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PBIC创新挑战赛

CHINAFRICA

www.pbic.com

PBIC 2020

2020 (the fourth session)
Public Benefit International
Challenge for Youth

Innovation · Creation · for Africa

Guidance units

United Nations Population Fund (UNFPA)
Joint United Nations Programme on HIV/AIDS (UNAIDS)
Organization of African First Ladies for Development (OAFLAD)

Host units

China Social Assistance Foundation (CSAF)
China-Africa Business Council (CABC)

Operating units

ILDA Fund
Special A
Moving Heart Volunteer
WELAND International
China House

CHINAFRICA

A BRIEF INTRODUCTION TO THE COMPETITION

THEME

Innovation · Creation · for Africa

AIM

- Develop global citizen perspective
- Participate in global policy and practices
- Apply innovation to promote global social welfare
- Demonstrate Chinese youth's academic ability, humanistic sensibility, and leadership

“PBIC (Public Benefit International Challenge for Youth)” was jointly sponsored by China-Africa non-governmental chamber of Commerce and China Social Assistance Foundation in 2017. It was guided and supported by various agencies from the United Nations agencies and the Organization of African First Ladies for Development. Revolving around the “Sustainable Development Goals of the United Nations” (SDGs, 17 Goals), the first three competitions have attracted more than 800 middle school students from more than 130 schools in China and abroad. The competition also attracted nearly one million people's attention.

In 2020, the competition will focus on Goals 2-5 of The Sustainable Development Goals: “zero hunger”, “good health”, “quality education” and “gender equality”. We encourage the youth to be creative in proposing and designing implementable solutions to address the issues in Africa's education, medical care, public health and other fields, so as to contribute to the well-being of African people, especially women and children.



COMPETITION BACKGROUND

Sustainable Development Goals of the United Nations

In September 2015, the core elements of the 2030 Agenda for sustainable development were adopted at the United Nations summit by all member states. The agenda built 17 Sustainable Development Goals with 169 targets covering the three dimensions of sustainable development: the economic, social and environmental. In September 2016, « China's National Plan on Implementation of the 2030 Agenda for Sustainable Development» was launched at the UN in New York.



UN officials support and encouragement

With the guidance of UN agencies, PBIC has actively responded to their call since the competition launched. PBIC has been supported and encouraged by UN officials including Michel Sidibé (the ex-Under-Secretary-General), Gunilla Carlsson (the Assistant Secretary-General), Firmin Edouard Matoko (the Secretary-General of the Science and Education Organization), Lamin Sise (the senior consultant of ex-Secretary-General Kofi Atta Annan), and other officials of UNAIDS, UNFPA and UNICEF.



Innovative projects in the former competitions

The first three competitions have accumulated more than \$155,000 and the participating teams have tailored creative projects for African countries, such as "Music Room", "Vaccine ice bucket", "One Football Team", "Basketball Court", "Anti-malarial mosquito net" and so on. "Music Room", "Vaccine ice bucket" and "AIDS Prevention" are being implemented in Africa.

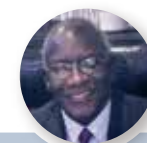
WHY PBIC

International Competition

PBIC attracts middle school students from China, Africa, the United States, Canada and other overseas countries and regions to participate in the competition. The competition integrates many highlights such as African public welfare theme, guidance of United Nations agencies, reviews of Ivy League tutors, final competition being held in English, CGTN special report, etc., and creates a unique international public welfare event for secondary school students.

Professor Evaluation

We invite officials of United Nations agencies and professors from Harvard University, Stanford University, University of Pennsylvania, Carnegie Mellon University, Northwestern University, Columbia University, New York University, Rice University, University of Southern California, Dartmouth College and other famous American universities to serve as judges and guide the participating teams.



Dr. Lamin Sise

Senior adviser to Mr.Kofi Annan,
the former Secretary-General of
United Nations



Amakobe Sande

Director of UNAIDS China



Dr. Babatunde Ahonsi

Representative of
UNFPA China



Neel Mukherjee

Harvard University



Vestal McIntyre

Harvard University



Gerry Fuller

Stanford University



Yochanan Shachmurove

University of
Pennsylvania



Robert Lyon

New York University



Daniel Cohen

Rice University



Carla Della Gatta

University of Southern
California



Brett Gamboa

Dartmouth College



Bill Nace

Carnegie Mellon
University



Jerome Game

Columbia University



Steven Fischer

Northwest University

WHY PBIC

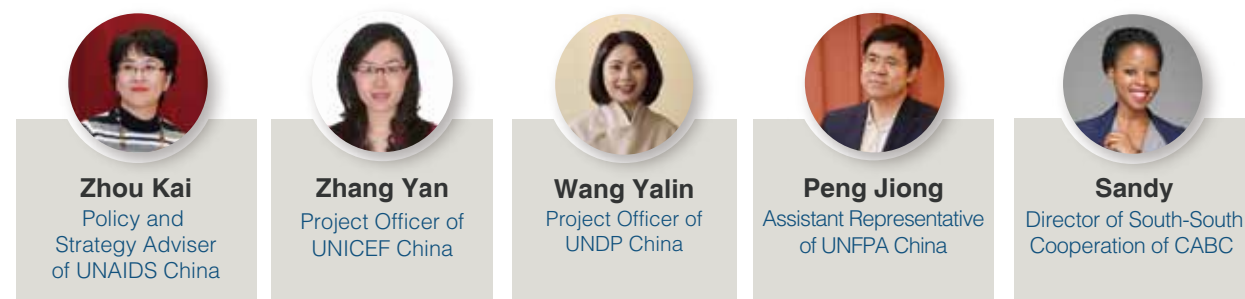
Acknowledgement from Authorities

The participating teams will receive certificates of honor issued by the organizing committee of PBIC competition, and the finalists will receive Award certificates and medals jointly issued by the representatives of UN agencies in China, the professors of famous American universities and the heads of China's top ten public welfare foundations. For teams with outstanding individual achievements in the competition, special certificates will be offered for project plan, communication and advocacy, and campus pioneer.

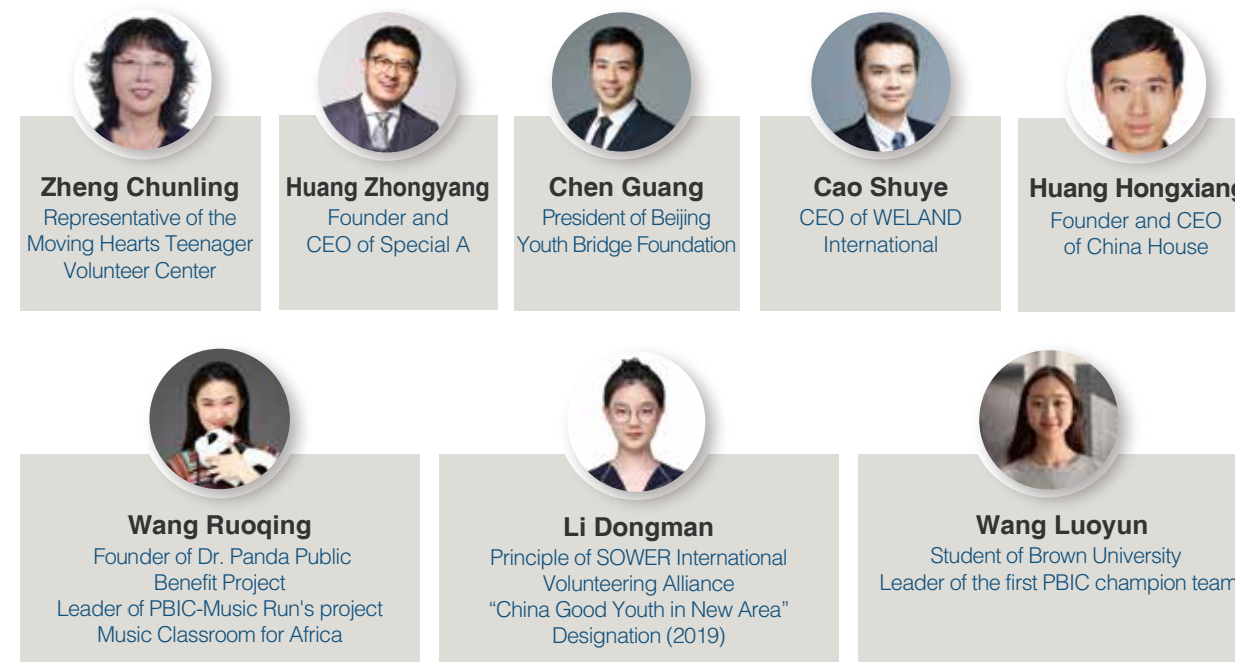


Expert Coaching

Experts in the fields of UN agencies, international organizations, educational institutions, public welfare organizations and voluntary services will be invited to provide guidance and explanation to the participating teams on sustainable development and related issues at different stages of the competition. At the same time, the organization will organize exchange activities and project presentations, and invite African students to help mentor and coach the final teams.



WHY PBIC



Awards and Honors

The award-winning team has the opportunity to be invited to participate in the related activities of the UN agencies in Beijing and African embassies in China, to meet face-to-face and exchange ideas with the UN and African officials. The team will also have the opportunity to visit Africa with the organizing committee's Public Benefit Delegation, to visit international public organizations, and to participate in high-level meetings of the UN and African first ladies. At the same time, for the contestants with outstanding performance and outstanding contributions, they will be given the opportunity to be recommended by the organizing committee to participate and speak in relevant youth forum activities. Furthermore, excellent projects and team research reports have the opportunity to be recommended and published on related platforms.



WHY PBIC

Assistance of Celebrities

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Huang Xiaoming, Angelababy, Huang Bo, TFboys, CCTV host Sister Xiaolu, the synchronized swimming world champion Chen Xiaojun and other well-known celebrities in Chinese literature, art and sports will bring support to Africa's international public welfare projects. In the course of the competition, some of the sports stars will also cheer for the participating teams, driving more people's attention and care towards African development and public welfare.



COMPETITION DETAILED INSTRUCTIONS

Participants

- Junior high school group(Grade 7-9 students)
- High school group(Grade 10-12 students)

* Students are not limited to countries and regions. However, they can only sign up for the competition with the consent of their parents, guardians or school teachers. The teams participating in the final competition should be led by an adult. All participants can accumulate hours of volunteer service according to the regulations.

Form of Competition

1.Team Competition

The competition will be held in teams of three to six members each with a team captain who will be responsible for organizing and contacting with the organizing committee.

2.Stage Competition

The competition is divided into the Preliminary, Semi-final and Final rounds. The preliminary and the semi-final rounds are online competitions, and the final round is an offline competition. Twelve teams will be selected to enter the final round (six to eight teams in senior high school group and four to six teams in junior high school group), which will be comprehensively evaluated according to the results form the Semi-final and other scores.

3.Training and Guidance

After registration and at different stages of the competition, the organizing committee will arrange training to coach the participating teams.

Requirements

1.Learn about SDGs and Understand Africa

Learn and understand the "sustainable development goals of the United Nations" that the competition revolves around, with a focus on goals 2-5: zero hunger, good health, quality education, and gender equality. Your aim should be to work on a project that revolves around one of the four goals. Based on the above, the teams should research on the state of the economic and social development in Africa, in particular the problems faced by women and girls, and reflect on practical ways to help them.

2.Write and Submit Project Plan

Through collecting information and reflecting, plan and design the project, and write the project proposal according to the required format. The content of the program emphasizes three key points including execution, implementation, and promotion through effective ways to contribute to the improvement of education, medical treatment, public health or nutrition conditions. The organizing committee encourages the brilliance, creativity and ingenuity of the teams, but it must be based on practical ways to solve real problems.

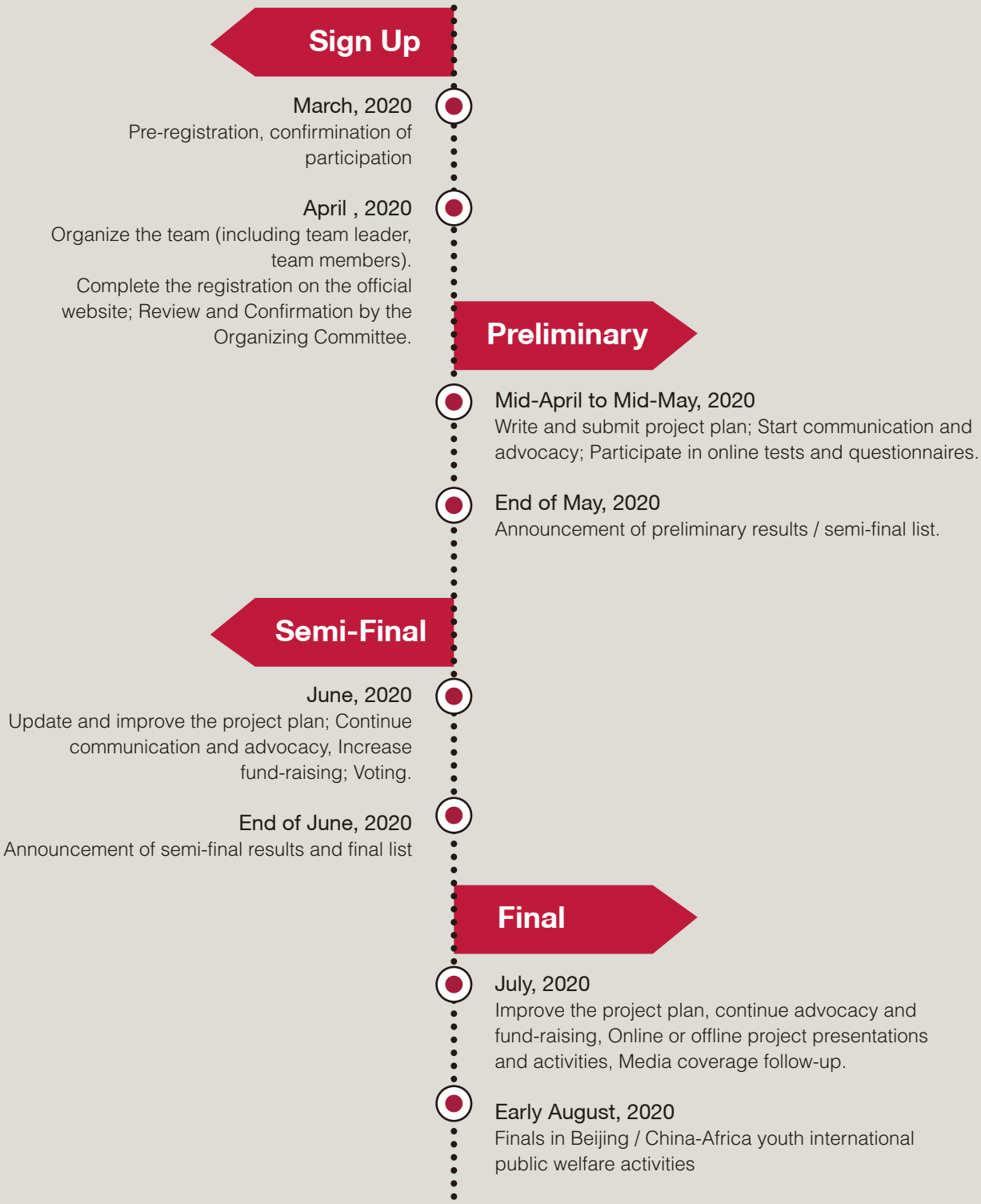
COMPETITION DETAILED INSTRUCTIONS

Project Evaluation

Three parts of weighted scoring methods will be adopted, namely, “Project Plan”, “Communication and Advocacy”, “Fundraising”, and additional plus (minus) sub-items will also be included. The above parts are given different weights at different stages of the competition, and the following details will be assessed.

Requir- ement Stage	Project Plan (Ability to find and solve problems based on the reality of Africa)	Communication and Advocacy (Leadership capacity and ability to drive more people's attention to Africa)	Fundraising (Ability to take action, to fundraise, and implement the project in Africa)	Plus /Minus Items
Preliminary	●	●		1. Participate in questionnaires and surveys 2. Participate in online (offline) project presentations and other activities 3. Fundraising will be encouraged by extra points ** Points will be deducted for violations.
Semi-final	●	●	●	
Final	●	●	●	

SCHEDULE



* The organizing committee has the right to adjust the schedule according to the epidemic situation of Covid-19, and maintains the final decision rights regarding the event.