

Striving Towards a Modern Coastal Metropolis

Promoting International Cultural Exchange in Ningbo

By Dong Na

Recently, a variety of cultural exchange activities were held in Ningbo, which are committed to better carrying forward the traditional culture and city image of Ningbo to the world and helping international friends have a more comprehensive understanding of the city's elegance and vitality.

International Cultural Exchange Bases Awarded

The 2022 International Humanity Communication Sharing Forum was held at the University of Nottingham Ningbo China (UNNC) on July 22, during which the first batch of 25 international cultural exchange bases were awarded.

The 25 bases will become platforms for expats to learn about the city and promote Chinese culture around the world, ranging from schools and colleges, scenic spots, libraries and museums to companies, residential communities, villages and social organizations. Among them, two institutes - UNNC and Zhejiang Wanli University - were also awarded the Zhejiang Provincial International Cultural Exchange Bases. Thirteen representatives from these bases shared their experiences on international cultural exchange during the forum.

"I am delighted that China takes seriously its commitment to cultural exchange," said Gary Rawnsley, dean of the Faculty of Humanities and Social Sciences, UNNC, "This forum indicates the level of work in growing this area of international activity."

In his view, the creation of International Cultural Exchange Bases is a significant step forwards in realizing China's ambition to showcase this country to the world and help generate soft power.

"I believe that through our cooperation we can all progress with mutual respect, understanding, and empathy. We all share a responsibility for this work, and we can all make a



► The 2022 International Humanity Communication Sharing Forum.

▲ Gary Rawnsley, dean of the Faculty of Humanities and Social Sciences, UNNC.

[Photo provided by UNNC]



difference in the lives of the people our cultures touch," he added.

Campaign to Share Vivid Stories with the World

The launching ceremony of the international communication campaign for Picturesque & Vigorous Zhejiang was held in Ningbo on July 21, attracting nearly 200 officials, media representatives, expats, and social media influencers.

Zhejiang, with its picturesque landscape, vibrant economy and diligent people, has embarked on a new journey towards a better life for all. It is an important showcase for the whole world to better understand the wisdom of China's governance.

International Communication Campaign for Picturesque

& Vigorous Zhejiang covers a series of activities, including "On the Way to Common Prosperity" News Collection Tour in Ningbo, the 2022 "I'm in Zhejiang: The Impressions of Zhejiang in Foreigners' Eyes", prelude to "Picturesque & Vigorous Zhejiang" Global Short Video Contest, and the launching of the Third "@Beautiful Zhejiang" Global Short Video Contest, Awarding Ceremony of the "Important Window" International Communication Alliance, the launching of the Media-Convergence-Based International Communication Platform for "Picturesque & Vigorous Zhejiang".

Media representatives, online influencers and vloggers have been invited to participate in the "On the Way to Common Prosperity" tour in Ningbo. They joined different teams to separately visit Tiantong Old Street, Wandu Village, and Hefeng

Community to explore the cultural heritage of "Eighteen Streets in Dongxiang" and the new achievements of rural development, experience the characteristic scenes of the future community, and then share the vivid stories of Ningbo with the world.

Perspectives of Cultural Exchange from an Expert

"The power of cultural exchange is formidable. Culture defines civilization and drives history, progresses scientific innovation and development, and can encourage tourism, investment, business, and education links," said professor Gary Rawnsley from UNNC when addressing the 2022 International Humanity Communication Sharing Forum last Friday.

He noted that culture can

bring us closer together, to help us understand that what we share is far greater than what separates us.

What makes him proud is that UNNC and especially the Faculty of Humanities and Social Sciences led by him have developed a strong relationship with the city, including Ningbo Museum, Ningbo Bang Museum, and Ningbo Library. They have collaborated on many projects, including a lifelong learning programme for the community outside the university.

Based on his years of working and living experience in Ningbo, Rawnsley shared some important steps to consider when designing and executing a programme or strategy for cultural exchange, such as defining the objectives and ambitions of the cultural exchange programmes.

SPOTLIGHT

The Love Transmitted in Hot Weather

By Gou Wen

Recently, Ningbo entered the hottest period, spanning 15 days, of this year. In ancient times, Chinese people named this period *Dashu*, or the Major Heat. It is the 12th of the 24 solar terms on the traditional Chinese calendar, the last solar term of summer.

In hot weather, some outdoor workers such as sanitation workers and building workers are still sticking to their posts. Many citizens sent them mung bean soup, water, and other love supplies.

During a break from work, Zhu Hongchun, an urban sanitation worker, got a free popsicle from a volunteer. Working in hot days, Zhu Hongchun drinks 3000 ml of water every day to quench her thirst. When she comes home at night, white "salt blooms" can be seen on her clothes. Receiving popsicles makes Zhu and her workmates feel cool in summer.

In Ge'ao reservoir, many builders received free mineral water, and Gan is one of them. "I'm grateful to volunteers for sending so much mineral water to our reservoir builders," said Gan. From the Tingxia reservoir in the 1980s to the current Ge'ao reservoir, he has participated in the construction of more than 20 reservoirs.

Many construction sites have also prepared heatstroke prevention articles for workers. At the construction site of the Yangsi'ao tunnel, mineral water, mung bean soup, and medicines are ready. Moreover, the hottest time of noon is set aside for the workers to rest.

Many followers of Yongpai APP also praised such a loving behavior.

"Miaomiao_531" said that standing in high temperature for a few minutes can make people sweat, so that working is not easy. We should pay tribute to the workers.

"Hong_sdvN" said that if people do what they can, the whole city will be better. Ningbo is a city full of love.

"Ranran Mama" expressed the desire to join the public welfare action. She said they also want to do what they can to respond to this warm-hearted action, and hope to join this action as volunteers.

At the same time, more enterprises and volunteers have also joined in the action to spread love and care.

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双语汇 Different Tongues

象山影视城：带你“穿越”千年

By Jin Lu

Situated in Xiangshan county, Ningbo, the Xiangshan Film and Television City is a national 4A scenic spot, the second highest in China's grading system for scenic spots. In 2006, it was ranked as one of "China's Top 10 Film and TV Bases".

象山影视城位于宁波市象山县，是中国十大影视基地、国家AAAA级景区。

The studio, spanning an area of 1,176 mu (118.4 hectares), provides scenes for film and TV featuring different historical periods, dating as far back as the Spring and Autumn Period (770-476 BC).

影视城总占地面积1176亩(118.4公顷)，为电影和电视剧的拍摄提供了不同时代的场景。其仿建的最早场景可追溯至春秋时期(公元前770-476年)。

There are many daily performances held for visitors, including puppet shows, shadow plays, and scene plays.

除了欣赏美景，游客在影城中还可观看木偶戏、皮影戏、情景剧等剧目。

In recent years, the studio has been actively seeking to improve the experience for visitors by promoting the application of cutting-edge technologies like 5G and virtual reality.

近年来，象山影视城通过5G和虚拟现实等前沿技术，不断改善参观者的体验。

The studio has also been



Xiangshan Film and Television City. /象山影视城。

[Photo by Xu Neng] 徐能 摄

included in a Zhejiang provincial pilot program to build local

township areas with strong features and future scenic areas.

该影视城还被列入浙江省特色小镇及未来景区创建名单。

