculpture Contest -



Theme:

Embody the elements such as “Health”, “Youth”, “Dream”, “Silk Road” and “Peace”, show the characteristics of city, region and country, and be elegant, positive and optimistic.

Evaluation Criteria:

1. All entries shall comply with the value system of artistic aesthetics, reflect the creation theme and cultural orientation, be creative, demonstrative, practicable, safe and durable.
2. The artistic creation shall center around the theme of the contest, and focus on the understanding of and analysis on elements such as “Health”, “Youth”, “Dream”, “Silk Road”, and “Peace” .
3. The organizing committee of the contest will archive all files and photos in connection with the contest. Authors shall make a copy of their works as such works will not be returned to them. The materials submitted beyond the deadline will not be accepted.
4. The application for this contest shall be in either Chinese or English.
5. All works for this contest must be original, and copying is not allowed. In the case of any dispute over copyright, the contestant will be disqualified for the contest and shall assume legal responsibilities arising therefrom.

Contest Procedure:

1. Application: March 20th - May 31st, 2020

(1) Apply via following QR Code:



(2) Apply via Link:

http://www.srca-info.com/srca/srca3/srca3_1/202003/P020200317677042960345.doc

Please fill in the application form as required, then send it with the photos of work to email: CUSAA2014@163.com

* Requirements on photos of work

A. Photo of work can be effect drawing of work, design effect drawing or photo of clay sculpture maquette. Each work shall be accompanied with one main-view photo, three photos in other views, and a creation description with about 200 words. Requirements on layout design of photos for

submitted works: A3, with a resolution not less than 300dpi.

Template:

No. (Filled in by organizer)

Main view photo		
Photo from other perspective	Photo from other perspective	Photo from other perspective

Description of the work (200 words):

B. For the purpose of fair evaluation, both the photos and descriptions shall exclude the information such as name, employer or identification of the author.

2. Preliminary Review: June 1st - June 8th, 2020

The Organizing Committee invites experts to select 30 finalists and announce the list based on the evaluation of the content of Application.

3. Final Work Submission: June 9th - August 1st, 2020

Upon receiving the invitation to the final, the finalists shall sign an agreement, create maquettes and deliver them to designated location.

4. Final Review: August 2nd - August 11th, 2020

Experts select the winners and announce the list based on the evaluation of the final works of finalists.

5. Exhibition: August 12th - August 14th, 2020

The works will be shown at the main venue of the contest. And winners may be invited to attend Award Ceremony.

Prize:

Gold medal of the Chinese Urban Sculpture Artists Association: 1

Award of excellence: 3

Honorable mention: 6

To give full play to the demonstration role and influence of the contest and encourage excellent artistic creation, the host will issue certificates of award to each author if its work is collected.

All award-winning works and selected works will be included in the album of the event.

The organizing committee will publicize the contributors and their works in an all-around way.

Intellectual Property Protection:

- (1) No entry works may infringe upon patent right, trademark right, reputation right or any other legitimate rights and interests of other third parties.
- (2) All texts, photos, graphs and videos contained in the entry works are legally protected by the copyright, trademark right and other ownership rights. Without the consent of the author, the above materials are not allowed to be used in other behaviors other than this contest.
- (3) The host has the right to publish and distribute the collected works of the sculpture exhibition, and has the right to authorize the organizer of the contest to use for public benefits.

Contact us

Tel: 86 10 52078100 Miss Lan
Email: silkroadyouth@163.com