

Introduction of the Global Youth Multicultural Forum

The Global Youth Multicultural Forum is an international platform combining online and offline for youth exchanges initiated by the CICG Center for Cultural Exchange to systematically implement "Z to Z" cultural exchange activities. The project has not only been approved by the Publicity Department of the CPC Central Committee, but also included in the second level of Article 56 of the implementation of 102 major projects in China's 14th Five-Year Plan—"New Media Communication of Chinese Culture"

"The Global Youth Multicultural Forum" accommodates the characteristics of community in the Internet era in order to realise vertical and efficient exchanges and communication in this scenario. Eleven sessions have been held in association with Xinhua News Agency New Media Center, Dewey China Center, Ban Ki-moon Center and other institutions and associations. Global dignitaries, representatives of renowned international enterprises, universities, media, think tanks and celebrities in the fields of science and technology, art and sports have been invited to carry out dialogues and exchanges with Generation Z such as young teachers and students worldwide, industrial elites, entrepreneurial representatives and influencers. Audiences online and offline are encouraged to have live interaction with speakers. Previous sessions focused on dance, e-sports, stand-up comedy, jazz music, technology and other subdivided cultural fields with optimal results in cultural promotion and communication. At

the same time, these sessions also provided more opportunities for experts and scholars in the field of Chinese culture and outstanding people in the industry to go global. For example, after the dialogue themed at Friendship through Dance: How Dance Can Foster the Future of Civilisational Exchange, domestic speakers, such as Feng Shuangbai, President of the China Dancers Association, Guo Lei, President of Beijing Dance Academy, Huang Doudou, renowned dancer and Gao Ai, General Manager of China Oriental Performing Arts Group, have been invited to join the International Dance Council of UNESCO and obtained the membership.

In terms of event communication, sessions have been broadcast live on Facebook, YouTube, Kuaishou, China.com.cn and other overseas social media. The transformation of video products has been continuously increased. Through online and offline multi-channel interactions and further dissemination of speech videos by social media, the influence and effect of the sessions have been continuously expanded, adding up to cover 5 million person-time worldwide in 2021. Among all those dialogues, the total online views of the special session of *Jazz: Expression of Free Spirit* exceeds 1,400,000. The single video views of the event themed at “Relaying Love and Spreading Civilization—Special Session on the International Volunteer Day” reaches 1.04 million on domestic platforms, with 64,000 likes. It has reached 250,000 people on Facebook, acquiring 788 likes, interactions and comments from overseas netizens.