

Background and Rationale

To facilitate the implementation of the United Nations Sustainable Development Goals (SDGs), the International Centre for UNESCO ASPnet (ICUA) successfully hosted the inaugural edition of the Campaign 2024 *Youth Innovation: Collaborating to Improve and Protect our Planet (CIPP)*. Centered on fostering intercultural dialogue and enhancing awareness of sustainable development, the campaign transcended geographical and cultural boundaries and received enthusiastic participation from children and youth in a wide range of countries and regions, including Belarus, China, Finland, India, Iran, Kazakhstan, Kyrgyzstan, Oman, Pakistan, Russia, Tajikistan, and Uzbekistan. More than 30,000 creative submissions were received, reflecting the rich diversity of cultural perspectives and the emerging generation's strong commitment to building a sustainable future through innovation and imagination.

In 2025, ICUA is hosting the second edition of the campaign. This initiative calls on each child and youth worldwide to "Be an Explorer, Protect our Planet". This year, the campaign focuses on "Environmental and Cultural Sustainability". It will raise awareness of environmental protection and cultural inheritance among children and youth, deepen their understanding of sustainable development, promote STEM education, and ignite innovation and creativity. Through these efforts, the campaign seeks to empower the young generation to contribute knowledge, ideas, and solutions towards building a more sustainable future.



Organization

ICUA, in collaboration with its regional partners, invites young people from around the world to submit creative works on the theme of sustainable development. To ensure scientific rigor and uphold high professional standards throughout the campaign, and to identify outstanding submissions that demonstrate both creativity and broad impact, ICUA has established an expert committee to provide guidance throughout the entire process.

ICUA has also developed the CIPP official website for technical support throughout the process. The platform facilitates communication, sharing and collaboration between children and youth worldwide, and serves as a space for joint exploration of solutions and the promotion of intercultural understanding and cooperation.

Central Focus and Related Themes

The campaign adopts "Environmental and Cultural Sustainability" as its central focus, and places particular emphasis on the following six related themes. Participants are encouraged to draw inspiration from their daily observations and experiences to explore one of these themes creatively and express their perspectives in their own unique ways.

Each theme is presented below with a brief description, suggested guiding prompts, and its corresponding SDGs.



Theme I: Responding to Global Climate Change

Suggested areas of exploration include, but are not limited to:

- **Greenhouse Effect:**
Analyze the impact of greenhouse gas emissions on the global climate system, and propose concrete measures to reduce emissions and achieve carbon neutrality.
- **Extreme Weather Response:**
Examine the effects of extreme weather events on human societies and natural ecosystems, and design community-based strategies to strengthen disaster preparedness and climate resilience.
- **Green Development and Climate Governance:**
Explore how to strike a balance between economic growth and environmental protection, and consider how climate diplomacy can promote international cooperation on climate action.

Guiding prompts:

- **Extreme Weather:**
Describe an extreme weather event that you experienced. How did people protect themselves and respond to the challenges?
- **Climate Diplomacy:**
Imagine you are speaking at the United Nations for children around the world. What joint plan would you suggest to protect our planet?
- **Disaster Response:**
Design a shelter or system that helps protect people during climate disasters.
- **Future Climate:**
Describe possible trends of global climate change. What challenges might humanity may face? What strategies can we adopt today to build a more sustainable future?
- **Healthy Communities:**
Analyze the impact of climate change on the health of local residents in your region, and propose a community health response plan to help people cope with climate-related health challenges.

Related SDGs:

Goal 13: Climate Action

- 13.1: Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries.
- 13.2: Integrate climate change measures into national policies, strategies and planning.
- 13.3: Improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning.



Theme II: Conserving Biological Diversity

Suggested areas of exploration include, but are not limited to:

- **Ecosystem Protection:**
Safeguard key ecosystems — such as forests, wetlands, and oceans — and enhance their capacity to withstand climate change and human-induced pressures.
- **Endangered Species and Genetic Diversity:**
Promote the conservation of endangered species and the study of genetic diversity, contributing to ecological balance and resilience.
- **The Economic Value of Biodiversity:**
Examine the role of biodiversity in food production, medicine, and ecosystem services, and promote its sustainable utilization.

Guiding prompts:

- **Ecosystem diversity:**
Describe the rich and diverse ecosystems found on Earth — such as forests, wetlands, oceans, or deserts — and propose effective measures for their conservation.
- **Species Restoration:**
Imagine you are an ecologist. Design a species restoration plan and explain how this plan would help recover the population of a specific species.
- **Genetic Diversity:**
Describe organisms that look very similar but belong to different species, or organisms that belong to the same species but exhibit significant differences in appearance.
- **Urban Ecology:**
Design a community redevelopment plan that balances wildlife corridors with human activities.
- **Nature and Economy:**
Investigate the economic role of biodiversity in human life, especially in food, medicine, and ecosystem services, and propose methods to protect biodiversity.

Related SDGs:

Goal 14: Life Below Water

- 14.2: Sustainably manage and protect marine and coastal ecosystems to avoid significant adverse impacts, including by strengthening their resilience, and take action for their restoration in order to achieve healthy and productive oceans.



Goal 15: Life on Land

- 15.1: Ensure the conservation, restoration and sustainable use of terrestrial and inland freshwater ecosystems and their services, in particular forests, wetlands, mountains and drylands, in line with obligations under international agreements.
- 15.5: Take urgent and significant action to reduce the degradation of natural habitats, halt the loss of biodiversity and, protect and prevent the extinction of threatened species.



Goal 12: Responsible Consumption and Production

- 12.2: Achieve the sustainable management and efficient use of natural resources.



Theme III: Building Sustainable Communities

Suggested areas of exploration include, but are not limited to:

- **Green Infrastructure Development:**
Promote the sustainable upgrading of urban and rural infrastructure to reduce resource consumption and improve environmental quality.
- **Community Resource Management:**
Advance zero-waste communities through waste reduction, recycling and reuse, thereby supporting circular resource management.
- **Improving Living Environments:**
Design green communities by increasing access to public green spaces and enhancing physical and mental well-being among residents.

Guiding prompts:

- **Smart Habits:**
Design a simple tool that helps stop energy waste, like forgetting to turn off lights.
- **Better Access:**
Improve a public space so it works better for the elderly or people with disabilities.
- **Green Spaces:**
Design a neighborhood with parks and gardens. How can these help people stay happy and healthy?
- **Zero-Waste Community:**
Imagine you are building a new residential community. Propose feasible plans for reducing, recycling and reusing waste.
- **Sustainable Architecture:**
Design a building that uses locally sourced eco-friendly materials and reduces reliance on artificial lighting and air conditioning through optimized natural lighting and ventilation.

Related SDGs:

Goal 11: Sustainable Cities and Communities

- 11.3: Enhance inclusive and sustainable urbanization and capacity for participatory, integrated and sustainable human settlement planning and management in all countries.
- 11.6: Reduce the adverse per capita environmental impact of cities, including by paying special attention to air quality and municipal and other waste management.



Goal 12: Responsible Consumption and Production

- 12.5: Substantially reduce waste generation through prevention, reduction, recycling and reuse.



Theme IV: Protecting Water Resources

Suggested areas of exploration include, but are not limited to:

- **Water Quality Protection:**
Prevent water pollution and safeguard the ecological health of vital water bodies such as rivers, lakes, and wetlands.
- **Water-Saving Technologies and Practices:**
Develop water-saving technologies and promote water conservation practices in households and communities to reduce water waste.
- **Equitable Access and Distribution:**
Ensure fair and inclusive access to clean water for all — particularly vulnerable and marginalized populations — through effective water resource management.

Guiding prompts:

- **Water Waste:**
Describe specific behaviors of water wastage you have observed and propose feasible improvement measures.
- **Water-Saving Invention:**
Invent a small tool or machine that helps save water at home or school.
- **Water-Wise Living:**
Plan a water-saving routine for your home. What actions can your family take every day?
- **Water Pollution:**
Describe a polluted water body near you, such as a river, lake, or small canal, and propose actions that can be taken to address the pollution.
- **Fair Water Use:**
Imagine you are a water resource manager. Design an effective water allocation plan to ensure women, girls, and other vulnerable groups have equitable access to water resources.

Related SDGs:

Goal 6: Clean Water and Sanitation

- 6.1: Achieve universal and equitable access to safe and affordable drinking water for all.
- 6.4: Substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity.

Goal 14: Life Below Water

- 14.1: Prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities, including marine debris and nutrient pollution.



Theme V: Safeguarding and Innovating Cultural Heritage

Suggested areas of exploration include, but are not limited to:

- **Safeguarding Cultural Heritage:**
Preserve and transmit both tangible and intangible cultural heritage, with particular attention to endangered languages, traditional knowledge, and practices.
- **Innovation and Intercultural Exchange:**
Use artistic, technological, and other creative means to renew cultural expression and promote intercultural understanding and exchange.
- **Local Cultural Education:**
Strengthen awareness and transmission of local cultures through education and community-based initiatives.

Guiding prompts:

- **Heritage Preservation:**
Design a practical and feasible plan to preserve local tangible or intangible cultural heritage that urgently needs protection.
- **Folk Tales:**
Collect a traditional story from your hometown. Create a fun or artistic way to share it.
- **Folk Music:**
Pick a traditional song or instrument. Learn about its story and design an activity to teach others about this cultural art.
- **Craft Innovation:**
Choose a traditional craft (such as embroidery, paper-cutting, and pottery). After learning its original techniques, attempt innovative designs in materials, patterns, or uses. Create an innovation plan and explain how it helps promote the traditional craft.
- **Mix Old and New:**
Use something traditional — like a costume, festival, or building — and mix it with modern tech or pop culture. Create a new product like a digital story, AR experience, game character, and other cultural and creative product.

Related SDGs:

Goal 4: Quality Education

- 4.7: Ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development.

Goal 8: Decent Work and Economic Growth

- 8.9: Devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products.

Goal 11: Sustainable Cities and Communities

- 11.4: Strengthen efforts to protect and safeguard the world's cultural and natural heritage.



Theme VI: Advocating Clean Energy

Suggested areas of exploration include, but are not limited to:

- **Renewable Energy Development:**
Explore the development and utilization of clean energy sources such as solar, wind, and hydropower to reduce dependence on fossil fuels.
- **Energy Efficiency and Conservation Technologies:**
Design energy-efficient technologies or devices to reduce consumption and improve overall energy performance.
- **Energy Equity:**
Promote inclusive access to clean energy and support fair and sustainable approaches to energy distribution and availability.

Guiding prompts:

- **Energy Utilization:**
Observe how an energy - driven product works, and find ways to reduce energy dissipation, such as a stove heat recovery device.
- **Clean Energy Around You:**
Investigate the clean energy sources used in your community and city, and trace their origins.
- **Energy for Everyone:**
Focus on the difficulties faced by vulnerable groups in accessing energy, and propose a community plan to promote equal access to clean energy for all.
- **Energy After Disasters:**
Create a clean energy kit for people to use after a disaster. Include a simple guide for using it to guarantee the basic living and communication needs.
- **City of the Future:**
Draw a bird's-eye view of a low-carbon city 50 years from now, marking clean energy facilities and smart grids, illustrating changes in citizens' lives.

Related SDGs:

Goal 7: Affordable and Clean Energy

- **7.1:** Ensure universal access to affordable, reliable and modern energy services.
- **7.2:** Increase substantially the share of renewable energy in the global energy mix.
- **7.a:** Enhance international cooperation to facilitate access to clean energy research and technology, including renewable energy, energy efficiency and advanced and cleaner fossil-fuel technology, and promote investment in energy infrastructure and clean energy technology.



For further information about the SDGs, please refer to the descriptions on the United Nations website: www.un.org/sustainabledevelopment/

Registration and Submission Requirements

This campaign is open to children and youth worldwide. A panel of experts will select representative and innovative works, which will be showcased and shared through multiple channels.

1. Participant Categories and Modes of Submission

a) Participant Categories:

The campaign is designed for two different age groups, children's group and youth group. The group category will be determined based on the age of the oldest team member.

b) Modes of Submission:

Participants should submit work either individually or in team of up to three members. Each team is allowed to submit only one work, and each submission can only be entered in one group and one corresponding submission type.

2. Submission Guidelines

a) Submission Limit:

Participants may revise their registration information and work details before the registration deadline.

b) Submission Procedure:

Participants are kindly advised that the submission procedure may vary depending on national contexts and local arrangements.

c) Disqualification Criteria (submissions will not be considered for evaluation under the following circumstances):

- Late submission;
- Content not aligned with the campaign theme;
- Failure to meet the basic requirements;
- Incomplete submission materials.

3. Language Requirements

The official languages of the campaign are Chinese and English. All written and spoken texts must be presented in either Chinese or English.



4. Work Descriptions

Children's group:

5-10 years old, born between 1st June 2015 (inclusive) and 31st May 2020 (inclusive)

a) Painting

Create original work based on one of the campaign themes, using colours and lines to illustrate an imagined world and express a unique personal perspective.

Work Requirements:

- All work must be hand-drawn;
- The aspect ratio should be approximately 1.414:1;
- The size must not exceed A3 (420mm × 297mm).

Materials for Submission:

- (1) Image: One photo of the work (PNG or JPG format, maximum file size 20MB).
- (2) Video: A presentation introducing the work.
 - MP4 format;
 - File size no more than 200MB;
 - Produced in landscape orientation;
 - Maximum 2 minutes.

b) Craft

Create original work based on one of the campaign themes by constructing an imagined world using physical materials, showcasing a unique personal perspective. The work should clearly demonstrate a process of manual assembly.

Work Requirements:

- The size must not exceed 120 cm in length, 60 cm in width, and 100 cm in height.

Materials for Submission:

- (1) Image: One photo of the work (PNG or JPG format, maximum file size 20MB).
- (2) Video: A presentation introducing the work.
 - MP4 format;
 - File size no more than 200MB;
 - Produced in landscape orientation;
 - Maximum 2 minutes.

c) Solution

Develop a solution based on one of the campaign themes by identifying a real-world issue of concern through observation of daily life, and proposing an innovative and feasible solution. The work should clearly describe the problem, analyze its underlying causes, reference existing approaches, and place particular emphasis on the innovative aspects of the proposed solution.

Work Requirements:

- Up to 1,500 characters in Chinese or 600 words in English.

Materials for Submission:

- (1) PDF/Image/Mind Map: The explanatory document (maximum file size 20MB).
- (2) Video: A presentation introducing the solution.
 - MP4 format;
 - File size no more than 200MB;
 - Produced in landscape orientation;
 - Maximum 2 minutes.

Youth Group:

11-17 years old, born between 1st June 2008 (inclusive) and 31st May 2015 (inclusive)

a) Science Poster

Participants are invited to design a science poster that communicates scientific knowledge and skills to the public in a compelling and accessible way, in alignment with one of the campaign themes.

Participants are encouraged to consider the following elements in their submissions:

- The poster should integrate both visual and textual elements to ensure clarity and effective communication;
- Explanatory text and data visualizations must be supported by scientific evidence and referenced in accordance with academic citation standards;
- All artistic components must be original creations by the participant and can be produced either by hand or using digital design software.

Work Requirements:

- The aspect ratio should be approximately 1.414:1;
- The size must not exceed A0 (1189mm × 841mm).

Materials for Submission:

- (1) Image: One photo of the work (PNG or JPG format, maximum file size 20MB).
- (2) Video: A presentation introducing the work
 - MP4 format;
 - File size no more than 200MB;
 - Produced in landscape orientation;
 - Maximum 2 minutes.

b) Solution

Develop a solution aligned with one of the campaign themes by addressing real - world needs. The proposed solution should be grounded in scientific knowledge, supported by sound reasoning, and demonstrate practical feasibility. Participants are also encouraged to assess the solution's viability, anticipated outcomes, potential limitations, and possible directions for future improvement.

Work Requirements

- Up to 3,000 characters in Chinese or 1,200 words in English.

Materials for Submission:

- (1) PDF/Image/Mind Map: The explanatory document (maximum file size 20MB).
- (2) Video: A presentation introducing the solution
 - MP4 format;
 - File size no more than 200MB;
 - Produced in landscape orientation;
 - Maximum 2 minutes;
 - Participants can use mind maps, object models, software, and other tools to assist the presentation.

c) AI Short Video

Participants are invited to create an AI-generated short video aligned with one of the campaign themes, highlighting the unique value of artificial intelligence in the creative process. The accompanying documentation should clearly explain how AI technologies were applied and how they contributed to achieving the intended creative goals.

Work Requirements:

- Using editing tools as needed to improve AI-generated content is allowed;
- Up to 1,500 characters in Chinese or 600 words in English in the explanation document.

Materials for Submission:

- (1) PDF/Image/Mind Map: Explanation document (maximum file size 20MB). The content of the document should include:
 - Creative concept (story outline or script);
 - Character design;
 - Scene planning (visual composition and shot design);
 - Description of the AI video creation tools used, including how they were applied during the production process.
- (2) Video: The final short video
 - MP4 format;
 - File size no more than 200MB;
 - Produced in landscape orientation;
 - Maximum 2 minutes.



Time

The campaign will be held from June 2025 to January 2026.

Schedule

Late June, 2025	Launch and Rules Announcement
Late June to 16 November 2025, 23:59	Registration & Submission
17 November 2025 to January 2026	Evaluation and Award
January 2026	Exhibition of Works and Closing of the Campaign

All dates and times listed in this table are expressed in UTC+8 time zone.

Outputs

Following a rigorous selection process, a range of outstanding submissions will be recognized across various categories, including paintings, crafts, solutions, science posters, and AI short videos. These works will have the opportunity to be showcased through diverse platforms for global promotion, exhibition, and exchange, further amplifying the creativity and reflections of the participants.

Awards

To recognize outstanding submissions and their creators, the campaign will offer the following awards:

1. Overall Awards

The Overall Awards are intended to recognize submissions that demonstrate outstanding overall performance, with exemplary quality and leadership potential. The following honorary titles will be conferred under this category:

Honorary Title	Description
Award for Leadership in Sustainable Innovation	Submitted works meet the highest standards in thematic relevance, innovation, completeness, and overall impact, demonstrating leadership and exemplary influence.
Award for Pioneering Sustainability	Submitted works demonstrate a strong alignment with the theme, are rigorous and highly complete, showcasing unique ideas and thinking, with at least one significant highlight.
Award for Sustainability Exploration	Submitted works align with the specified theme and basic submission requirements, and are sufficiently complete.

2. Special Awards

The Special Awards are established in alignment with the six thematic areas, aiming to recognize submissions that demonstrate innovation or breakthroughs within specific fields.

Honorary Title	Applicable Theme	Description
Award for Climate Action Innovation	Theme I: Responding to global climate change	This award acknowledges pioneering contributions in the realm of extreme weather response, climate action, or future climate strategies.
Award for Biodiversity Conservation	Theme II: Conserving Biological Diversity	This award recognizes significant contributions to ecosystem protection, species restoration, or genetic diversity research.
Award for Sustainable Community Design	Theme III: Building sustainable communities	This award acknowledges innovative practices in community renovation, zero-waste solutions, or green building design.
Award for Innovation in Water Preservation	Theme IV: Protecting Water Resources	This award recognizes works proposing effective measures in water-saving technologies, pollution control, or equitable distribution.
Award for Cultural Inheritance and Innovation	Theme V: Safeguarding and Innovating Cultural Heritage	This award recognizes works that demonstrate cultural vitality through tangible and intangible heritage protection, craft innovation, or cross - disciplinary design integration.
Award for Clean Energy Innovation	Theme VI: Advocating Clean Energy	This award recognizes works with outstanding creativity in energy equity, low-carbon city design, or applications of clean energy technologies.

Notes on Submissions

1. Originality

- a) Participants must guarantee that their submitted works are original, do not involve any form of plagiarism.
- b) Submitted works do not infringe upon any third party's copyright, portrait rights, privacy rights, or other lawful rights and interests.

2. Regulations on the Use of Generative Artificial Intelligence Tools

- a) Only "AI short video" format are permitted to use generative artificial intelligence tools, and participants must truthfully disclose the methods of use as required.
- b) Failure to truthfully disclose the use of artificial intelligence tools will result in disqualification from CIPP.
- c) The use of generative artificial intelligence tools is strictly prohibited in all other formats of works. However, the use of basic filters or video editing functions is permitted.

3. Submission Standards

- a) Watermarks and logos are not permitted.
- b) Submissions from commercial organizations, as well as works that are commercial in nature, staged, or disruptive to the ecological environment and community, will not be accepted.

4. Legal and Ethical Compliance

- a) All submitted works must be created in accordance with applicable laws and regulations and must not contain any violent content.
- b) Content that violates public order, social ethics, or religious sensitivities is strictly prohibited.

5. Declaration of Rights and Authorization

- a) By submitting their work, authors unconditionally grant the organizer a royalty-free and worldwide non-exclusive license to:
 - i. reproduce, distribute, exhibit, transmit via information networks, publicly display, and — where necessary for campaign purposes — edit or modify the work.
 - ii. use the work for future public exhibitions, publications, and environmental science educational activities related to sustainable development.
- b) The authors retain the moral right of attribution and all other rights legally granted to them.
- c) Should the authors wish to terminate this authorization, a written request must be submitted. The license shall be terminated only upon the organizer's written consent.

6. Protection of Minors

- a) In accordance with the principles of the protection of minors, participants under the age of 18 shall be required to obtain the prior written consent of their legal guardian, who shall bear full legal responsibility for any infringement arising therefrom.
- b) All submitted works shall not contain any privacy-related information pertaining to minors.

Campaign Design

CIPP extends beyond the collection of submissions by integrating both online and offline components to enrich the overall content of the campaign and enhance participants' learning experience

1. Open - access Learning Resources

- a) The CIPP campaign has developed a public learning resource library that features a wide range of content and themes. It has produced and carefully selected high-quality online educational resources, including videos, articles, and courses.
- b) All resources are freely accessible to participants, instructors, and the general public interested in sustainable development, in support of knowledge dissemination and the promotion of related concepts.

2. School - based Experiential Projects

- a) CIPP campaign will proactively collaborate with schools, examining diverse learning and practical pathways for sustainable growth in partnership with children and youth.
- b) These projects are centered on project-based learning, and it advocates for inquiry-based activities led by children and youth, with teachers providing guidance and support.
- c) These projects are designed to address real-world issues, fostering critical thinking, innovation, collaboration, and social responsibility among participants.

3. Support for Teacher Professional Development

- a) CIPP campaign will also offer systematic professional development and capacity-building support for teachers.
- b) Support provided by CIPP will promote the deep integration of sustainable development education concepts across diverse teaching contexts.
- c) These efforts can further empower educators to enhance their expertise and creativity in curriculum design, content integration, and instructional implementation.

Supporting Organizations



Institute of Curriculum and Instruction, ECNU
华东师范大学课程与教学研究所



The above list is presented in no particular order, and the list of relevant organizations is being updated on an ongoing basis.

Logistics

1. Official Languages

The campaign will employ Chinese and English as working languages. All official key materials will be available in both languages.

2. Statement of Non-Profit Purpose

The CIPP campaign is conducted for the purpose of serving the public interest and does not charge any fees from participants. Should any related offline sharing or exhibition activities be organized at a later stage, participation will be entirely voluntary, and any necessary expenses (transportation, accommodation, etc.) incurred shall be borne by the participants themselves.

3. Contact Information

For inquiries, please contact the campaign organizer at icua_cipp@icua.org
For official cooperation, please contact info@icua.org

4. Right of Interpretation

The organizer reserves the final right of interpretation.

5. Further Details

For more details, please visit the official website:
www.icua-cipp.com