



Beijing International Peace Culture Foundation

An invaluable world of public welfare and action

2024 Annual Work Report

January 2025

An invaluable world of public welfare and action

2024 Annual Work Report of the Foundation

(January 12, 2025)

Since its establishment in 2013, the Beijing International Peace Culture Foundation has been committed to the goals of world peace, people-to-people diplomacy and the development of public welfare and charity. With the central tasks of "a global community with a shared future for mankind" and "unity, peace and development", it has been focusing on the main tasks of the "Belt and Road Initiative" and the functional construction of Beijing as the "Four Centers". In response to the work guidance of building the capital into an international consumption center city and a city of museums, We accurately grasp the basic positioning, unite and rally international community partners and non-governmental resources and forces, strengthen exchanges and cooperation with relevant international institutions and non-governmental organizations from all over the world and regions, actively serve the country's overall diplomacy, contribute to the development of the capital in the new era, and participate in global governance and multilateral affairs telling the

stories of China and the capital well and promoting the coordinated development of the Beijing-Tianjin-Hebei region. Under the support and guidance of relevant government departments such as the International Department of the Central Committee of the Communist Party of China, the Ministry of Foreign Affairs, the Ministry of Radio, Film and Television, the Municipal United Front Work Department, the Municipal Bureau of Commerce, the Municipal Civil Affairs Bureau, the Municipal Bureau of Cultural Relics, the Municipal Federation of Returned Overseas Chinese, the Beijing Association for Friendship with Foreign Countries, and the Chaoyang District Bureau of Culture and Tourism, in 2024, We have held over 40 cultural exchange and interaction activities and exhibitions with representatives from more than 60 international organizations and countries and regions in China, including UNESCO, the Shanghai Cooperation Organization, the Arab League, the International Red Cross, the Alliance Francophonie, embassies of Austria, Pakistan, Mexico, North Korea, France, Morocco, Cuba, South Korea, Tunisia and Grenada. More than 200,000 people participated in the event and exhibition, and the online dissemination reached over 100 million people. Twelve cooperation agreements were signed, six public welfare and charity donations were made, and an international exchange and cooperation platform was established.

With its good social credibility, it has received high praises and full recognition from all sectors.

I. To strengthen cultural confidence, enhance inclusiveness and unity, and actively carry out international exchanges and cooperation.

Under the current complex and volatile international situation, to promote the high-quality development of the Belt and Road Initiative and other important ideas, and to carefully study and accurately understand the new situation and tasks that China's people-to-people diplomacy is facing in the new era, and to let the five-thousand-year-old Chinese civilization touch the world in the great changes of a century, this is our common strategic thinking of a broad pattern. The Beijing International Peace Culture Foundation has been actively playing its role, further clarifying its position, mission and tasks, and expanding the scope and channels of cultural exchanges. As an official partner of UNESCO, the foundation has continuously held the "11th Peace Garden Peace Festival 2024" and the "6th Global Youth Photo Contest". International exchange activities such as the China-Africa Seminar on "Rediscovering and Exploring the Historical Exchanges between China and Africa since

Ancient Times" attended by representatives from many African countries, such as the visit of Cuban national leader Lasso to Peace Garden, the photo exhibition marking the 75th anniversary of the establishment of diplomatic relations between China and DPRK, the music and Cultural Exchange Conference for the establishment of diplomatic relations between China and the United States, the online promotion conference of the Capital Business International Lecture, the International Silk Road Food Corridor, and the cultural exchange exhibition of the ten Caribbean countries. To Carry out cooperation and exchanges in different fields of culture and art respectively, showcase diverse cultures, deepen mutual understanding, promote peace propositions, and facilitate unity and cooperation, Political leaders from multiple countries, officials from UNESCO, ambassadors and envoys from various countries to China, representatives from all walks of life and young people attended the event. The UNESCO official website will conduct a global live broadcast, and it has been reported by mainstream national medias. It has received high praises from the international community. UNESCO appends the work of the Foundation in promoting cooperation and development along the Silk Road as "exemplary and effective".

值此古巴共产党中央政治局委员、全国人民政权代表大会主席兼国务委员会主席
胡安·埃斯特万·拉索·埃尔南德斯先生正式访问中华人民共和国之际
古巴驻华大使馆诚邀您参加



The leader of Cuba made a visit to Peace Garden



China-Africa Seminar



Online promotion meeting of the Beijing Municipal Bureau of Commerce

II. Give full play to cultural advantages, stimulate communication effectiveness, and enhance the role and influence of soft power.

The Beijing International Peace Culture Foundation fully understands the ideological core of the Third Plenary Session of the 20th Central Committee of the Communist Party of China, which is to "learn advanced culture, carry forward revolutionary culture and inherit traditional culture". It firmly believes that "the fine traditional Chinese culture is the lifeblood, source and foundation of the Chinese nation", and explores the optimization of the supply mechanism of cultural services and cultural products to build a more effective international communication system, promoting the improvement of the mechanism for social forces to participate in public cultural services. The foundation leverages its cultural role and expands cooperation. Firstly, it collaborates and interacts with various fields, signing cooperation agreements with the Ministry of Radio, Film and Television and the China Radio and Television Federation to jointly promote the development of cultural public welfare. It has established the "Good Deeds Disseminator" project and successively entered Taiyuan and Lianyungang with a grand media lineup of "100 Cities, 100 Channels". We carry out a series of projects and activities with traditional culture, cultural tourism development and future technology as the content, having signed the partnership agreement with the Beijing Foreign Investment Promotion Center to contribute to

Beijing's foreign economic cooperation and promote economic cooperation and improvement of the business environment. We also signed a comprehensive cooperation agreement with Gehua Media Group to enhance cooperation in cultural media, digitalization, exhibition planning and cultural and creative industries through digitalization and field matrix. We have signed multi-field cooperation agreements with the China Mobile Communications Association, Malaysia Capital Group, Western MaHua Group, Kaesong Enterprise of DPRK, China Journalists Association, Beijing University of Civil Engineering and Architecture, and the Public Welfare Development Project of Yue Opera in Shengzhou, Zhejiang Province. We are also maintaining discussions and follow-ups with Fashion Group and Beijing Garden Corporation. Through the mutual cooperation and empowerment of various resources, we aim to inject greater impetus into our future work. Second, we take culture as the carrier, expand the role of culture and art in exchanges, cooperation and mutual understanding, and protect world cultural heritage and intangible cultural heritage. The foundation has successfully carried out a series of cultural activities and projects, including the donation of Pakistani photography works, the Xu Beihong Art Project entering schools in Qingdao, cultural public welfare visits to Luhe Middle School, the visit of the Chinese and African Taekwondo delegation to Peace Garden, the Peace Garden Classical Music Salon that has lasted for nearly 400

sessions, the Central Axis Intangible Cultural Heritage Food Fair, the international exchange of tea culture, and the establishment of the Zhejiang Yue Opera Cultural Project.



Signed a contract with China Radio and Television Association for the "Good Deeds Disseminator" 100 Cities, 100 Stations campaign



The donation ceremony of pictures by the Embassy of Pakistan



The Chinese and African Taekwondo delegation visited Peace Garden



Signed a cooperation agreement with Gehua Group





Silk Road Food Festival and Central Axis Cultural Protection Activities

III. With a global perspective, we should work together and give full play to the role of the foundation as a charitable organization.

The foundation fully leverages the functions and roles of a charitable organization, actively participating in the planning of public welfare activities and projects related to climate change, poverty reduction, environmental protection, employment, technological development, military-civilian integration, youth education, women's rights protection, and health care for the elderly. We will continue to maintain cultural

interaction and public welfare cooperation with UNESCO and deepen the ten public welfare sections of the cultural interaction Atlas along the Silk Road. The Austrian International Volunteer Center has welcomed a new batch of international volunteers. While donating funds to Luhe Middle School, they brought along the family of Xu Beihong, the inheritors of Wudang Tai Chi and world championship champions to teach digital Chinese painting and martial arts culture to teenagers, support the education of Luhe Middle School and care for the growth and development of teenagers. It also funded the resettlement program for the families of officials of the Haiti Office in the conflict area, together with Pigeon Group to donate bicycles to embassies and regions of many countries. To have donated national cultural and museum products of Grenada and mobilized tea enterprises in Fujian and other places to donate tea boxes for public welfare and carry out international promotion of Chinese tea.



Cultural Public Welfare Enters Campus - Visiting Luhe Middle School

IV. Party building work

The Beijing International Peace Culture Foundation attaches great importance to strengthening the leadership of the Party. Following the guidance of the Party group, it has established a joint Party branch of the Beijing International Peace Culture Foundation and the Peace Garden Museum. It regularly conducts various activities such as Party building and study, gives full play to the leading role of Party members, intensifies

learning, and continues the education of the red gene. The Civil Affairs Bureau also specially arranged for teachers from the Party School to conduct on-site cultural lectures on the Third Plenary Session of the 18th Central Committee of the Communist Party of China for the foundation, guiding work ideas and interacting with the local Party group for joint construction. This year, it was again rated as an "Outstanding Party Branch" by the higher-level Party committee. The leaders of the higher-level Party group have also visited the foundation many times to guide the co-construction activities.

V. Social influence and internal construction

The Beijing International Peace Culture Foundation operates under standardized management and strict requirements. We have sent many people to participate in professional, fire protection, and regulatory learning and training sessions in the industry system. During the civil affairs review, we have improved ourselves, summarized and enhanced, and our all-round management and operation in project, social education, and comprehensive management support have been affirmed and highly praised by the review expert committee. It is particularly worth mentioning that the foundation has a competent and capable team of directors and advisors, all of whom are composed of a group of experienced, high-level, honest and dedicated, and accurate in ideological

control senior leaders and experts. They have played a significant role in the foundation's internal management, development positioning, ideological control, external coordination and professional research. Especially under the professional requirements and guidance of the government management department, Having received multiple business and professional training, it is believed that we will achieve better results in the work in 2025.

With the support of relevant government departments, the foundation has received recognition and support from all sectors of society. Government department leaders often visit for discussions and guidance, proposing that as a platform for people-to-people diplomacy, it should play an important role in international exchanges and offer support, care and assistance. It has been reported many times by mainstream media such as China.org.cn, Xinhuanet, News Headlines and Beijing Television. School groups in Beijing, Tianjin and Hebei regularly organize students to visit museums by special vehicles for study and learning, creating a good situation of coordinated and networked interaction in cultural and museum publicity in the Beijing-Tianjin-Hebei region. The "Classical Music Salon" has been held for nearly 400 consecutive sessions. Artists from the National Centre for the Performing Arts, the China National Opera House, the Central Conservatory of Music and other institutions have enthusiastically supported it. Through various forms such as lectures,

performances and singing, a group of loyal fans have been formed and the event has been held continuously to this day. Combining traditional Chinese painting with digital technology makes it easier to learn and copy. Professor Xu Xiaoyang, the eldest grandson of Mr. Xu Beihong, has held many interest experience learning sessions on traditional painting for teenagers, allowing parents to see that their children have made significant progress in learning traditional Chinese painting. The volunteer team is growing larger and larger, and projects such as "bringing public welfare culture into schools, communities and business districts" are flourishing. Beijing Television produced special reports such as "A Teacher is Also a Friend - Civilian Diplomacy Among the People" and broadcast them.

VI. Work Plan

In 2025, the foundation will continue to maintain a close cooperative posture with UNESCO and international partners, and will continue to hold the 12th Peace Garden Peace Festival and the 7th Global Youth Photography. Strengthening consistency with the goals and actions of the state and the government will lead to more practical cooperation in people-to-people diplomacy and international cultural exchanges, and the planning of higher-quality public welfare projects will be carried out. We should closely deepen the linkage and cooperation with domestic

enterprises, give full play to the resource advantages of all parties, and make greater achievements for the public welfare cause of international peace culture.

January 2025