ANNUAL REPORT

2023
年度报告

3041

young scholars and leaders participated in PIM's programs this year

今年共计有3041名年轻学者和未来领导者参与到了PIM主办的项目当中

110

countries reached through our online sessions and workshops

通过我们的线下线上项目和研讨会，我们共触达了全球110个国家与地区

$167k

USD mobilized and distributed to startup teams and social organizations

我们向社会组织和创业团队筹集并分发了等价于167042美元的资金

IMPACT

影响力数据

Dear PIMsters,

In 2023, Purpose in Motion (PIM) embarked on a remarkable journey, one that transcended geographical, cultural, and age-related boundaries to ignite a global wave of innovation. As I reflect on our journey, I am filled with an immense sense of gratitude and purpose. Our core belief that social innovation and impact can stem from any place, any background, and any age has been vividly demonstrated through our diverse range of programs and the extraordinary impacts they have achieved.

Quantitative Impact: A Year of Unprecedented Reach and Transformation

- 3,041 young scholars and leaders participated, bringing fresh perspectives and dynamic solutions to pressing global challenges.
- 110 countries were connected through our expansive online sessions and workshops, creating a truly global innovation network.
- $167,042 USD was mobilized and strategically invested in social organizations and groundbreaking startup teams.

Catalyzing Global Innovation

Our year commenced with the China Sprint, where we brought together the top student startup teams to introduce them to the China technology and startup space and to give them inspiration and mentorship on developing their business. This initiative culminated in a significant milestone with the selection of Team FarmAI from Algeria. Receiving a $100,000 grant and a year of mentorship, they have revolutionized crop disease monitoring using drone technology. Within just six months, they've completed AI model tests and are now gearing up for pilot testing with partner farms. Ahlam, the team leader, captured the essence of their journey, highlighting how their innovation resonated with national priorities and became a beacon of hope in agricultural reform.

Middle East and Central Asian Accelerator

In the fall, our attention shifted to Qatar and Dubai, where we hosted an accelerator program for students from 15 Middle Eastern and Central Asian countries. The standout project, Aquatibia from Uzbekistan, exemplified innovation with its IoT water filtration system and groundbreaking lighting-based membrane technology. This project not only showcased technological prowess but also a commitment to sustainable agriculture and a circular economy. The Aquatibia team's insights reveal the depth of their journey, emphasizing the integration of diverse skills and the importance of social entrepreneurship in addressing environmental and societal needs.

Tech4Good Global Competition

A major highlight was the Tech4Good Global Competition, the third year in its running. We saw a soaring interest with applicants coming from 74 countries. The grand finale was Namibia's YYeni AI, winning the Tech4Good Global Competition. Their concept of an AI-powered chatbot revolutionizing classroom learning is a game-changer, offering personalized educational experiences. This innovation is a stellar example of how technology can be harnessed to transform traditional learning paradigms.

Young Innovators Program: Sparking Creativity in Hong Kong's Youth

Our program with Harrow International School in Hong Kong nurtured innovation in children as young as 8-16. These young minds impressively tackled the social challenge of elderly care in Hong Kong, developing creative prototypes that demonstrated both empathy and ingenuity.

Public Leadership Camp: Rural Revitalization

In collaboration with SEO China, our Public Leadership Camp marked its seventh year, focusing on rural revitalization and youth development. We organized a bootcamp to equip students with skills for evaluating local organizations working in rural revitalization in China. This program culminated in a presentation to the investment committee, where students vied for a 50,000 RMB grant for their chosen organization.
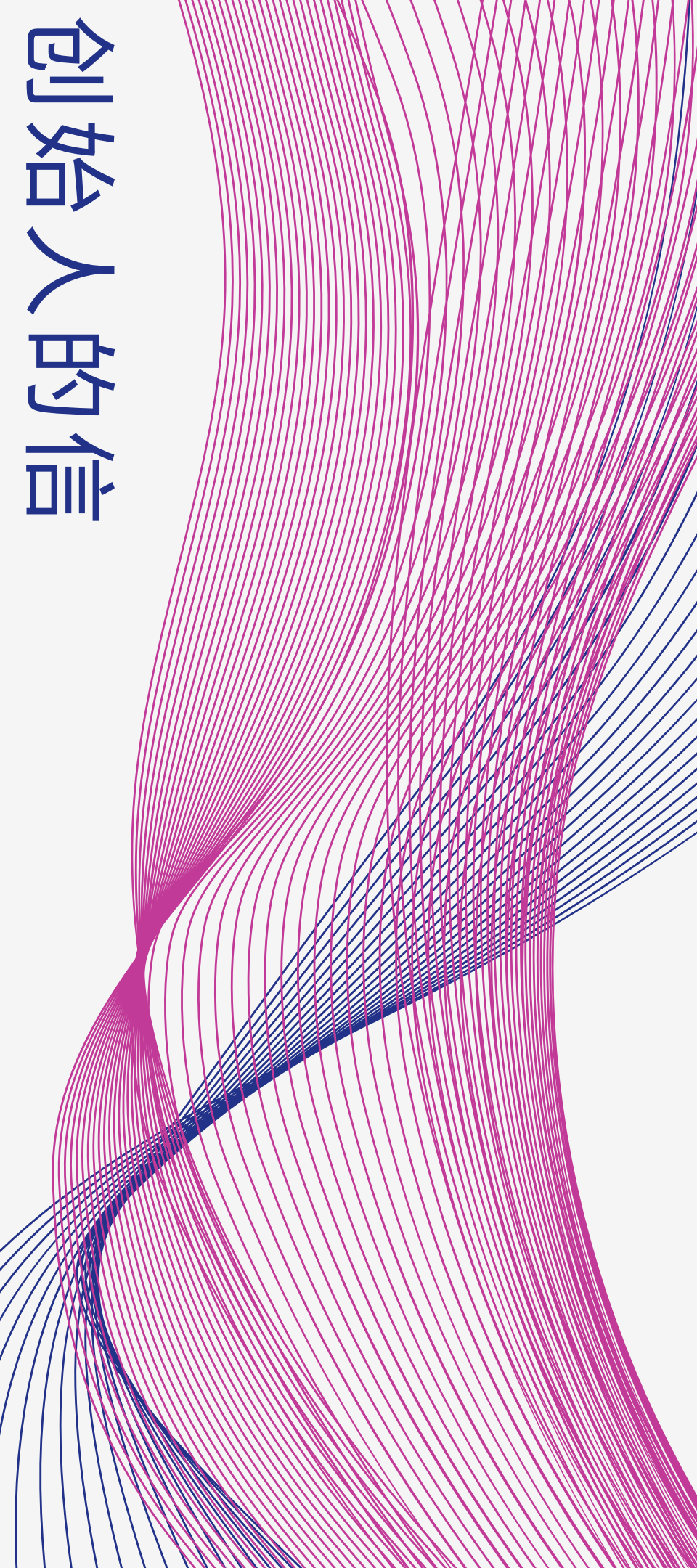
Looking Ahead

As we turn the page to 2024, our commitment to nurturing global changemakers remains steadfast. The stories of Team FarmAI, Aquatibia, and YYeni AI, along with the young innovators, are vivid reminders of the untapped potential that lies in diverse corners of our world. They inspire us to continue our mission of empowering individuals and communities to create sustainable, impactful solutions.

To our remarkable community of innovators, partners, and supporters: your enthusiasm, dedication, and trust in our mission are the pillars of our success. Together, we are unlocking the immense potential of young minds globally, joining forces to achieve something far greater and more profound than any of us could accomplish alone. In this unity, we are not just part of change – we are shaping a future that is bolder, brighter, kinder, and more sustainable, a future filled with limitless possibilities.

With deepest gratitude,

Jasmine Lau

Jasmine Lau
Founder, Purpose in Motion

亲爱的 PIM 伙伴们，

2023年，Purpose in Motion（PIM）踏上了一段突破了地理、文化和年龄限制的非凡旅程，引领了全球社会创新的浪潮。回顾我们的旅程时，我充满了深深的感激和目标感。我们坚信，社会创新和社会影响力可以被任何地域、背景或年龄的有心人发起。我们多样化的项目和它们取得的非凡成果生动地展示了这一点。

量化影响：一年来前所未有的覆盖范围和发展
- 3041名年轻学者和领袖参与其中，为全球面临的多个紧迫挑战带来了新鲜的视角和动态的解决方案。
- 我们通过在线会议和研讨会连接了110个国家，创建了一个真正意义上的全球创新网络。
- 我们战略性地将167,042美元投资于社会组织和开创性的初创团队。

推动全球创新
从年初的中国冲刺开始，我们汇集了顶尖的学生创业团队，向他们介绍中国最新的科技和创业机遇，并为他们的业务发展提供灵感和指导。这个项目最终达成了一个重要的里程碑。我们选择了来自阿尔及利亚的FarmAI团队，为他们提供了10万美元的资助和一年的指导，让他们使用无人机技术提升了作物病害监测。在短短六个月内，他们完成了AI模型测试，现在正准备与合作农场进行试点测试。团队负责人Ahlam分享了他们的经历，强调他们的创新是如何与阿尔及利亚的国家发展目标产生共鸣，并成为农业改革的重要一步的。

中东和中亚加速器
秋季，我们的关注点转移到了卡塔尔和迪拜。在那里，我们为来自15个中东和中亚国家的学生举办了一个加速器项目。表现最优异的项目是来自乌兹别克斯坦的 Aquatibia。该团队的创新体现在了其物联网水过滤系统和开创性的基于照明的膜技术。这个项目不仅展现了科技实力，还体现了对可持续农业和循环经济的承诺。Aquatibia 团队的洞察力揭示了他们旅程的学习深度。他们的成功彰显了了多元技能的整合以及社会企业在解决环境和社会需求方面的重要性。

Tech4Good全球竞赛
今年的一大亮点是第三届Tech4Good全球竞赛。来自 74 个国家的参赛者提交了申请。盛大的决赛中，纳米比亚的YYeni AI队伍赢得了Tech4Good全球竞赛冠军。他们的AI聊天机器人概念正在通过提供个性化的教育体验改变课堂学习方式。这一创新是利用科技改变传统学习范式的绝佳范例。

年轻创新者计划：激发香港青少年的创造力
我们与香港哈罗国际学校的项目培养了年仅8-16岁的孩子们的创新精神。稚嫩的小朋友们应对了香港老年人护理的社会挑战，开发出既富有同情心又富有创造力的业务原型，让我们眼前一亮。

公共领导力训练营：乡村振兴
我们与SEO China合作举办了第七届公共领导力营，专注于乡村振兴和青年发展。我们组织了一个训练营，为学生提供评估中国乡村振兴领域本地组织的技能。最终，在面向投资委员会的陈述中，学生们为他们选择的组织赢得了50,000人民币的资助。

展望未来
2024年的脚步将近，我们对于培育全球年轻领导者和创新者的承诺依然坚定不移。FarmAI团队、Aquatibia和YYeni AI的故事，以及香港的年轻创新者们，生动地提醒我们世界各个角落蕴藏的潜力。他们激励我们继续追求我们的使命，赋能个人和社区创造可持续的、有影响力的解决方案。

致我们杰出的创新者、合作伙伴和支持者社群：你们的热情、奉献和对我们使命的信任是我们成功的支柱。愿我们能共同释放全球年轻人的巨大潜力，塑造一个更加可持续、充满无限可能的未来。

此致敬礼，

Jasmine Lau
Jasmine Lau
Purpose in Motion创始人

PROGRAMS
2023 项目

01 TechImpact Academy & Accelerator   科技影响力学院&加速器

Tech4Good Weekly Course   Tech4Good 周历课程
Middle East & Central Asia Camp   MECA 中东中亚营
Tech4Good Global Competition   Tech4Good 全球大赛
China Startup Sprint   中国创业研习营

02 Capacity Building   能力建设

FarmAI Investment Support   FarmAI团队投资支持

03 Social Impact Courses   社会影响力课程系列

Public Leadership Camp   SEO公共领导力训练营
Young Innovators Bootcamp   Harrow青年创新训练营

2023 PROGRAM OVERVIEW 项目目录

Seeds for the Future
未来种子

TECH4GOOD WEEKLY COURSE
周历训练营

28 cohorts
个课程班级

22 Online　22个线上班级
5 Hybrid　5个半线下班级
2 Offline　2个线下班级

2,483 participants
名参与学生

312 teams
个学生队伍

108 countries
个参与国家

90% reporting high satisfaction
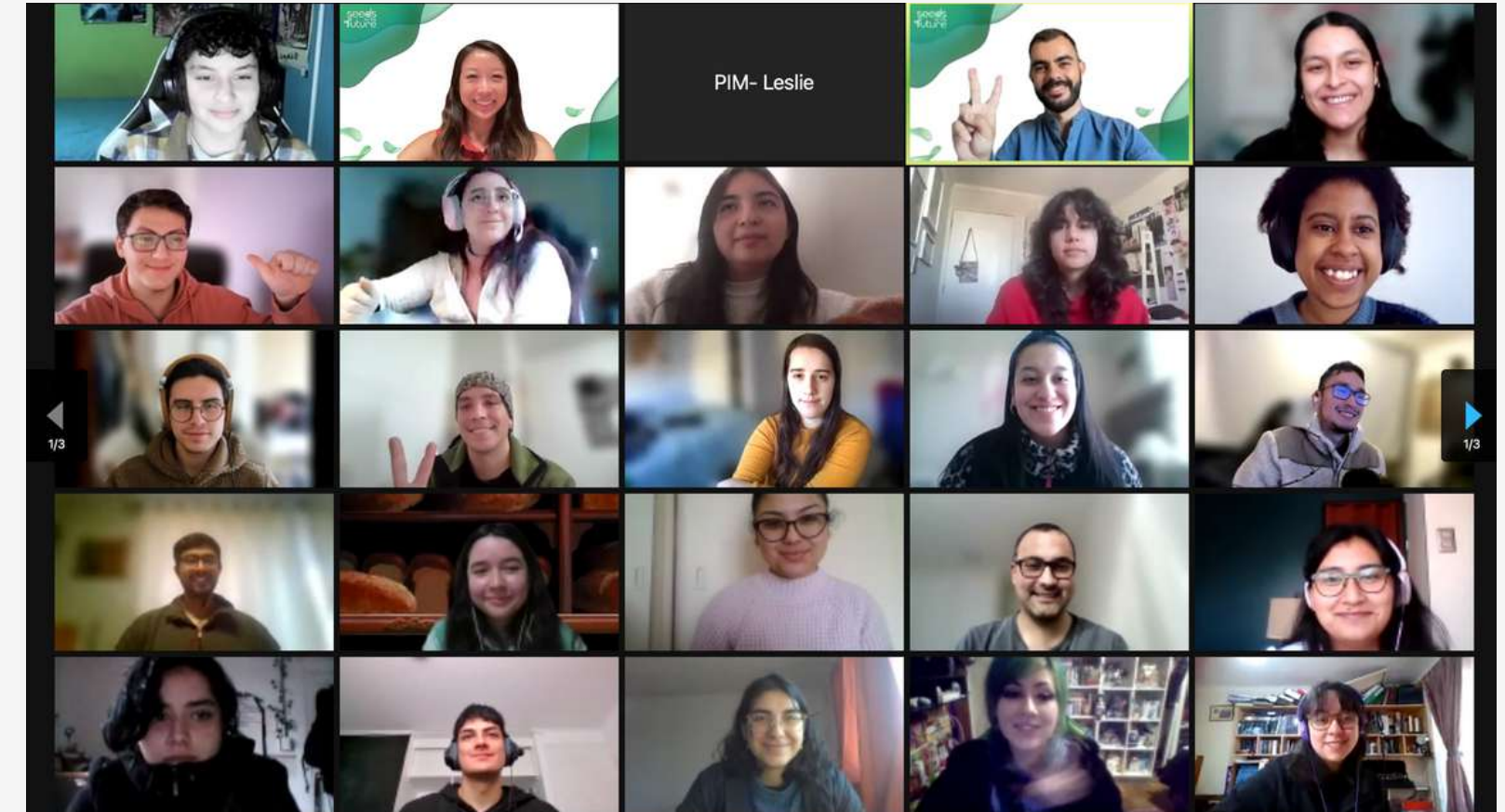问卷满意度

Seeds for the Future

TECH4GOOD WEEKLY COURSE

In 2023, for the third year in running, we designed and delivered a world-class startup education experience for university students globally in partnership with Seeds for the Future. A total of 2,483 students from over 100 countries actively participated, forming 312 teams to address the UN's Sustainable Development Goals through innovative tech solutions.

Building on our commitment to diversity, we brought together a dynamic group of 19 mentors and 9 judges from 22 countries, including 11 new mentors. This diverse mentorship team played a vital role in inspiring and guiding students to create their own social startups. Students completed an 8-day program consisting of daily live sessions, message support from mentors, and hands-on experiential learning.

Beyond the 8-day program, PIM continued to provide comprehensive education with monthly workshops, team mentorship, and themed coaching sessions. This holistic approach aimed at equipping students with the practical skills needed for success in the startup ecosystem.
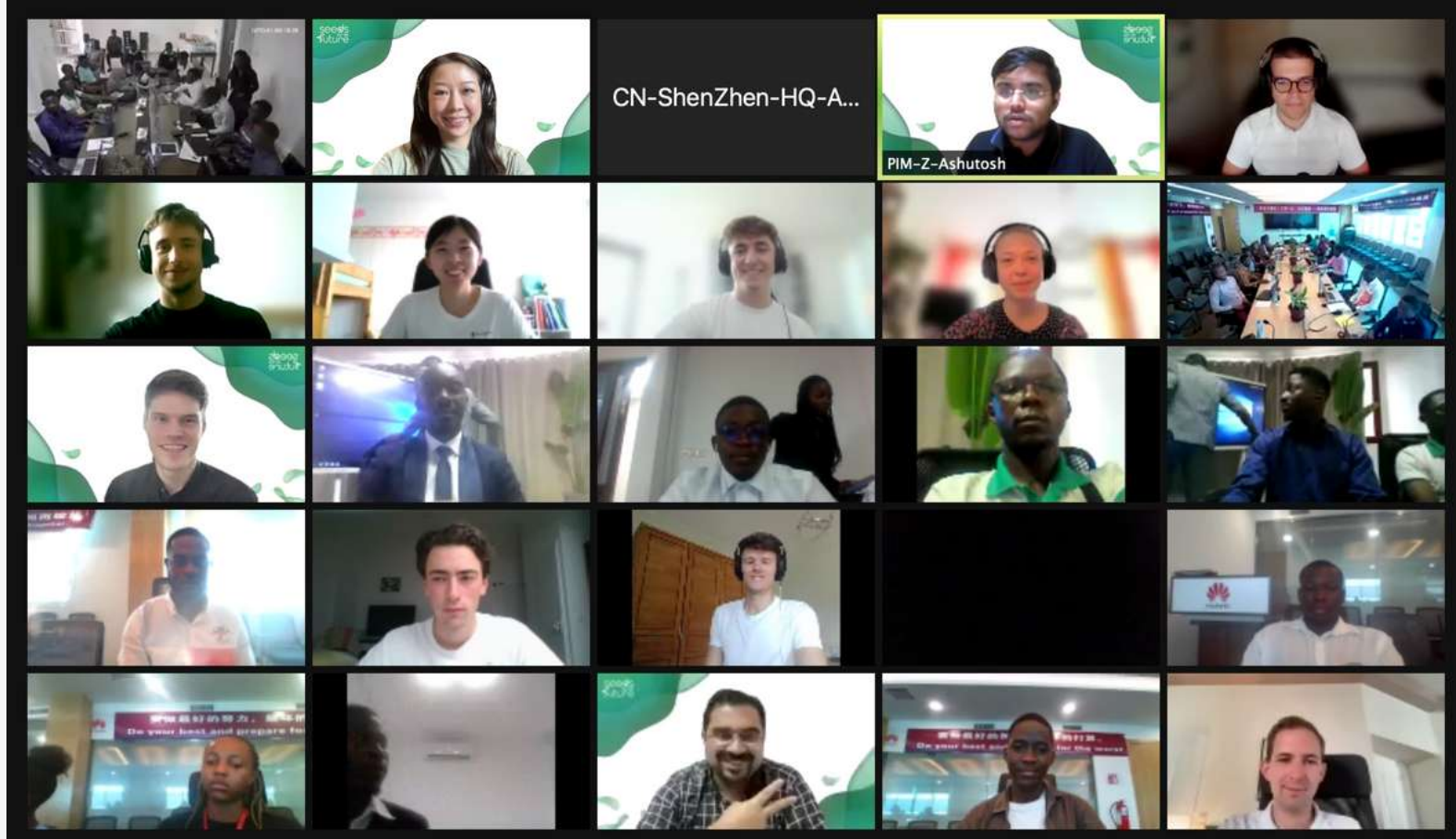
未来种子

TECH4GOOD
周历训练营

2023年，PIM益启未来继续为全球大学生设计并提供了世界级的创业教育体验。来自100多个国家的共计2483名大学生参与到我们的Tech4Good周历课程当中，组成312个参赛团队，励志通过运用前沿创新技术的解决方案来实现联合国可持续发展目标（SDG）。

秉持着我们对多样性的承诺，我们汇集了一个由来自22个国家的19名导师和9名评委组成的充满活力与专业性的团队，其中包括11名新加入团队的导师们。这个多元化的导师团队在激励和引导学生创建自己的社会创业公司方面发挥了至关重要的作用。学生们在为期8天的课程体验中，每天在固定的时间参加现场会议、得到导师的信息支持、通过实际设计并发表创业项目进行体验式的学习。

在为期8天的课程之外，PIM还继续通过月度研讨会、优胜团队辅导和定期主题辅导课程等方式提供了全面的教育支持，致力于为学生提供在当今世界创业生态系统中取得成功所需的实践技能。

In their own words
参与者的感想

Mohamed Al Moosa · 3rd+   **+ Follow** ···
Governance in Family Firms , Tech at Pearl Initiative - ...
2mo · Edited · 🌐

It's safe to say that the future is in good hands.

It was a true privilege to deliver two workshops to student startups from seven countries as part of the **Huawei Seeds For The Future #Tech4Good** program, organized by **PIM (Purpose in Motion)**. What struck me most was how deeply the students cared about building a better future for us all. Their startups ranged from early cancer detection using AI (Team UAE) to monitoring and early detection of forest fires using AI-powered drones (Team Kazakhstan). These solutions are good for the planet, good for people, and just as importantly, good for the bottom line.

Nurturing and supporting impactful innovation from the university level is critical if we want to get serious about tackling the Sustainable Development Goals and reaching our global 2030 targets.

Big thank you to **Salam Al-Nukta**, **Melody Su, M. Ed** and **Jasmine Lau** for inviting me to speak and for putting this program together.

Ana Lucia Zuleta · 3rd+   **+ Follow** ···
Ing. Marítima Portuaria | Tutora
2w · 🌐

Absolutely! Participating in Tech4Good provided by **Huawei Seeds For The Future** gave me the opportunity to witness the impressive collaboration of young minds from Latin America and the Caribbean as we worked together to address social and environmental challenges through technology. During this intense week, we learned to identify issues, conduct thorough research, develop solid business models, and create innovative solutions through technological applications.
The passion and dedication of all the teams involved were inspiring, and I'm grateful for the guidance of **Andrea Donaire** and **Jose Luis V.** in the classes.
This experience not only expanded my horizons but also strengthened my project management skills with a focus on making a positive impact on our society and the environment. Tech4Good is a true driver of change and growth!

Seeds for the Future
未来种子

TECH4GOOD MECA CAMP
中东中亚营

QATAR

30 teams
团队

120 participants
名参与者齐聚卡塔尔

15 countries
来自15个国家

DUBAI

7 top teams from the Qatar Program
来自卡塔尔的7支顶级队伍前往阿联酋

7 countries
分别代表7个不同的国家进行决赛竞争

Seeds for the Future

TECH4GOOD MECA CAMP

The MECA (Middle East and Central Asia) Camp, a two-week immersive Tech4Good venture, unfolded in both Qatar and the UAE. 120 participants from 15 diverse countries gathered in Qatar for a dynamic 5-day program to learn about the latest technology trends as well as apply their skills to develop a startup idea from scratch. During this time, the teams showcased their collaborative abilities and cultivated meaningful connections with local experts and fellow team members. The program concluded with project pitches to a panel of respected judges, which included representatives from regional innovation agencies, prestigious educational institutions, and global foundations.

The standout teams from Qatar advanced to an accelerator program in Dubai, UAE, where they received additional training and mentorship from industry experts over the course of 6 days to refine their idea. They visited innovation centers such as the UNDP and Sharjah and received inspiration from many entrepreneurs and investors. This culminated in a final demo day of which the winning team emerged -- Uzbekistan's team Aquatibia– an IoT water filtration system for agriculture.

未来种子

TECH4GOOD
中东中亚营

Tech4Good MECA 中东中亚营代表着一个身临其境的Tech4Good线下项目在2023年的新开始。在卡塔尔，来自15个不同中东、中亚国家的30个学生团队参与了一项为期5天的动态创业课程。在此期间学生们不仅展示了他们的创意与团队协作能力，还与当地的专家和导师团建立了牢固的联系，并最终向一个由知名专家团队组成的评委小组进行他们成果演示。评委小组成员包括来自地区创新机构、著名教育机构和全球基金会的代表。

在卡塔尔入围前7的杰出团队紧接着并前往了阿联酋，参加了近一步的加速营课程，接受了行业专家的额外培训和指导。
MECA中东中亚营项目反映了PIM团队对全球创新的新承诺，在新的一年里，我们励志在更多的国家和地区开展线下课程。我们感谢所有导师、评委和合作伙伴为成功迈出这一步所做的贡献。

In their own words
参与者的感想

Sarra Chouk · 3rd+
Undergraduate Student | B.Sc in Data Science and Art...
1mo · 🌐

+ Follow ···

I am extremely honored to have participated in the 2023 MECA Seeds for the Future Program! This experience has been filled with remarkable moments and lots of cultural exchange.

Thanks to our hard work and determination, my team and I have successfully advanced to the next round of the Tech4Good competition, granting us the opportunity to present our project "TactoBraille" in Dubai. 🎉✈️

Looking forward to further developing this project!💫

Nodira Otabekova · 1st
Computer Science | Cybersecurity
4mo · 🌐

Over the course of two exhilarating weeks, I had the privilege of being mentored by some of the brightest minds, working alongside a remarkable team, collaborating with visionary organizers and most of all making new friends. I am incredibly grateful for the transformative experience I had in Doha and Dubai- part of the #Tech4Good Accelerator Program with Huawei Seeds For The Future and PIM (Purpose in Motion).

This adventure pushed me out of my comfort zone and inspired personal and professional growth that I never thought possible. I met incredible people during these weeks, whose stories and passion motivated me. I hope to see them all again soon and share even more exciting adventures.

I'm honored to share that our team emerged victorious, winning the regional round! This is just the beginning as we gear up for the global competition. I owe a debt of gratitude to my mentors Mehdi Rezgui, Ammar Alnatour, Melody Su, M. Ed, and especially Salam Al-Nukta, who worked with us day and night, the dedicated organizers, and my incredible team for their unwavering support and inspiration. Together, we are on a mission to make a positive change in the world through technology, and I can't wait to see where this path takes us.

Azer Sadykhzadeh · 2nd
Co-Founder of CodeAny | Full-stack developer | Info...
4mo · 🌐

+ Follow ···

We did it! 🇦🇿

Proud to tell you about my team's last achievement — we have been chosen as one of 6 out of 30 teams that will continue the journey in the Huawei "Tech4Good" competition in Dubai 🇦🇪 as the part of the qualifications for the Global Round to be held in China 🇨🇳

Starting from today (September 9th), together with four remarkable teammates (Nihat Abdullayev, Murad Huseynli, Elmira Abdullaeva & Maftuna Salamova), we will do our best to represent our country better and brighter at UAE 🇦🇪!

#Huawei #Azerbaijan #SeedsForTheFuture #Digitalization #Sustainability #Leadership #Tech4Good #Doha #Qatar #ICT #Innovation #AI #5G #CloudComputing #Dubai #UAE

Seeds for the Future
未来种子

TECH4GOOD GLOBAL COMPETITION
全球大赛

148 applicant teams
个申请参赛团队

810 applicants
名申请者

74 countries and regions
来自的国家和地区

20 judges
位专业评委

3 teams
轮的晋级赛制

10 hours of Q&A sessions
小时的导师问答环节

10 hours of coaching sessions
小时的嘉宾辅导课程

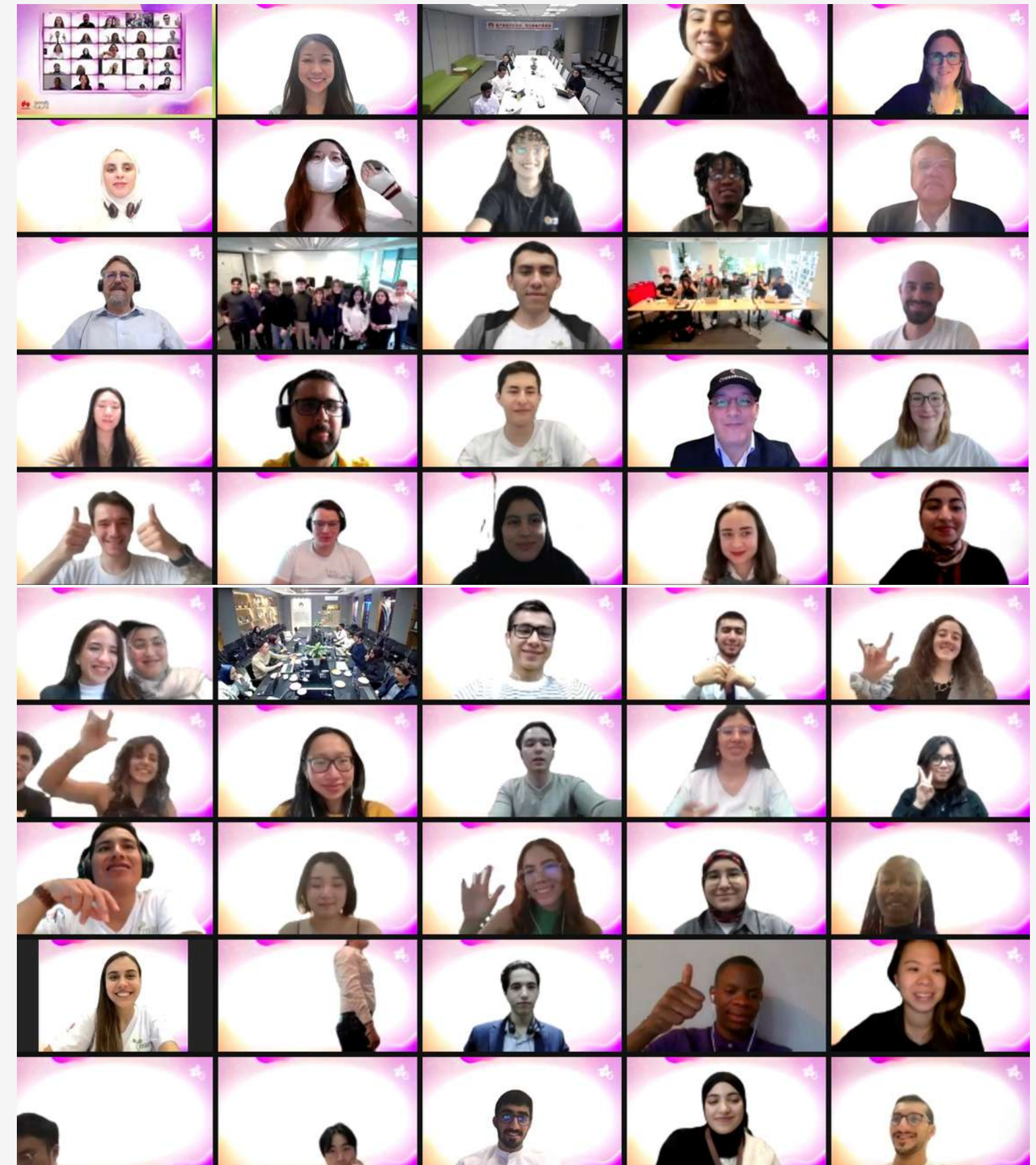**$60,000** USD worth of prizes
奖金总价值分发给前3名团队

Seeds for the Future

TECH4GOOD GLOBAL COMPETITION

The Tech4Good Global Competition took place on January 11, 2024, offering an avenue for all Seeds for the Future program participants to display their projects and contend with their global counterparts. Among the 148 teams that applied, 10 were selected to present their projects before a panel of distinguished judges, with the event streamed live on YouTube.

To prepare the 10 shortlisted teams adequately, PIM conducted a series of online training sessions covering social entrepreneurship, business model canvas, tech review, and design thinking. Following a rigorous round of presentations and Q&A, the Top 3 Teams were announced. They received significant prizes, including 60,000 USD in monetary awards, meetings with Huawei executives, recognition on the Huawei website, and an all-expenses-paid trip to China for further training.

The Global Competition served as a platform for participants to showcase their ideas globally, connect with esteemed leaders and investors in social impact, benefit from guidance provided by experienced mentors, and advance their initiatives driven by a commitment to positive impact.

未来种子
TECH4GOOD
全球大赛

Tech4Good全球大赛于2024年1月11日成功举行，为所有Tech4Good周历课程参与者提供了展示他们的项目成果、并与来自全球的学生团队竞争的途径。在148个申请团队中，经过3轮的筛选与晋级过程，最终有10个团队被选中，在一个由杰出评委组成的评委团面前展示他们的项目，于决赛当日在YouTube平台上直播放送。

为了充分帮助前10入围团队准备决赛，PIM组织了一系列在线培训课程，涵盖了技术辅导、商业规划、系统性思维等相关主题。经过一轮严格的演示和问答环节，2023年度全球大赛的前三名团队被选出并公布。前三名队伍也获得了各类重大奖项，包括共计6万美元的奖金、与Seeds高管的1对1辅导机会、在官网上的公示表彰，以及全赞助前往中国参加创业营的机会。

全球大赛为参与者们提供了一个平台，让他们在全球范围内展示自己的才华与创意、在相应的专业领域和受人尊敬的领导者和投资者建立联系、接受经验丰富的导师团所提供的指导，同时通过这次机会，PIM也在致力于对社会与创新创业领域产生积极影响的基础，尽全力帮助年轻的未来领导者们上实现他们的理想与抱负。

TOP 3 TEAMS
前三名获奖团队

First Place (冠军)

YYeni AI
Namibia 纳米比亚队

A project revolutionizing classroom learning with an AI-powered chatbot
一个用人工智能聊天机器人彻底改变课堂学习的项目

Second Place (亚军)

Aquatibia
Uzbekistan 乌兹别克斯坦队

An IoT water filtration system for agriculture
物联网农业用水过滤系统

Third Place（季军）

TraceWaters
Germany 德国队

An app detecting contaminated drinking water using image processing algorithms
一款使用图像处理算法检测受污染饮用水的应用程序

In their own words
参与者的感想

Since I was also a judge last year, I observed this year's teams are more diverse in their solutions proposed (more SDGs covered) and also had a better understanding of the problem they are trying to solve as compared to the teams last year.

I also noticed that there were more teams which had been working on their solutions for a longer period of time and already had working prototypes, thus had a higher chance of going to the next round.

由于我去年也担任了全球大赛的评委，我能明显观察到今年的团队提出的解决方案更加的多样化，涵盖了更多的可持续发展目标。与去年的团队相比，他们对试图解决的问题也有了更好的理解。

我还注意到，有更多的团队在设计他们的解决方案上明显注入了更长的时间、更多的心思，许多甚至已经有了可实际工作的初步模型，这不仅意味着他们进入下一轮的机会更大，同时也意味着，相较于去年，项目的可行性普遍更高了。

Angela Chen
Round 1 Judge of the 2023 Global Competition
Round 2 Judge of the 2022 Global Competition
2023全球大赛第一轮评委
2022全球大赛第二轮评委

Seeds for the Future
未来种子

TECH4GOOD CHINA STARTUP SPRINT
中国创业研习营

3 teams
获胜团队

15 participants
名参与者

3 countries
国家

6 mentors & speakers
位导师和演讲者

Seeds for the Future

TECH4GOOD CHINA STARTUP SPRINT

In April 2023, a total of 15 students, representing the winning teams from Ireland, Algeria, and Italy from previous year's Tech4Good Global Competition, traveled to Beijing and Shenzhen for the China Startup Sprint.

This program aims to support the student teams to develop their startup ideas by immersing them in site visits to leading technology companies and startups in addition to offering in-person mentorship workshops on startup business skills. Students visited technology companies such as Tencent, DJI, and Huawei; academic institutions such as Tsinghua University's XLab; and startup accelerators such as IMakerbase.

未来种子

TECH4GOOD
中国创业研习营

2023年4月，来自上一届Tech4Good全球大赛的爱尔兰、阿尔及利亚、意大利获奖队伍的15名学生前往北京和深圳参加中国创业研习营。

该计划旨在支持学生团队通过对领先科技公司和初创公司的实地考察，以及提供有关初创公司业务技能的面对面指导研讨会，来发展他们的创业想法。 学生参观了腾讯、大疆、华为等科技公司；清华大学XLab等学术机构； 以及 IMakerbase 等创业加速器。

FARMAI INVESTMENT SUPPORT
团队投资支持

FARMAI INVESTMENT SUPPORT

To select promising startup teams from Tech4Good Winners that have demonstrated their potential to take their projects to market, PIM hosted a series of 6 mentorship sessions and organized an investment committee. FarmAI from Algeria, which aims to revolutionize crop disease monitoring using drone technology and artificial intelligence, impressed the investment committee and secured a USD 100,000 grant funding for their project. This funding is divided into three phases across a year, with specific goals to be met for continued support.

This marks a significant step for PIM in offering long-term mentoring to student teams, helping them transform their startup ideas into reality. Within just six months, they have overcome many administrative hurdles, completed AI model tests, and are now gearing up for pilot testing with partner farms.

FARM AI 团队投资支持

为了从 Tech4Good 获奖者中选出有潜力的初创团队，并展示其将项目推向市场的潜力，PIM 举办了一系列 6 场辅导会议，并组织了一个投资委员会。 来自阿尔及利亚的 FarmAI 旨在利用无人机技术和人工智能彻底改变农作物病害监测，给投资委员会留下了深刻的印象，并为其项目获得了 10 万美元的资助。

这笔资金在一年内分为三个阶段，并设定持续支持的具体目标。这标志着 PIM 在为学生团队提供长期指导、帮助他们将创业想法转化为现实方面迈出了重要一步。 在短短六个月内，他们克服了许多行政障碍，完成了人工智能模型测试，现在正准备与合作伙伴农场进行试点测试。

FARM AI 团队

Ouassim Hamdani
CEO & AI Developer
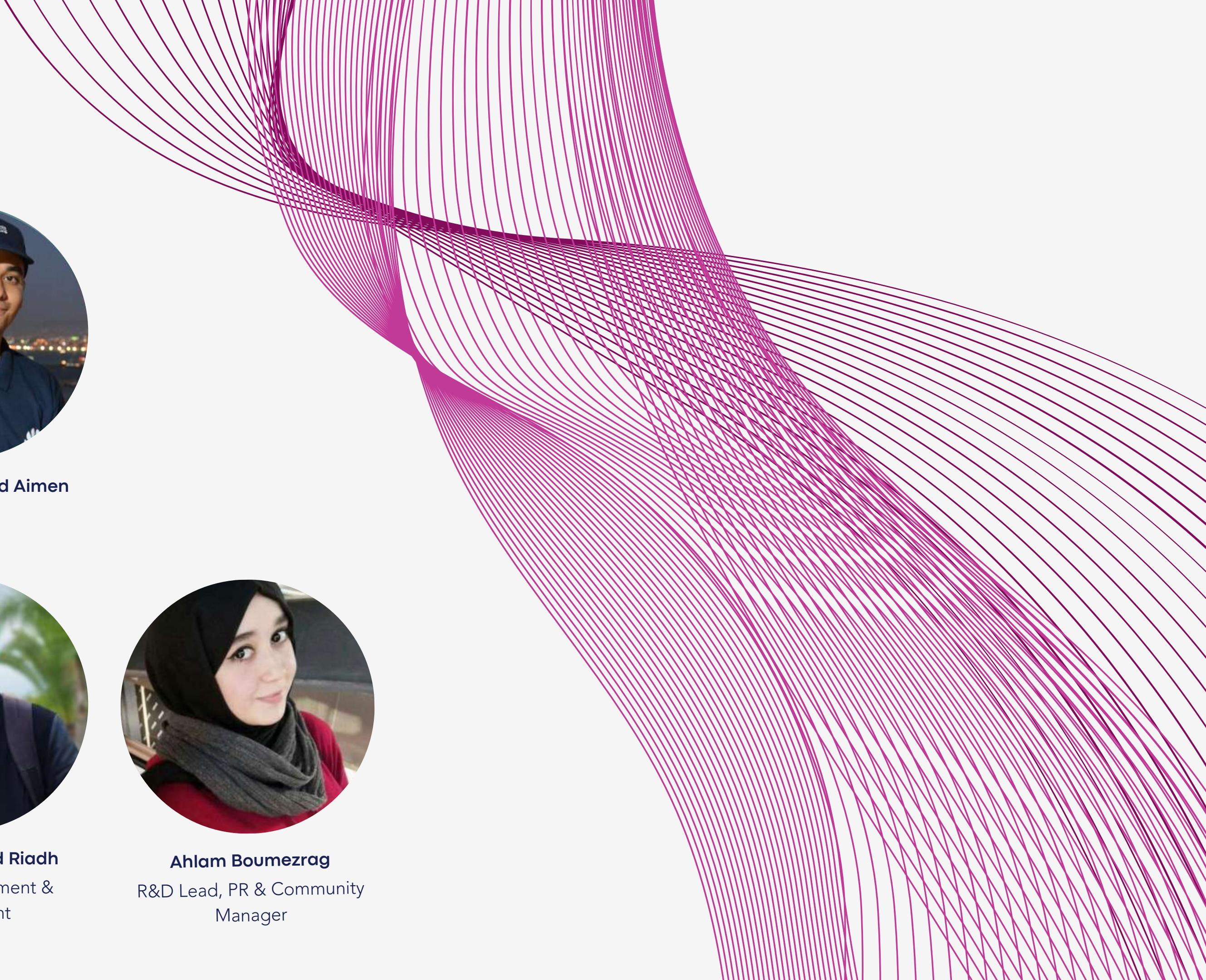

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COO

Abderrahmane Herizi
Application Developer

Ziane Mohamed Riadh
Onsite Development &
Deployment

Ahlam Boumezrag
R&D Lead, PR & Community
Manager

SEO China

PUBLIC LEADERSHIP CAMP

The SEO China Public Leadership Camp is a comprehensive program aimed at equipping underserved college students with leadership and problem-solving skills, as well as the opportunity to make a meaningful impact on a social issue. PIM organized this program in collaboration with SEO China for the seventh year in a row. This year's theme is rural revitalization and youth development, and PIM recruited four local organizations with different approaches to be part of this program.

In October 2024, PIM organized a training bootcamp to equip students with skills related to philanthropy, due diligence, the RAISE model, and grant-making in the rural revitalization space. Students spent the next two months researching the four local organizations and coming up with an evaluation. The program culminated in presentations to the investment committee, where students presented their findings and competed for a chance to win grant funding of 50,000 RMB for their organization.

SEO中国

公共领导力训练营

SEO中国｜公共领导力训练营是由PIM设计并运营多年的一个综合性的项目，它旨在为来自欠发达/偏远地区的大学生提供领导力训练和解决问题的技能，以及对社会问题产生有意义影响的机会。

在2023年，PIM连同SEO中国举办了第7届公共领导力训练营,主题是"乡村振兴和青年发展"。PIM邀请了4个在乡村振兴领域的合作组织参与项目。

2024年10月，PIM组织了培训训练营，为学生提供与慈善、尽职调查、RAISE模式和乡村振兴领域赠款相关的技能。 学生们在接下来的两个月里研究了四个合作组织并撰写了尽职调查评估报告。 该项目最后向投资委员会进行了演讲，学生们在演讲中展示并总结了他们2个月以来的发现，并最终为他们所负责的组织争取了5万元人民币的资助。

SEO China Public Leadership Camp
SEO中国公共领导力训练营

TOPIC 主题

Rural Revitalization and Youth Development
乡村振兴与青年发展

Workshops
- Philanthropy 101
- Guest speech on Rural Revitalization
- Due Diligence & Relevance
- Interview Training
- Measuring Impact
- Organizational Sustainability

培训课程表
- 慈善101
- 乡村振兴主题嘉宾演讲
- 尽职调查与相关性
- 采访培训
- 测量影响力
- 组织可持续性

Community Organizations
- CSA Organic Farming Academy
- Western Sunshine
- Y. Classroom
- Puhan New Youth Commune

合作组织
- 社会生态农业CSA联盟
- 西部阳光
- 益教室
- 蒲韩新青年公社

SOCIAL IMPACT COURSES
社会影响力课程系列

Harrow International School Hong Kong
香港Harrow国际学校

YOUNG
INNOVATORS
BOOTCAMP
青年创新训练营

408 participants
名参与者

8-16 years old
岁

Harrow International School Hong Kong

YOUNG INNOVATORS BOOTCAMP

In partnership with Higher Ground, to ignite young minds, we designed a Young Innovators Bootcamp at Harrow International School for 8-16 year-olds, a program that uniquely blends leadership, social entrepreneurship, and design thinking. In this dynamic bootcamp, participants tackle "How might we improve the lives of the elderly?" through teamwork, empathy-driven exercises, and prototype development.

The program culminates in a marketplace showcase where student teams present their innovative prototypes. Engaging 408 students across three cohorts, this program sharpens problem-solving skills and nurtures future socially conscious entrepreneurs, demonstrating the impact of youthful creativity in solving societal challenges.

香港Harrow国际学校

青年创新训练营

今年，PIM与Higher Ground合作，为香港Harrow国际学校设计并举办了一个的社会创业为主题的暑期项目，该项目针对8-16岁青少年，将领导力、创业精神和设计思维独特地融合在一起，激发了学生们的创新能力。

在这个充满活力的训练营中，参与者通过团队合作、同理心驱动练习和原型开发等方式、试图解决"我们如何改善老年人的生活？"这一问题。

训练营最终在学生小组们的最终项目展示中画下句号，各个小组都展示了他们天马行空、奇思妙想的创新创业概念原型。该项目吸引了来不同年级的408名学生，通过互动性的课程设计提高了他们解决问题的能力，培养了具有社会意识的未来企业家们，展示了青年创造力在解决社会挑战方面的积极影响。

LOOKING AHEAD, IN 2024
向前展望，在2024年

10TH ANNIVERSARY
十周年纪念

In celebration of PIM's decade of impact from 2014-2024, PIM worked with Minds Studio to launch a commemorative 10th Anniversary website that highlights achievements from each of our 10 years, features stories from our past alumni, mentors, judges, and team members while also publishing articles about PIM's greatest learnings and teaching frameworks that we've developed over a decade. Visit www.pimglobal.org/10years to learn more

In addition to the website, we will also organizing 10 separate celebration events to honor our history while also bringing our PIM community together to reconnect and amplify our impact. Stay tuned for more in 2024!

为了庆祝PIM从2014-2024年期间的十年旅程，PIM与Minds Studio合作推出了一个十周年纪念网站，聚焦我们在过去10年里取得的成就，分享过去的合作伙伴、导师、评委和团队成员们的故事，同时还发表一系列关于PIM十年来所建构的学习和教学框架的文章。如想了解更多，请访问十周年纪念网站：www.pimglobal.org/10years

除此之外，PIM在2024年将组织10场线上庆祝活动和工作坊，以纪念我们的历史和旅途，同时将也通过此次机会，将我们的PIM社区伙伴们聚集在一起，扩大我们的影响力。

敬请期待 2024 年更多精彩内容！

10TH ANNIVERSARY

十周年纪念

PIM COMMUNITY
全球社区

PIM COMMUNITY 全球社区

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Connie Leong, Co-Founder & Advisor 联合创始人兼顾问
Ashwin Kaja, Founding Member & Advisor 联合创始人兼顾问
Joyce Zheng, Founding Member & Advisor 联合创始人兼顾问

STAFF 工作人员

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Yan Chen, Design Consultant 设计顾问

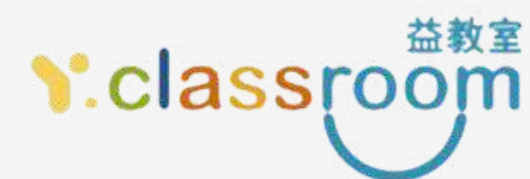## MANAGEMENT TRAINEES 项目实习生

Lazib Sharah Shaiok
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