

Contests Introduction to The 4th Silk Road & Young Dreams



Speech Contest

Contest Guide:

1. Theme: In line with the event theme of “Poverty Alleviation and Green Development”, the participants are supposed to deliver a speech on the youth’s understanding, researches, observation, and suggestions in regard to poverty reduction, rural vitalization, international cooperation, sustainable development, so as to show the responsibility of youth in participating in ending poverty 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 must be original. Please refer to the following topics:
 - (1) Touching stories during the fight against the poverty.
 - (2) Poverty eradication, rural development and vitalization.
 - (3) Green poverty reduction, environment protection, new energy resources and sustainable development.
 - (4) Belt & Road poverty alleviation cooperation.
 - (5) 2022 Beijing Winter Olympic Games and sports poverty reduction.
3. Category: There will be Chinese Speech Group and English Speech Group for participants to choose from.
4. Note: Speech should be successfully delivered within 6 minutes. Notes or 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 should be 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 worked/are working for poverty alleviation in person.

Contest Procedure:

1. Application : February 1st - June 30th

(1) Apply via following QR Code:



(2) Apply via downloaded Application Form (click http://www.srca-info.com/srca/srca3/srca3_3/srca3_3_8/202102/U020210224535117525791.docx to download). Please fill in the application form as required and send it to silkroadspeech@163.com. The email should be titled as follow: “Name + Chinese/English + Application”, for example: “Mike + Chinese Speech + Application”.

2. Preliminary Review: July 1st - July 5th

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: July 6th - July 23rd

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

4. Final Review: July 24th - July 31st

Experts select the winners based on the evaluation of the final speech videos.

5. Awarding Ceremony: August 29th

The Organizing Committee invites the winners to attend Awarding Ceremony.

Prize:

Chinese Speech Contest: 1 First prize, 2 Second prizes and 3 Third prizes.

English Speech Contest: 1 First prize, 2 Second prizes and 3 Third prizes.

A certain number of Award of Excellence.

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 will be included to Silk Road Youth Speech Collection and the speech video will be broadcast on well-known website.

Music Contest



Contest Guide:

1. Theme: In line with the theme of the event, entries should reflect elements of “Poverty Alleviation, Youth, Dream, Silk Road, International Cooperation, Sustainable Development, Sport Spirit” or uniqueness and culture of countries, regions or cities.
2. Content: There is no limitation on specific content. However, the participants are encouraged to use music to show their determination and hope for beating the poverty, and express their wishes to build a green and sustainable community.
3. Category: There will be Singing Group and Musical Instrument Group for participants to choose from.
4. Duration: Within 7 minutes.
5. Publicity: The Organizing Committee has the right to publicize all entries and broadcast them on media and Internet.

Evaluation Criteria:

1. Content is highly relevant to the theme of the event with a positive attitude.
2. Complete and smooth performance with solid skills and good music literacy.
3. Good interpretation of the work and personality with strong expression and appeal.
4. Performing with confidence and good manners.
5. Bonus points:
 - (1) Original songs, or adaptation which reflect the creativity and contestant’s own ideas.
 - (2) Participants worked/are working for poverty alleviation in person.

Contest Procedure:

1. Application: February 1st - June 30th
 - (1) Apply via following QR Code:



(2) Apply via downloaded Application Form (click http://www.srca-info.com/srca/srca3/srca3_3/srca3_3_8/202102/U0202102_24535117525791.docx to download). Please fill in the application form as required and send it to silkroadmusic@163.com. The email should be titled as follows: “Name + Singing/Musical Instrument + Application”, for example: “Mike + Singing + Application”.

2. Preliminary Review: July 1st - July 5th

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: July 6th - July 23rd

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

4. Final Review: July 24th - July 31st

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

5. Awarding Ceremony: August 29th

The Organizing Committee invites the winners to attend Awarding Ceremony.

Prize:

Song Contest: 1 First prize, 2 Second prizes and 3 Third prizes.

Musical Instrument Contest: 1 First prize, 2 Second prizes and 3 Third prizes.

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

A certain number of Award of Excellence.

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

Photography Contest



Contest Guide:

1. Theme A: The Poverty Alleviation & Green Development Road in My Eyes

Theme B: My Story of Winter Olympic Games

2. Requirements:

(1) The work should highlight the theme of the event. Participants can elaborate “Poverty Reduction, Rural Vitalization, Sustainable Development, International Cooperation, Olympic Spirit, Sports” 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) 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.

(3) The photos can be in colour or black-and-white.

(4) Category: There will be Single Photo and Group Photo for participants to choose from. The Single Photo should be submitted within 3 photos. The Group Photo should be submitted at least 3 but no more than 6 photos.

(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, positive and rich content.

2. Skills: Good photography skills and aesthetic approach.

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

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

5. Bonus points:

(1) Participants worked/are working for poverty alleviation in person.

(2) Participants were/are athletes.

Contest Procedure:

1. Application: February 1st - June 30th

(1) Apply via following QR Code:



(2) Apply via downloaded Application Form (click http://www.srca-info.com/srca/srca3/srca3_3/srca3_3_8/202102/U0202102_24535117525791.docx to download). Please fill in the application form as required and send it to silkroadphoto@163.com. The email should be titled as follows: “Name + Photography + Application”, for example: “Mike + Photography + Application”.

2. Preliminary Review: July 1st - July 5th

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: July 6th - July 28th

The final works will be released on the WeChat public platform of Silk Road & Young Dreams for voting 5 winners of “Most Popular Award”.

4. Final Review: July 24th - July 31st, 2021

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

5. Awarding Ceremony: August 29th

The Organizing Committee invites the winners to attend Awarding Ceremony.

Prize:

There are 1 First prize, 2 Second prizes, 3 Third prizes for each of Theme A and Theme B.

5 Most Popular Award for each of Theme A and Theme B (Winners of the First, Second, Third prizes will not be awarded repeatedly).

A certain number of Award of Excellence.

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

2. Winning works will be included in the exhibition, and recommended for publication by the Chinese media.

3. Opportunity to be invited to take photos in the famous Silk Road cities.

4. Winning works of Theme B will be collected and displayed in Beijing Winter Olympic Games Museum.

2021 Silk Road Youth Start-up Competition

I. Competition Introduction

In 2015, the United Nations General Assembly adopted “Transforming Our World: The 2030 Agenda for Sustainable Development”, which listed “No Poverty” as the priority, and proposed eliminating all forms of poverty in the world by 2030, pointing out the direction for global poverty reduction and development. China has reached a major milestone in ending absolute poverty by 2020, nearly 100 million Chinese have been lifted out of poverty under the current standards. It has achieved SDGs target ten years ahead of schedule and contributed over 70 percent to the global poverty eradication. In the process of beating poverty in China’s 832 impoverished counties, various strategies have been taken action, such as agriculture and forestry, tourism, education, science and technology, health, sport, Internet, ecological and environmental protection, etc. The success of these practices benefits from the introduction of advanced concepts and experiences of other countries, and also provides a useful reference for global poverty reduction.

The 2021 Silk Road Youth Start-up Competition is an important program of The 4th Silk Road & Young Dreams. It will guide the youths to learn from China’s poverty reduction experience, visit good models and analyze their successful routes, so as to enhance their awareness and understanding to the hardships in combating poverty. The youths are encouraged to transform and innovate the China’s poverty alleviation modes to their own countries, then the competition will provide policy and financial supports to the excellent plans. Facing challenges together, youth innovative start-up is a shared opportunity to promote global poverty reduction and common development.

Hosts:

Silk Road Cities Alliance

China Friendship Foundation for Peace & Development

Chongyang Institute for Financial Studies of Renmin University of China

China Nationality Culture Foundation

Beijing Belt & Road Cooperative Community

Guiding Organization: China NGO Network for International Exchanges

II. Competition Schedule

1. Application: February 1st - June 30th

(1) Apply via following QR Code:



(2) Apply via downloaded Application Form (click http://www.srca-info.com/srca/srca3/srca3_3/srca3_3_8/202102/U0202102_24535117525791.docx to download). Please fill in the application form as required and send it to silkroadstartup@163.com. The email should be titled as follows: “Name + Startup + Application”, such as: “Mike + Startup + Application”.

2. Studying case materials: April 1st - July 10th

The Organizing Committee provides comprehensive materials of 6 typical poverty alleviation cases to the participants to learn and understand.

3. Design poverty alleviation plan: July 1st - July 23rd

Participants choose 1 of the following topics:

(1) Silk Road Youth Redesign Chinese Poverty Alleviation Plan

The participants analyze the advantages and limitations of 1 of the cases based on the materials, re-plan the poverty alleviation route for this case location, and write “Silk Road Youth Redesign Chinese Poverty Alleviation” report which shall be sent to the email: silkroadstartup@163.com. During this period, the organizing committee will organize online seminars or field trips.

(2) Start-up Project Plan

Combining with the natural and cultural conditions of distressed areas, participants innovate and design the start-up projects that can be implemented in China or other countries. The Start-up Project Plan shall be sent to email: silkroadstartup@163.com.

4. Project evaluation: July 24th - July 31st

The Organizing Committee invites experts and poverty alleviation workers to separately select excellent plans in the 2 topic groups.

5. Final review: August 12th - August 14th

After receiving the invitation to the final, the finalists present their plans on final venue or via video call. Professional judges score the presentation and select the winning projects.

6. Awarding ceremony: August 29th

The Organizing Committee invites the winners to attend Awarding Ceremony.

III. Prize

Winning Silk Road Youth Redesign Chinese Poverty Alleviation Plan: 3

Winning Start-up Project Plan: 3

1. Prize winners will be granted with certificates and trophies.
2. Prize winners have the opportunity to be interviewed by mainstream media.
3. Winning plans and projects will be reported by media.
4. Winning Start-up Project Plan will obtain phased funds and local policy support.

Silk Road Sand Painting International Competition

I. Competition Introduction

Theme: Achieving Young Dreams in Poverty Alleviation and Green Development

Form: Online competition

Judge Panel: The well-known sand painters, masters of cultural and art will be invited to be judges

Age Groups:

Toddler group: 5-7 years old

Children group: 8-11 years old

Junior group: 12-16 years old

Youth group: over 16 years old

Categories:

For Toddler & Children & Junior group:

Dynamic sand painting, Solid color sand painting

For Youth group:

Dynamic sand painting, Solid color sand painting, Bottle sand painting

II. Contest Procedure

i. Preliminary:

Topic:

For Toddler & Children & Junior group: The Beauty of Hometown

For Youth group: Poverty Alleviation, Sustainable Development, International Cooperation (choose 1 from them)

Form of Entry Work:

Submit the video and photos of the sand painting works.

*Note: For the Solid color sand painting & Bottle sand painting, the preliminary is also the final. Contestants should submit 2 photos (1 photo of entry work + 1 photo of sand painter and his/her work), and 15s horizontal video recording the creating process.

Video Requirements:

For Toddler & Children & Junior group: monochromatic light and monochromatic

sand, within 5min and in MP4 format.

For Youth group: monochromatic light, monochromatic or polychromatic sand, within 5min and in MP4 format.

How to Apply:

1. Application fee: ¥300/person
2. Scan the QR codes to get the application form and pay the fee:



【Application Form】



【Application Fee】

3. The applicants fill in the application form as required and send it to email: sdb_sandpainting@163.com
4. The information including Age Group, Category, Applicant Name, Entry Name, Contact should be specified in the email.

Submission Time: February 15 - May 31, 2021

Preliminary Evaluation: June 1 - June 5, 2021

ii. Final:

Topic: My Dream of Winter Olympic

Form of Entry Work:

Submit the video of dynamic sand painting

How to Submit:

The finalists should send the video to email: sdb_sandpainting@163.com

Deadline: July 25, 2021

iii. Final Evaluation: July 26 - July 31, 2021

iv. Awarding Ceremony: August 13 - August 14, 2021

III.Prize

For each age group of Toddler & Children & Junior:

First Award: 1

Second Award: 2

Third Award: 3

Best Work Award: certain number

Outstanding Work Award: certain number

Special Award of Silk Road Angel: 20

For Youth group:

First Award: 1

Second Award: 1

Third Award: 1

The Most Potential Award: 7

Contact



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