



PIM | 益启未来

PURPOSE IN MOTION

Annual Report 2021

Contents

- 03** Founder's Letter
- 04** Impact
- 05** 2021 Program Overview

Social Entrepreneurship

- 7** Huawei | Seeds for the Future

Career Exploration

- 13** SDG Career Series

Social Impact

- 20** SEO China | Leadership Bootcamp
- 22** Sportit | Project Arena

Community

- 25** Gates Foundation | Goalkeepers Action Fund
- 26** In Search of Purpose: Enneagram Workshop
- 27** Community Dinners and Gatherings
- 28** Happiness Challenge
- 29** Community Stories
- 31** Partners
- 32** Team

Founder's Letter

As we approached the second year of the pandemic, we were forced to reconsider: what does it take not just to survive but thrive in a world of uncertainty and challenges?

Ultimately, we believe that anchoring to a sense of purpose and a strong community is key to thriving during these difficult times.

With that in mind, we set out this year to find out: How can youth continue to find purpose and hope amidst seemingly insurmountable challenges? How can we continue our mission to foster global collaboration and community connections when travel is restricted and borders shut?

We were presented with an opportunity when one of our alumni members, Antonio, was helping to revamp Huawei's signature CSR initiative – Seeds for the Future. Partnering with the Seeds for the Future team, we created "Tech4Good", an interactive online program that empowers university students around the world to solve a social or environmental problem through technology, connecting them with mentors and social impact leaders while providing professional guidance on their startup project ideas. From April to December 2021,

the Tech4Good program worked with 3347 students across 115 countries to develop 374 projects leveraging technology to address the United Nations Sustainable Development Goals (SDGs). This culminated in a Global Competition held in January 2022 with 75000 USD worth of prizes.

Through Tech4Good, we had the privilege to be on the frontlines to listen to the voices of youths from countries ranging from Iraq to Brazil about the causes and ideas that drive their purpose. We are deeply impressed with their commitment to fight climate change, combat waste, preserve endangered species, detect forest fires, educate the underprivileged, and create inclusive societies.

To tackle global challenges, we need to develop fresh ideas and collaborate across borders to accelerate progress towards a more sustainable and inclusive world. We are grateful to our community and partners who share in this mission and are determined to stay the course even when the waters are rocky. We look towards 2022 with hope, not because we expect the tides to be better, but because we know our community is striving to create changes for the better.

Jasmine Lau

3360 young leaders

participated in 11 PIM programs

116 countries

reached via our online classes

490,000 RMB

mobilized and distributed to social organizations and startup teams

Impact

Social Entrepreneurship: Global Problems, Local Solutions

Huawei | Seeds for the Future Tech4Good

Career Exploration: Purposeful Career, Meaningful Life

University of Westminster | Westminster Humanities Hack

New York University Shanghai | SDG Career Express

Xi'an Jiaotong-Liverpool University | SDG Career Journey

Community: Go far, Go together

Gates Foundation | Goalkeepers Action Fund

PIM Purposeful Career Workshop Series | The Wisdom of the Enneagram Workshop

Community Dinners and Gatherings

Happiness Challenge

Social Impact: Be the agent of change

SEO China | Leadership Bootcamp

Sporit | Project Arena

2021 Programs



Social Entrepreneurship

Global Problems, Local Solutions

Huawei | Seeds for the Future

April - December 2021

As the official partner for “Seeds for the Future”, Huawei’s global flagship corporate social responsibility project, PIM designed and ran a program around the concept of Tech4Good, challenging students to pitch an idea that solves a social or environmental problem. Students learn how to identify and articulate an issue, strategize as a team, and reflect on how they can help their local communities with the power of tech. From April to December 2021, over 3000 students from 115 countries worked on 300+ projects to solve problems related to the UN SDGs.

115 countries

3347 students

374 teams

235 hours of live sessions

Overall satisfaction: 4.54 / 5.00

from 764 survey results

NPS score: +67 / 100

“

It was a revealing experience in every way. The online courses far exceeded my expectations and made me open my eyes to a world of expectations. It's been one of the best experiences of my life. I also learned how to use technology to make a positive social or environmental impact, teamwork, leadership skills, work and perform under pressure, and how to build a stronger and more sustainable technology ecosystem.

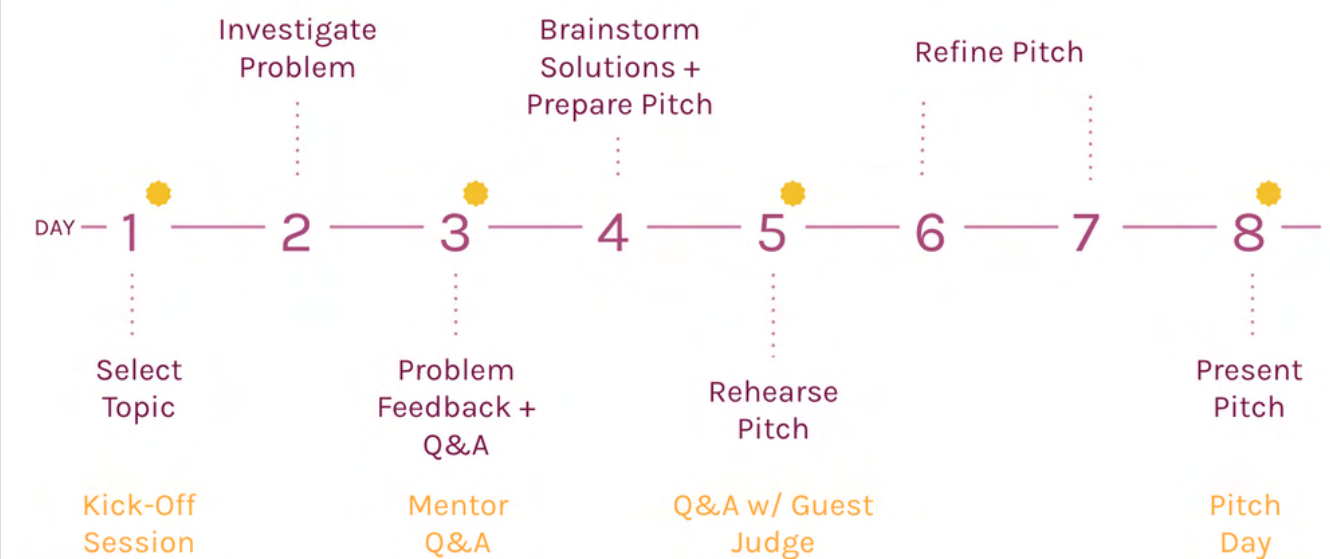
- Student

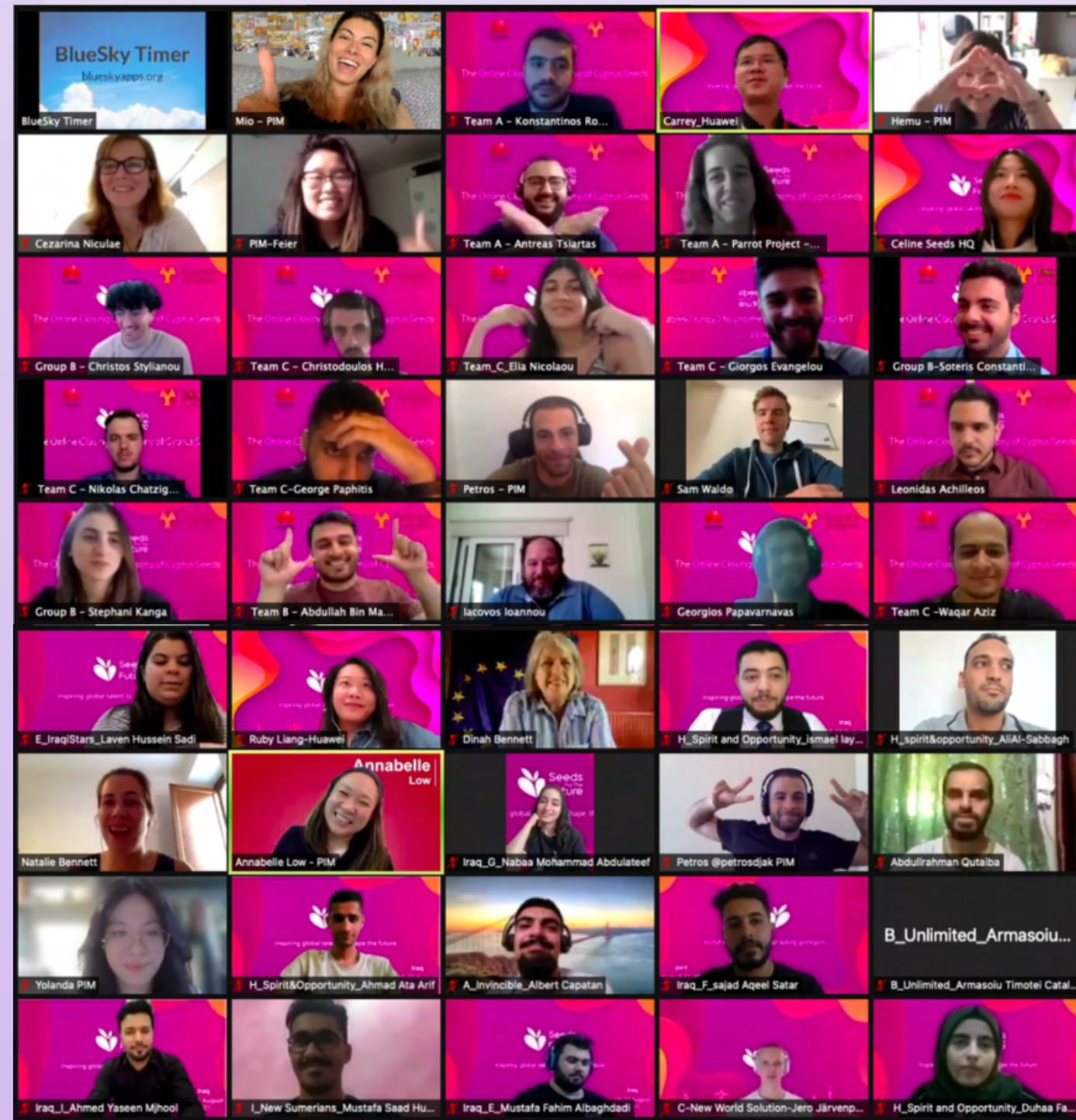
”



Schedule

● = Live Session





As a facilitator, with my own unique set of experience and perspectives, I gave the participants feedback, which can support the development of innovative Tech4Good solutions. Yet, at the same time, I get to learn from and be inspired by the participants. I've been impressed with their passion, professionalism and dedication.

- Facilitator John Ashlin

79 applicant teams

3 rounds

18 judges

10 hours of coaching sessions

2000+ livestream viewers

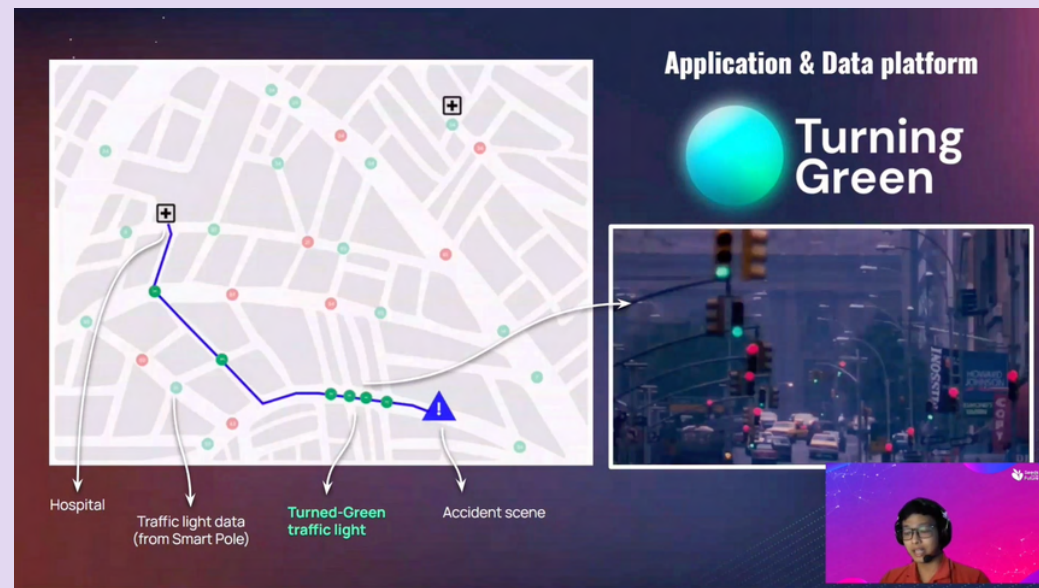
10000+ total views on Youtube

\$75k worth of prizes to top three teams

Global competition January 2022

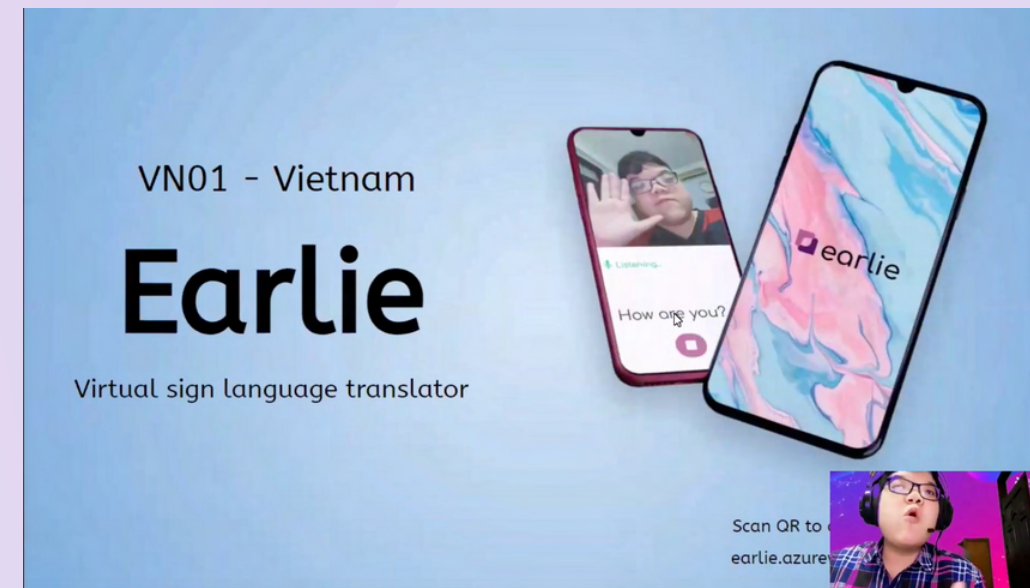
The Global Competition aims to provide a platform for Seeds participants to turn their Tech4Good ideas to reality, offering 75000 USD worth of prizes and mentorship. After going through two rounds of application evaluation, 10 teams were selected to pitch their ideas in front of renowned judges and social impact leaders during a 2-hour Global Competition, which was livestreamed on Youtube. The winning teams received mentorship and coaching, as well as introductions to relevant investors.

Top Three Projects



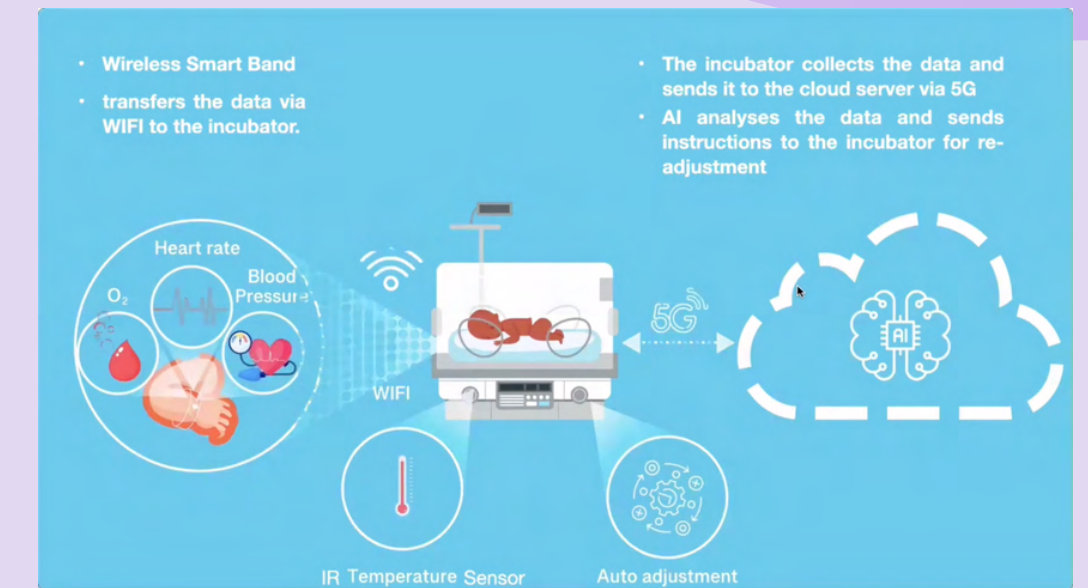
● Gold - Thailand

Turning Green is a traffic light control platform and app that reduces ambulance accidents and delays in patient transportation.



● Silver - Vietnam

Earlie is a virtual sign language translator app that helps those with impaired hearing communicate.



● Bronze - Libya


Smart NICU is a vital monitoring system that connects two devices: an incubator that records the vitals of newborns, and a wristband that alerts nurses when readings indicate danger.

Final Round Judges

Huawei | Seeds for the Future Global Competition



Afke Chart SVP & Head of Global Impact, Huawei



Catherine Du Director of TECH4ALL, Huawei



Professor Chee Yoon Yue Director, NUS Enterprise



Jen Loong Investment Director Sustainable Future Fund, Temasu Partners



Nafez Dakkak Executive Chairman Queen Rania Foundation London Office



Dr. Stephen Green Head of Innovation Design Engineering, Imperial College London



Sunita Grote Co-Founder and Manager, UNICEF Venture Fund



Career Exploration

Purposeful Career, Meaningful Life

SDG Career Series

A day in life of a social impact professional

March, April 2021

The SDG Career Series gives students a well-rounded tour of the work and daily routines of professionals working towards promoting or addressing the UN SDGs. PIM worked with three partner universities (New York University Shanghai, University of Westminster, and Xi'an Jiaotong - Liverpool University) to customize an interactive learning experience for the students, which involves guided reflection on personal and professional interests, discussion with SDG professionals to share their stories and insights, as well as SDG-themed group projects or “challenges” to consolidate students’ learnings and skills.

6 speakers in social enterprise, social impact, and impact investing

72 students from 3 universities

13 group projects addressing SDGs

4.71 / 5.00* satisfaction for quality of program content

90%* participants reported considering taking actions as a result of what they learned in the program

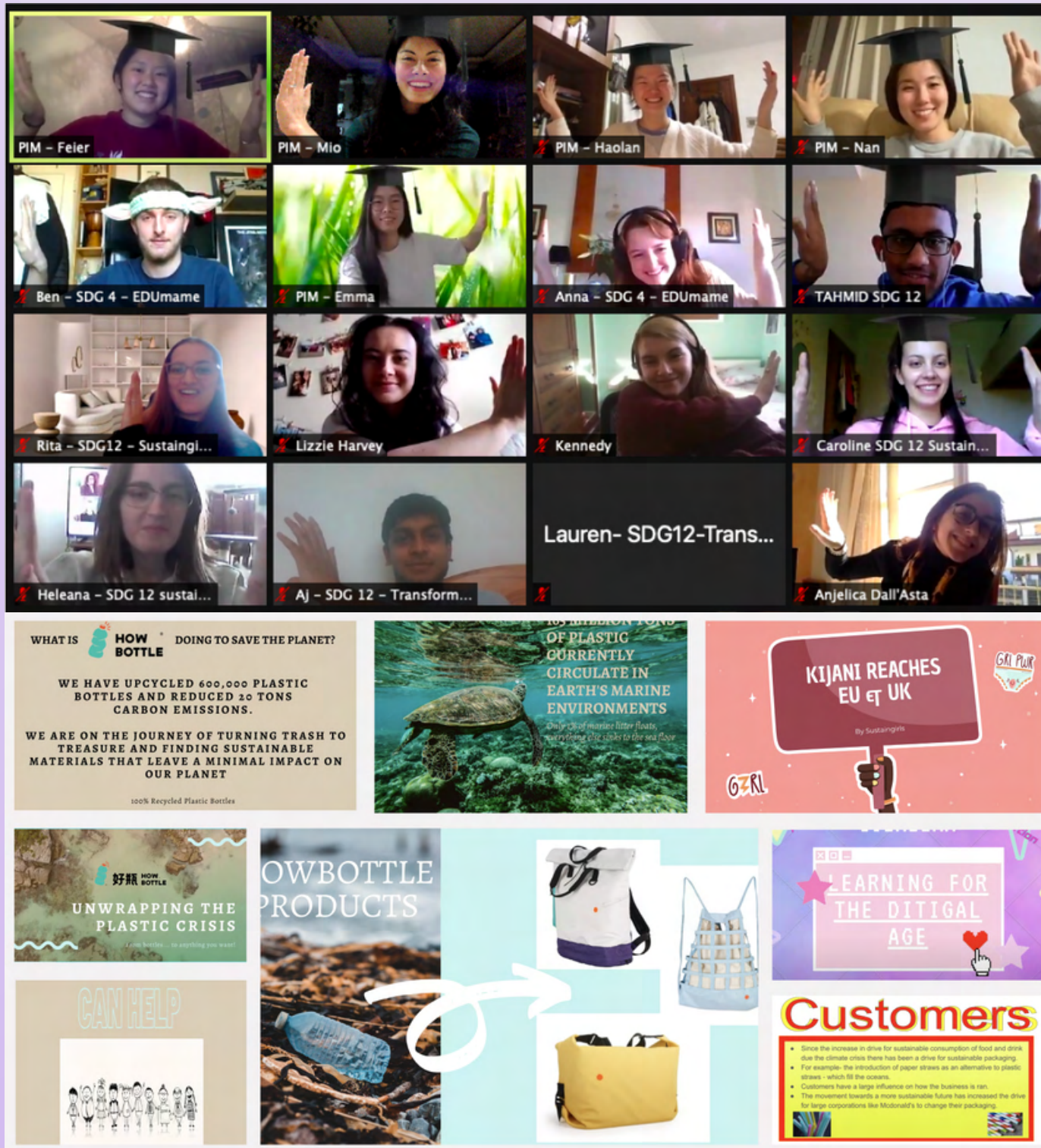
*source: post-program survey, n=28 (out of 72 participants)

Speaker Profiles



SDG Career Series





“

Through the SDG experience I learned that doing something in practice is very different from just thinking about it, and this program is useful to work on real-life projects.

- NYUSH Student

I needed this program after a rough 2020. It brought me back to my previous cheerful, happy and motivated self. The fact is more people should have joined and would have thought the same as I in that the course was amazing.

- Westminster Student

”

“

Honestly, life-changing advice. I really resonate with 'the goal is not winning. It is giving 100%, 100% of the time'. Fantastic advice, when I'm at my lowest in terms of work, emotions or physically key mottos like that will help me through it. I also love the range of speakers we've had.

- XJTLU student

Today's project was amazing. It really brought my creative side out, and helped us work as a team. The freedom of today's task was very welcoming. I am really considering marketing as a career path.

- XJTLU student

”



“

Expressing my thanks to the students for their projects – they had some great ideas and I will definitely explore several of their ideas further!

- Valerie Muigai, SDG 12 Speaker

”



SDG Career Series



Social Impact

Be the agent of change

SEO China | Leadership Bootcamp

October 2021

The SEO China Public Leadership Camp aims to equip underserved college students with leadership and problem-solving skills, as well as the opportunity to make a difference. In the fifth-year collaboration with SEO China, PIM organized a two-day Bootcamp covering topics such as Philanthropy, Due Diligence, the RAISE model, and Sustainability and Business Model. Students worked closely with 4 social ventures that addressed social-emotional learning through an 2-month experiential social investment program.

22 participants

2 months program duration

4.87* out of 5.00 overall program satisfaction

+86 out of 100 NPS score

50,000 RMB distributed to education ventures
partners working on socio-emotional learning

*source: post-program survey, n=18 (out of 22 participants)

“

The most important lesson I learned is that philanthropy is not about changing others, it's about changing yourself.

- Participant

This experience has indeed opened many new and different doors for me. I have learned so much more about philanthropy and what fields and efforts exist in the world in general. There is now a seed of caring for social impact planted in my heart.

- Participant

”



SEO China | Leadership Bootcamp

Sporit | Project Arena

May 2021

Project Arena is a program tailored for high-level athletes who are facing the challenges of career transition and sustainable personal growth. A continuation of last year's partnership, PIM helped Sporit design and deliver a comprehensive UN SDG-themed online program with a mission of empowering retiring athletes and guiding them to discover their next purpose in life.

44 athletes participated in the program
4.63 out of 5.00 overall program satisfaction

*source: post-program survey, n=16 (out of 44 participants)

kan zhe li
看这里

分享主题: SDGs与社会创新实践

「焕新计划」

希望成为可以推进教育平等与科技向善的创造者。



PIM益启未来项目专员, 关心科技与教育对社会发展的影响

分享嘉宾
段皓蓝

kan zhe li
看这里

分享主题: 社会影响力测评

「焕新计划」

曾任西雅图市艺术文化办公室及华盛顿州艺术教育联合会咨询员



热爱构建青少年在社会创新和慈善事业中的领导力

分享嘉宾
PIM益启未来 范川



焕新计划

SDG工作坊

2021年5月17日
PIM益启未来

“

The program made me realize that I can also bring changes to the society through my own thinking, and I can actively explore more ideas and make effective decisions in the field I practice in after retiring from sports.

- Athlete

What a speaker said resonated with me a lot. She said that life is not just about competitions and races. We athletes are all a great group of people. We can influence a lot people with our specialties and positive energy.

- Athlete

”



Community

Go far, go together

Gates Foundation | Goalkeepers Action Fund

September 2021

The Goalkeeper Action Fund aims to catalyze actions towards the SDGs. The highlights from the three funded projects included: a Nutrition Diary Application that promotes healthy eating among marginalized groups; advocacy sessions around sexual harassment and gender equality; and story-writing workshops with migrant women to amplify their voice and stories. An annual community event was organized in September with topics such as health data, innovation, international collaboration, among other experience sharing.



In Search of Purpose: Applying the Wisdom of the Enneagram Workshop

July to August 2021

As a part of our Purposeful Career Workshop series, PIM launched the Enneagram workshop to help people identify their personality type and explore purpose-driven career options. With the guidance of Dr. Schmidt, participants shared their experience interacting with different personalities and turn the analytic lens inwards to find the motivation behind their behaviors. Through the online discussions and offline self check-in practices, participants learned how to move steadily towards their goals in both personal and professional lives by doing self introspection and eliciting feedback from trusted ones.

25 participants

Chinese and English workshops offered
5.00 out of 5.00* overall satisfaction

*source: post-program survey, n=3
(out of 12 participants in English workshops)

PIM | 益启未来
PURPOSE IN MOTION

TOWARD SELF-KNOWLEDGE AND PURPOSE THROUGH THE
ENNEAGRAM

Which type are you?
★ PIM will send self-reflection packet in Zoom chat

SELF REFLECTION

“

I learned that I need to face my needs and deal with it in a reasonable way rather than neglecting or exploding it.

- Participant

One of the most powerful revelations for me was the need for type 9s to be connected to their body. The spiritual practices of grounding and journaling feelings and opinions have also been hugely beneficial already and I intend to continue these practices.

- Participant

”

Community Dinners and Gatherings

Through quarterly alumni catch-ups as well as monthly community dinners and virtual check-ins, PIM is passionate about maintaining and growing our strong community both locally and globally. Stories and perspectives of PIM Alumni and friends bring momentum to PIM's mission towards social impact. Our get-togethers give everyone a casual and cozy space to catch up on work and personal lives, get to know new PIMsters, and discover opportunities for mutual support.



Happiness Challenge

January 2022

A flagship program designed to introduce the habit of happiness and self-reflection into the lives of our community members, PIM launched the Happiness Challenge for the second time in Jan 2022. The Happiness Challenge is based on the Coursera online course The Science of Well-being developed by Dr. Laurie Santos at Yale University. In 21 consecutive days, participants learn about well-being and positive mindsets through multimedia content and engaging in 21 science-backed activities. The peer reinforcement feature of the program effectively helps individuals incorporate new habits and achieve a more fulfilling life.

185 participants
185 diaries/records of engagement
21 seven-minute daily **challenges**
8 scientific concepts that shape behaviors and mindsets for happiness

提交于2022-01-03 23:02:53

我找别人帮了一个小忙，为了表达感谢，我送了她一瓶酸奶，然后她特别不好意思收我的酸奶，又回赠了我一个零食。我觉得有时候人与人的距离就是这么奇特，我其实和她不是很熟，但是她热心帮忙，我对她表达感谢，她又传递回我的善意，这种传递让人觉得非常温暖！



#Day 2

提交于2022-01-18 13:45:54

I picked up this gift for my friend, and the reason why I chose this calendar is that it is the beginning of the whole new year, and my friend is a kind of person who admires the artworks.

This calendar jointly-designed with The British Library reminds me of the time when we spent on visiting museums in NY.

I will wrap this gift well and give it to her when we have our hotpot this week.



#Day 14

提交于2022-01-10 00:32:01

给手提包画图，然后里面装礼物送给闺蜜



#Day 8

提交于2022-01-16 23:32:12

一直关注女性命运，也和这个组织的创始人有过简单接触，恰逢她们最近在搞月捐，顺便支持~也希望可以培养起自己月捐的习惯，月月做好事啊~



#Day 16

提交于2022-01-20 22:41:23

跟四个陌生人说话：一家超级正能量；一位非常乐于助人，一位不理我，一位莫名其妙地在我跟其他人说话的时候表情攻击。能够邂逅50%的友善，感恩。

#Day 19

提交于2022-01-24 08:42:49

我品尝的是人生活的味道，五味杂陈，酸甜苦辣，但总结品尝后感，我的前五十年18岁之前苦难加艰辛，可以说连温饱无法解决；19到43岁有奋斗，有克求进步和谋得一家好生活的煎熬，总体是成功的，但粗枝大叶，对自我要求不严谨，正营前奋斗为主，副团后享受为多，思想松懈，势力不够，至使没能更进一步！人生总之，付出越多，努力越多，自我要求越高，路就会走的更远！



#Day 2

提交于2022-01-06 20:39:31

这是我第一瓶香水，现在用完啦还是不舍得扔掉，因为这是我第一次去澳洲学习，途径新加坡航空买的。而第一次出国我们选择的是住在寄宿家庭，寄宿家庭的老爷爷他很喜欢我，也很疼我，我说我想吃什么都尽量自己学习然后做出来给我吃。因此，每次在喷这个香水时，我都会想起老爷爷，希望他现在一切安好。



#Day 3

Community Stories

Alumni Spotlight

With our expanded global network, PIM launched the “Alumni Spotlight” series to showcase our outstanding alumni and community members around the globe and the ways in which these young changemakers have dedicated their time to social innovation. By sharing our alumni stories, PIM aims to create an engaged and supportive community network to enlarge social impact.



Antonio

From Archeology to Public Affairs

Antonio was a Program Management intern at PIM from 2017-2018. As a young boy growing up in Mexico, Antonio read a lot about mythology and archeology stories. He knew that he would like to explore the world's history and culture someday. Therefore, he has not only mastered English and Chinese, but also studied Italian and Portuguese during high school.

In 2011, he came to China to study Chinese and later graduated with a Bachelor's degree in International Politics, and a Master's Degree in History and Archeology from Peking University. Now working as a Public Affairs Manager at Huawei, Antonio helps implement Corporate Social Responsibility (CSR) programs in the Latin America and the Caribbean (LAC) region.

[Read Antonio's Story](#)



Yidan

Life Beyond the Game

Yidan joined PIM's Model Foundation program in 2019 with a vision to provide a platform that can help athletes unlock their full potential on and off the field. Later in 2019, Yidan launched Project Arena, a program tailored for high-level athletes who are facing the challenges of career transition and sustainable personal growth.

Yidan always has a keen passion for the nonprofit field and has years of experience in the education industry. Besides being a social entrepreneur, Yidan also serves as the director of the Chinese Rowing Association Education Committee and Long-term Athlete Development committee. Before founding Project Arena, Yidan has worked for China Tourism Group and Tsinghua University School of Economics and Management.

[Read Yidan's Story](#)

Partners

Impact & Program Partners



Academic Partners



Sponsors



Team

FOUNDING TEAM

Jasmine Lau, Co-Founder & CEO

Connie Leong, Co-Founder & Advisor

Ashwin Kaja, Founding Member & Advisor

Joyce Zheng, Founding Member & Advisor

STAFF

Chuan Fan, Domestic Programs Manager

Danyi Peng, Marketing Consultant

Haolan Duan, Program Manager

Hemu Lege, Program Manager

Jess An, Management Associate

Meg Rudy, Impact Director

Mio Rudnicki, International Programs Manager

Nan Liu, Head of Programs

Silvia Zhang, Marketing Manager

Yan Chen, Program Designer

FELLOWS & INTERNS

Feier Zhao, Business Development Fellow

Isaac Levine, Business Development Intern

Jiayue Yang, Management Trainee

Kate Kologrivaya, Program Intern

Ruoyu Zhang, Impact Evaluation Intern

Tianzi Liu, Communications Intern

Xiaoxuan Huang, Impact Evaluation Intern

Yingxin Zhang, Communications Intern

Yujia Huang, Communications Intern

Yolanda Yang, Program Intern

Ziye (Coco) Chen, Program Intern



PIM | 益启未来
PURPOSE IN MOTION

info@pimchina.org
pimglobal.org