

联合国教科文组织“青年音乐家生涯实验室”于北京正式启动



Signing of Strategic Cooperation Agreement 战略合作协议签署

[Integrating music education with international public welfare](#)

[融合音乐教育与全球公益](#)

On May 24, 2025, New Channel Max-music International Music Education and the Italian UNESCO Youth Education Research Centre (CREGU) officially signed a strategic cooperation agreement in Beijing, jointly establishing the world's first Sustainable Development Goals (SDGs) practical platform centered around music—the "Young Musicians Career Lab." This groundbreaking initiative marks a deep integration of music education and global public welfare, creating a new ecosystem that connects artistic development with social responsibility for musical talents worldwide.

2025 年 5 月 24 日，新航道美行思远国际音乐教育与意大利联合国教科文组织青年教育研究中心（CREGU）于北京正式签署战略合作协议，携手创立全球首个以音乐为核心载体的可持续发展目标（SDGs）实践平台——“青年音乐家生涯实验室”。这一创举标志着音乐教育与国际公益事业深度融合，将为全球音乐人才构建起贯通“艺术培养与社会责任”的崭新生态体系。



Mr. Song Yuanjun, Director General of the Liaison Office of the Italian UNESCO Youth Education Research Center in China (first from right)

Ms. Cai Min, Director of the Liaison Office of the Italian UNESCO Youth Education Research Center in China (second from left)

Ms. Liu Dongdong, Head of Max-music Group (second from right)

Ms. Chen Xi, Head of Background Enhancement, Max-music Group (first
from left)

意大利联合国教科文组织青年教育研究中心驻华联络处-总干事宋元俊（右一）、
干事蔡敏（左二）

美行思远集团-负责人刘冬冬（右二）、背景提升负责人陈茜（左一）

Establishment of the Youth Musician Career Laboratory

“青年音乐家生涯实验室”正式成立

Liu Dongdong appointed as Secretary General of the Liaison Secretariat in China

美行思远集团负责人刘冬冬获任“驻华联络秘书处秘书长”

At the authorization ceremony, Song Yuanjun, Director General of the Liaison Office of the Italian UNESCO Youth Education Research Center in China, announced that Liu Dongdong, head of Max-music Group, has been appointed as the Secretary General of the Liaison Secretariat in China.

在授权仪式现场，意大利联合国教科文组织青年教育研究中心驻华联络处总干事宋元俊宣布，美行思远集团负责人刘冬冬获任“驻华联络秘书处秘书长”。



Empowering System Construction

赋能体系建设

Building a new system for empowering music talents

构建音乐人才赋能新体系

Both parties will rely on the laboratory to build a "four in one" empowerment system. The first is to connect with top art schools around the world and systematically enhance the professional level of students. The second is to collaborate with music industry giants and build a transition channel from the stage to the workplace. The third is to leverage the global network of UNESCO to enhance the international reach of young artists. The fourth is to establish a special fund to support the incubation of interdisciplinary projects in "music+technology / environmental protection / public welfare."

双方将依托该实验室搭建“四位一体”赋能体系。一是对接全球顶尖艺术院校资源，系统提升学员专业水平；二是联动音乐行业巨头，搭建从舞台到职场的转型通道；三是借助联合国教科文组织全球网络，提高青年艺术家的国际传播度；四是设立专项基金，支持“音乐 + 科技/环保/公益”跨学科项目孵化。



The Value Guidance of Music Education

音乐教育的价值导向

In her speech, Liu Dongdong emphasized that "music is not just an elite art form, but should also become a voice that promotes social progress. The laboratory will focus on cultivating the social responsibility awareness of young musicians and integrating sustainable development issues such as poverty alleviation, gender equality, and climate action into their creations."

刘冬冬在致辞中强调：“音乐不只是殿堂艺术，更应成为推动社会进步的声音。实验室将着重培养青少年音乐家的社会责任意识，把消除贫困、性别平等、气候行动等可持续发展议题融入创作。”

Song Yuanjun said, "This is an important milestone for music education to shift from a technology based approach to a value driven approach. Chinese young musicians are using musical notes to write a new chapter in the community with a shared future for mankind."

宋元俊表示：“这是音乐教育从技术本位转向价值引领的重要里程碑，中国青年音乐家正用音符谱写人类命运共同体的新篇章。”