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The China-Latin America Youth Responding to Global Challenges—2025 Poverty Alleviation Challenge

Competition Handbook

Tsinghua University "Poverty Alleviation Challenge" Organizing Committee

Tsinghua University Latin America Center

Center for Global Competence Development at Tsinghua University

Research Center for China-Latin America Management Studies, SEM, Tsinghua University

May 2025



Special Acknowledgment

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We look forward to collaborating with more like-minded partners in the future to explore innovative pathways for sustainable development, contributing to global poverty alleviation and social progress.

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The China-Latin America Youth Responding to Global Challenges — 2025 Poverty Alleviation Challenge

Program Overview

1. Introduction

Poverty alleviation is a common challenge for developing countries and the world. In 2024, Tsinghua University Latin America Center; Research Center for China–Latin America Management Studies, SEM, Tsinghua University; Center for Global Competence Development at Tsinghua University and partner universities in Latin America **successfully launched "The China–Latin America Youth Responding to Global Challenges—2024 Poverty Alleviation Challenge" Program (Poverty Alleviation Challenge in short) in China, Brazil, and Chile.**

In November 2024, during Chinese President Xi Jinping's visit to Brazil for the 19th G20 Summit, Tsinghua University Party Secretary Qiu Yong and the President of the Federal University of Rio de Janeiro signed a cooperation agreement on the "The China–Latin America Youth Responding to Global Challenges" program. This agreement was included in the outcomes of Xi Jinping's visit and became a significant example of China–Latin America collaboration.

Following the success of 2024, we aim to broaden the reach and deepen the impact of the 2025 "Poverty Alleviation Challenge" for a more substantial and transformative achievement.

2. Participating Institutions and Supporting Organizations

Participating Institutions

China: Tsinghua University

Brazil: Federal University of Rio de Janeiro

Chile: Pontifical Catholic University of Chile

Peru: Universidad del Pacífico, Minera Las Bambas S.A.

Supporting Organizations

Embassy of the People's Republic of China in the Federative Republic of Brazil

Embassy of the People's Republic of China in the Republic of Chile

Consulate–General of the People's Republic of China in Rio de Janeiro

Embassy of the Federative Republic of Brazil in China

Embassy of the Republic of Chile in the People's Republic of China.

3. Activity Significance

We believe that the "Poverty Alleviation Challenge" holds profound significance:

For China–Latin America cooperation, the "Poverty Alleviation Challenge" serves as a platform for China–Latin America collaboration, enabling the exchange of poverty alleviation practices. By establishing a network involving government, industry, and academia, the initiative encourages young people to create culturally relevant and practical solutions, fostering deeper understanding and advancing experience sharing between China and Latin America.

For Chinese and Latin American universities, the "Poverty Alleviation Challenge" serves as a pioneering platform, leveraging a transnational course co–developed by leading institutions to integrate competitions, forums, and research initiatives. This fosters collaboration and resource sharing in poverty alleviation education while nurturing globally competent students, inspiring a new vision of China–Latin America ties.

For young students, the "Poverty Alleviation Challenge" empowers students from China and Latin America with global perspectives, practical expertise, and innovative platforms, inspiring them to address pressing challenges and infuse global development with the energy and creativity of the young generation.

The 2025 "Poverty Alleviation Challenge" will further integrate the resources from Chinese and Latin American universities, support project incubation, and foster interdisciplinary collaboration, attracting outstanding participants and mentors to advance influential poverty alleviation outcomes.

4. Activity Format

The 2025 "Poverty Alleviation Challenge" will continue to enrich the activity format through regional setups, transnational courses, and a comprehensive "Learn–Compete–Research" training mechanism. By connecting international experts and youth, it aims to cultivate young talents with global vision and practical capabilities to jointly address global poverty alleviation challenges. The formats are as follows:

- 1) Establish Four Main Competition Zones, Linking Universities in China, Chile, Brazil, and Peru.**

The activity consists of two stages: the preliminary round and the transnational final. Universities in China, Chile, Brazil and Peru will operate integrated main venues, forming a global exchange network for poverty alleviation practices.

- **Preliminary Round**

Host universities will coordinate the registration and the transnational team formation online. The preliminary round is based at Tsinghua University, with Latin American participants competing both online or offline for a place in the final.

- **Transnational Final**

Finalists will receive full funding to attend the transnational final in Chile and Brazil, where they will compete for the championship rankings.

2) Shared Transnational Course: Utilize the Transnational "China–Latin America Youth Responding to Global Challenges" Course to Integrate Resources and Align With the Competition.

Tsinghua University and key partner universities in Chile and Brazil will jointly launch the "China–Latin America Youth Responding to Global Challenges" transnational course in 2025, aiming to achieve the following integration:

- **Shared Course Resources**

Make course materials accessible to partners and participants from China, Chile, Brazil, Peru and other countries involved in the "Poverty Alleviation Challenge".

- **Flexible Training Arrangement**

Conduct synchronized activities through a combination of online and offline formats. Record academic forums and thematic lectures to enable flexible learning across time zones.

3) "Learn–Compete–Research" Integration: A Core Training Mechanism for Comprehensive Skill Enhancement

The 2025 "Poverty Alleviation Challenge" establishes a comprehensive "Learn–Compete–Research" training framework, integrating research innovation, competition,

and project incubation:

- **"Learning"—Innovative transnational interactive courses to strengthen knowledge**

The "Poverty Alleviation Challenge" builds on transnational interactive courses, combining lectures, forums, and field research to offer diverse learning opportunities on poverty alleviation, strengthening the knowledge base of young participants.

- **"Competing"—A streamlined competition model to enhance competitiveness**

Ice-breaking: Includes introduction to toolbox and competition rules, transnational team formation, and project presentations to help recruit teammates through presentations of existing projects.

Field Research: Organizes visits to poverty alleviation bases and enterprises, using real-world cases to deepen understanding of global poverty alleviation efforts.

Forum Dialogue: Utilize formats such as expert forums to bring together scholars, entrepreneurs, and policy experts from China and Latin America to discuss key global poverty alleviation issues, providing students with cutting-edge theoretical insights.

Mentorship: Mentor teams will support the competition:

- **Academic Mentors:** A team of Tsinghua University PhD students will provide guidance on theory and practical methods to help teams master analytical skills.
- **Professional Mentors:** Experts in poverty alleviation and sustainable development will offer advice on project optimization and implementation, fostering innovation.

Solution Design and Presentation: Participants will design poverty alleviation plans based on research findings and showcase them during final evaluations for optimization.

- **"Research"—Integration of research and project practice to cultivate sustainable development capacity**

Toolbox Development: Building on the Tsinghua poverty alleviation toolbox created by Professor Chen Taotao during the 2024 "Poverty Alleviation Challenge", the 2025 edition will refine the "5W1H+" theoretical toolbox and expand its practical applications.

Poverty Alleviation Bases and Case Studies: Leverage high-quality domestic and international resources to establish research and learning bases, develop influential case studies, distill key lessons, and share them through media and publications.

Project Implementation: Evaluate competition outcomes and advance the refinement and execution of outstanding proposals through expert guidance and international collaboration.

5. 2025 Poverty Alleviation Challenge Timeline

The 2025 Poverty Alleviation Challenge will be hosted as part of Tsinghua University's "China–Latin America Youth Responding to Global Challenges" course, running in parallel with partner institutions in Chile, Brazil, and Peru. This collaborative approach will enable the sharing of teaching resources, competition platforms, and mentorship networks, fostering deeper international engagement and practical solutions for poverty alleviation.

Timeline

① Launch Phase (Early March — Mid–April 2025)

- | | |
|--|---|
| April 11: Kickoff Session | <ul style="list-style-type: none">– Competition overview session held simultaneously via Zoom for all participants– Introduction to competition rules, schedule, resources, and key guidelines for cross–national team formation and online mentoring |
| April 11 — May 15:
Registration, Team Formation
& Topic Selection | <ul style="list-style-type: none">– Registration opens alongside the release of pre–defined topics for teams to choose from– Topic and team recruitment: Individuals or teams with a proposed topic submit their ideas to course assistants– Weekly updates of an online topic list for unteamed participants to explore options– May 15: Deadline for team formation and topic confirmation |

② Preliminary Round (Late April — Early June 2025)

- | | |
|---|---|
| April 24:
Poverty Alleviation Lecture I | <ul style="list-style-type: none">– Guest lecture featuring experts from China and Chile, recorded for participants to watch and learn from |
| May 8:
Poverty Alleviation Lecture II | <ul style="list-style-type: none">– Guest lecture featuring experts from China and Brazil, recorded for participant engagement |
| May (Date TBD):
Field Visit to China's Poverty
Alleviation Sites | <ul style="list-style-type: none">– Tsinghua University organizes an on–site research visit for its participating students– Chilean and Brazilian universities are encouraged to arrange their own field visits |
| May 16 — May 30:
Online Mentoring | <ul style="list-style-type: none">– Course assistants gather participants' questions and relay them to mentors, who provide responses via email or online meetings |
| May 31:
In–Person Mentoring Session | <ul style="list-style-type: none">– Tsinghua University provides intensive in–person mentoring for submitted project drafts– Chilean and Brazilian universities are encouraged to arrange similar mentoring sessions or alternative activities |
| June 5: Submission Deadline for Preliminary Project Drafts | |
| June 7: Preliminary Round | <ul style="list-style-type: none">– Tsinghua University hosts the in–person main event, with students from Chile, Brazil, and Peru participating online– An international judging panel evaluates submissions and selects winning teams |

③ Cross–National Final (August 2025, 3 Days)

- **Finals take place at designated venues in Chile and Brazil**
- **Winning teams from the preliminary round will travel to Chile or Brazil based on their regional assignments to compete alongside Latin American teammates**
- **Key Activities:**
 - Icebreaker Session: Team members introduce themselves and their projects, fostering collaboration
 - Field Research: Visits to local businesses, government institutions, and communities for case studies
 - Academic Forum: Expert talks and panel discussions promoting cross–cultural and interdisciplinary exchange
 - Project Showcase & Evaluation: Teams present their final projects, assessed by an international jury to determine the winners

④ Wrap–Up Phase (December 2025)

- **Study Visit to China for Latin American Participants**
 - Winning team members are invited to China for project exchange, site visits, and direct engagement with Chinese students
- **Final Project Presentation**
 - Winning teams present their findings, share insights, and contribute lessons learned for future editions of the program

----- Incentive Mechanism -----

Preliminary Round

- **Challenge Award:** All teams that complete the preliminary round and meet the course requirements will receive the Challenge Award and earn 1 academic credit.
- **Preliminary Round Winner Award:** The 12 winning teams of the preliminary round will receive the Preliminary Round Winner Award certificate in addition to the Challenge Award.
- **International Exchange Qualification & Financial Support:**
 - Chinese students from the winning teams will qualify to participate in the cross–national finals in Brazil or Chile.
 - Winning teams will receive financial support covering 70% of round–trip airfare and accommodation costs (reimbursed based on receipts).

- **Potential Teams Opportunity:**

- Teams that receive the Challenge Award but do not qualify for international exchange may further refine their projects and, upon approval by the organizing committee, be recognized as Potential Teams.
- Potential Teams may self-fund or seek corporate sponsorship to participate in the exhibition round of the cross-national finals in Brazil or Chile and will be eligible for the Best Potential Award.

Final Round

- **Final Round Awards & Recognition:**

- Winning teams in the final round will receive Gold, Silver, and Bronze Awards with corresponding certificates.

- **Financial Support:**

- In addition to the 70% reimbursement provided in the preliminary round, the remaining 30% will be covered based on final award results.
- Gold and Silver Award teams: Receive an additional 30% reimbursement, ensuring full coverage (100%) of their international exchange expenses.
- Bronze Award teams: Receive an additional 20% reimbursement, covering a total of 90% of expenses.

- **Potential Team Recognition:**

- Verified Potential Teams participating in the exhibition round during the final stage will receive the Best Potential Award.

Special Notes

- The number of final winning teams and award details may be adjusted based on actual circumstances, with prior notice.
- Reimbursement procedures must comply with Tsinghua University's relevant policies.

6. Highlights from the 2024 Poverty Alleviation Challenge

The "China–Latin America Youth Responding to Global Challenges -- 2024 Poverty Alleviation Challenge" is a cross-border, cross-cultural event encouraging youth to tackle global issues, especially poverty. Co-hosted by Tsinghua University, the Pontifical Catholic University of Chile, and Brazil's Federal University of Rio de Janeiro, it features two stages: preliminary rounds in China, Brazil, and Chile, and transnational finals. In May

2024, Tsinghua hosted China's preliminaries, selecting six teams to compete in Brazil and Chile in August–September 2024, promoting exchange with local teams.

Tsinghua University Venue

The "China–Latin America Youth Responding to Global Challenges — 2024 Poverty Alleviation Challenge" Tsinghua Regional Event was successfully held from May 6 to May 12, 2024. The event featured inspirational lectures, toolbox training, mentor guidance, cross-team presentations, and a final competition, designed to spark innovative thinking among youth and advance China–Latin America poverty alleviation collaboration. Ultimately, six standout teams emerged as winners, set to represent Tsinghua students at the international finals in Chile or Brazil, showcasing the wisdom and dynamism of China–Latin America youth.

(1) Tsinghua University Venue of the "China–Latin America Youth Responding to Global Challenges — 2024 Poverty Alleviation Challenge" officially commenced.

On the afternoon of May 6, 2024, the opening ceremony and first session of The China–Latin America Youth Responding to Global Challenges — 2024 Poverty Alleviation Challenge took place successfully at Tsinghua University's Weilun Building.



Figure 2 Ying LIAO, Director of the Center for Global Competence Development at Tsinghua University delivered an insightful keynote speech



Figure 1 Taotao CHEN, Director of the Tsinghua University Latin America Center, delivered an insightful keynote speech



Figure 5 Group Photo from the Opening Ceremony of the "China–Latin America Youth Responding to Global Challenges — 2024 Poverty Alleviation Challenge"



Figure 4 Jian FENG, a PhD student from the Department of Finance at Tsinghua University's School of Economics and Management, introduced the "5W1H+" toolkit



Figure 3 Xia DU, from the Research Center for Competitive Dynamics and Innovation Strategy, School of Economics and Management provided an overview of the competition

(2) Tsinghua University Venue of the "China–Latin America Youth Responding to Global Challenges — 2024 Poverty Alleviation Challenge" cross-reporting session

On the afternoon of May 11, 2024, the cross-reporting session and second course of the "China–Latin America Youth Responding to Global Challenges — 2024 Poverty Alleviation Challenge" took place successfully at Tsinghua University's Jianhua Building.



Figure 6 During the cross-reporting session, participating teams explored existing best practices and experiences in poverty alleviation, sharing the poverty-related stories they had discovered



Figure 7 During the mentoring session, each participating team engaged in one-on-one interactive discussions with their assigned mentors

(3) Successful Conclusion of the 2024 Poverty Alleviation Challenge Tsinghua University Final

On the afternoon of May 12, 2024, the final round of the "China–Latin America Youth Responding to Global Challenges — 2024 Poverty Alleviation Challenge" at Tsinghua University, along with the closing presentation of the "China–Latin America Youth Responding to Global Challenges" course, was successfully held at Tsinghua University's Jianhua Building.



Figure 8 During the final presentation session, 14 participating teams presented their final reports, which were developed from May 6 to the Tsinghua University final round



Figure 9 The panel of judges, drawing on their professional backgrounds and industry experience, posed questions to the participants, encouraging them to further evaluate the validity and effectiveness of their findings



Figure 10 During the awards ceremony, six winning teams were selected to represent Tsinghua University students in the final round in Chile or Brazil, showcasing the collective innovation and insights of China–Latin America youth in poverty alleviation



Figure 11 The Tsinghua University stage of the Poverty Alleviation Challenge concluded successfully, followed by a group photo to commemorate the event

Brazil Venue

From August 15–17, 2024, the "China–Latin America Youth Responding to Global Challenges — 2024 Poverty Alleviation Challenge" Brazil Final took place at the Federal University of Rio de Janeiro. Co-hosted by Tsinghua University and the university, with support from the Chinese and Brazilian embassies, the event marked the 50th anniversary of China–Brazil ties. It united experts from government, academia, business, and social sectors to boost youth collaboration in poverty alleviation. The program included an opening, seminars, field visits, and final, where participants discussed innovative solutions, refined by judges' feedback and expert input.

(1) Brazil Venue of the "China–Latin America Youth Responding to Global Challenges — 2024 Poverty Alleviation Challenge" Day One: Opening Ceremony & Seminar

On August 15, 2024 (Brazil local time), the China–Latin America Youth Responding to Global Challenges — 2024 Poverty Alleviation Challenge Brazil Final officially commenced at the Federal University of Rio de Janeiro (UFRJ). The event was co-hosted by Tsinghua University and UFRJ, with strong support from the Chinese Embassy in Brazil and the Brazilian Embassy in China.



Figure 12 Professor Taotao CHEN delivered the opening speech for the Brazil Final of the Poverty Alleviation Challenge



Figure 13 Professor Ana Célia Castro delivered an opening speech at the ceremony



Figure 14 During the icebreaker session, participants introduced their team compositions and motivations for joining the competition. They also took turns presenting their projects in small group demonstrations, receiving feedback and engaging in discussions

During the Poverty Alleviation Seminar, distinguished speakers included Professor Jian Liu from Tsinghua University, Pedro Fandiño from CBAE INCT–PPED, Yanping Sun, Associate Professor at the School of History at Hebei University and Chinese Director of the Confucius Institute at Pontifical Catholic University of Rio de Janeiro, Flavio Pinto, Legal Manager at CNOOC Brazil, Denise Maria Fonseca Paiva from Fiocruz and CBAE, Paulo Protásio from the Sustainable Development Management Bureau of the State of Rio de Janeiro, and Professor Alexandre Castanhola Gurgel, who also serves as a digital education advisor. Special guests included Fei Li, Exploration Manager at CNOOC Brazil, Liu Xin and Li Lu, volunteer teachers at the Confucius Institute in Rio, as well as Marina Peixoto, Technical Manager, and Mabel Diz Marques, Consultant at SENAI CIMATEC.



Figure 15 During the seminar, participants from government agencies, universities, businesses, and social development organizations engaged in cross-sector collaboration, exchanging insights on tackling the global challenge of poverty alleviation

(2) Brazil Venue of the "China–Latin America Youth Responding to Global Challenges – 2024 Poverty Alleviation Challenge" Day Two: Visit to Águas do Rio

On the afternoon of August 16, Professor Taotao CHEN, Professor in the Department of Finance at Tsinghua University's School of Economics and Management, Director of the Tsinghua University Latin America Center, and Director of the Center for China–Latin America Management Studies at Tsinghua SEM, along with Professor José Orlando Gomes and Paula Carvalho from the Federal University of Rio de Janeiro, led approximately 50 participants on a field visit to Águas do Rio, a Brazilian sanitation concession company.

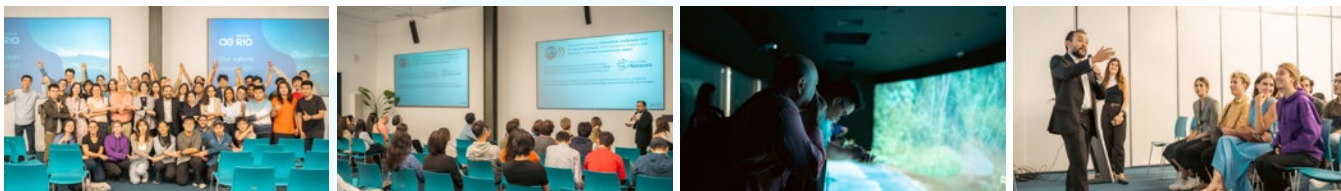


Figure 16 On-Site Visits and Discussions

(2) The "China–Latin America Youth Responding to Global Challenges -- 2024 Poverty Alleviation Challenge" Brazil Final Successfully Held

On the afternoon of August 17, 2024, Brazil time, the final project evaluation of "The China–Latin America Youth Responding to Global Challenges -- 2024 Poverty Alleviation Challenge" Brazil Regional Finals was officially held. Co-hosted by Tsinghua University and the Federal University of Rio de Janeiro, the finals brought together more than 50 students and faculty members from Tsinghua University and Brazilian universities. This Poverty Alleviation Challenge received strong support from the Chinese Embassy in Brazil and the Brazilian Embassy in China, and it was also part of the series of events commemorating the 50th anniversary of diplomatic relations between China and Brazil.



Figure 17 Professor Taotao Chen, the host, delivered a welcome speech for the Brazil Final



Figure 18 The final project evaluation of the Brazil Final, with a lively atmosphere on site



Figure 19 The judges asked questions, further inspiring the participants to reflect on their achievements



Figure 20 In the closing remarks, Professor Ana Célio Castro from the Federal University of Rio de Janeiro emphasized the importance of project implementation and encouraged the teams to promote the realization of poverty alleviation projects



Figure 21 Group Photo of Organizers, Judges, and Participants at the "China-Latin America Youth Responding to Global Challenges -- 2024 Poverty Alleviation Challenge" Brazil Final

Chile Venue

From August 20–22, 2024, the "China-Latin America Youth Responding to Global Challenges -- 2024 Poverty Alleviation Challenge" Chile Final was successfully held at the Pontifical Catholic University of Chile. Co-hosted by Tsinghua University and the university, with support from the Chinese and Chilean embassies, the event featured an opening ceremony, ice-breaking session, poverty alleviation seminar, field visits, and final evaluations. Participants explored innovative poverty reduction solutions through diverse exchanges and visited State Grid Corporation of Chile (CGE)'s social responsibility projects. The event concluded triumphantly, highlighting the collaboration and achievements of China-Latin America youth in global poverty alleviation.

(1) Chile Venue of the "China-Latin America Youth Responding to Global Challenges -- 2024 Poverty Alleviation Challenge" Opening Ceremony & Icebreaker Session

On the morning of August 20, 2024, Chile time, the Chile Final of the "China-Latin America Youth Responding to Global Challenges -- 2024 Poverty Alleviation Challenge" opened at the Pontifical Catholic University of Chile. The event was co-hosted by Tsinghua University and the Pontifical Catholic University of Chile, with strong support from the Chinese Embassy in Chile and the Chilean Embassy in China.



Figure 22 Ms. Maribel Florez from the International Office of the Pontifical Catholic University of Chile hosted the opening ceremony



Figure 23 Professor Taotao Chen from Tsinghua University delivered a speech at the opening ceremony



Figure 24 Chilean Ambassador to China Mauricio Hurtado and Professor Lilian Ferrer, Vice President for International Affairs at the Pontifical Catholic University of Chile, delivered speeches via video



Figure 25 During the ice-breaking session, participating students actively engaged and interacted

(2) Chile Venue of the "China–Latin America Youth Responding to Global Challenges – 2024 Poverty Alleviation Challenge" Poverty Alleviation Seminar

The poverty alleviation seminar held on the afternoon of August 20 featured guest speakers including Professor Francisco A. Gallego from the Department of Economics at the Pontifical Catholic University of Chile, Professor Karla González from the School of Social Work, Professor María Luisa Mendez, Director of the Institute of Urban and Regional Studies and the Center for Social Cohesion, Professor Liu Jian from the Department of Urban and Rural Planning at Tsinghua University's School of Architecture, Professor Juan Carlos Ruiz from the School of Social Work at the Metropolitan University of Technology, Raquel Santos, an officer from the Social

Development Division of the United Nations Economic Commission for Latin America and the Caribbean, Camila Bravo, Manager of the Center of Excellence at National Grid Chile/CGE, Carolina León, Head of the Centralized Services Department, and Magdalena Valdés, Director of América Solidaria. The seminar was hosted by Ms. Maribel Florez from the International Office of the Pontifical Catholic University of Chile.



Figure 26 Guest speakers at the poverty alleviation seminar delivered presentations and engaged in discussions

(3) Chile Venue of the "China–Latin America Youth Responding to Global Challenges – 2024 Poverty Alleviation Challenge" Visit to National Grid Chile/CGE Corporate Social Responsibility Project

On the afternoon of August 21, Professor Taotao Chen, the lead professor for the event, a professor in the Department of Finance at Tsinghua University's School of Economics and Management, Director of the Tsinghua University Latin America Center, and Director of the China–Latin America Management Research Center at Tsinghua University's School of Economics and Management, led the participating students and faculty to Liceo Cardenal Caro de Buin High School to investigate the social responsibility projects implemented by National Grid Chile/CGE in Chile.



Figure 27 Laboratory Visit Session

(4) The "China–Latin America Youth Responding to Global Challenges –2024 Poverty Alleviation Challenge" Chile Final Successfully Held

On the afternoon of August 22, 2024, Chile time, the final project evaluation of "The China–Latin America Youth Responding to Global Challenges -- 2024 Poverty Alleviation Challenge" Chile Regional Finals was officially held. Co-hosted by Tsinghua University and the Pontifical Catholic University of Chile, the finals brought together more than 100 students and faculty from Tsinghua University and Chilean institutions, including the Pontifical Catholic University of Chile, the University of Chile, the University of Santiago, and Federico Santa María Technical University. This Poverty Alleviation Challenge received strong support from the Chinese Embassy in Chile and the Chilean Embassy in China.



Figure 28 Participating teams showcased their projects at the final venue



Figure 29 The judges posed questions



Figure 30 Expert judges presented awards to the winning teams



Figure 31 Professor Taotao Chen delivered the closing remarks for the finals



Figure 32 The 2024 Poverty Alleviation Challenge Chile Final concluded successfully, followed by a group photo

Table 1 List of Participating Projects in "China–Latin America Youth Responding to Global Challenges–2024 Poverty Alleviation Challenge"

List of Participating Projects in "China–Latin America Youth Responding to Global Challenges–2024 Poverty Alleviation Challenge"	
Tsinghua Preliminary Competition	
No.	Project name
1	Sustainable Solar Lighting and Emergency Response for Brazilian Communities
2	Bridge Initiative: Brazilian Professional Skills Enhancement and Employment Promotion Program
3	GeoPower: the Energy of the Future Utilizing the geothermal energy of Ecuador for poverty alleviation
4	EducaFuturo: Bridging the Education Gap in Chile
5	Contribution of inclusive finance to poverty reduction
6	Industrial Park For Prosperity
7	Free Our Seeds—Model exploration of food security between China and Brazil
8	INSPIRE (Interactive Network Solutions for Poverty Intervention through Responsive Education
9	Shared Horizons: Eco–SIP Model (Eco–Tourism Single–Industry Poverty
10	Comparative Study on Social Security Housing Policies and Practices in Latin American Countries
11	Más Cerca de Los Sueños
12	Riding the wave of the sharing economy: Smart online consultation platform for all in Chile
13	EcoTrans—An interpretable economic forecasting system for poverty alleviation
14	Cultivating the Sea and Breeding Fish
Brazilian Finalist Project	
No.	Project name
1	Malaria in Indigenous Lands: The Impact of Poverty on the Health of Brazil's Native Peoples
2	GeoPower: the Energy of the Future Utilizing the geothermal energy of Ecuador for poverty alleviation
3	Digital Bridges: Fostering Youth Employment through Growdfunding and ICT
4	Design of sophisticated numerical analysis about multidimensional poverty in Brazilian Amazon
5	The Potential of Urban Agriculture through implementation of communal Vegetable
6	Breaking the Cycle of Poverty: A Proposal for Sustainable Septic Tanks in Brazilian Communities
7	Bridge Initiative: Brazilian Professional Skills Enhancement and Employment Promotion Program
8	Vikings Educa: Steam Approach as a Tool for Scientific Awakening in Elementary School Children in Southern Bahia
9	De–dollarization and Poverty Alleviation: The Role of Emerging Economies
10	Sustainable Solar Lighting and Emergency Response for Brazilian Communities
Chilean finalist project	
No.	Project name
1	Ensuring equal access to services and Alleviate Poverty support in Chilean high school education: A multidimensional public policy addressing neuro divergent youth in combating poverty
2	University scholarships for the development of coffee producing communities
3	EducaFuturo: Bridging the Education Gap in Chile
4	Industrial Park For Prosperity
5	AGRARIANISM EMPOWERMENT : SUSTAINABLE HARVEST & EDUCATION
6	EcoVidaQuintero App: Ecological poverty alleviation for sustainable growth in Quintero and Puchuncavi Sacrifice Zone
7	RISE AI– INSPIRE PROJECT
8	ENTRE SENIORS: Program to alleviate Loneliness in older adults
9	Empower Chile's Fisheries and Aquaculture with Finance Inclusion

7. Media Coverage

Tsinghua University Venue

Information Session | The China–Latin America Youth Responding to Global Challenges — 2024 Poverty Alleviation Challenge

Link: <https://mp.weixin.qq.com/s/mhsNJa6PQWbi6biLvb9Cew>

China–Latin America 2024 Youth Challenge to Alleviate Poverty

Link: https://mp.weixin.qq.com/s/kjDk1xG4-w_M6DoRiyoeWQ

1–Day Countdown | The China–Latin America Youth Responding to Global Challenges — 2024 Poverty Alleviation Challenge Information Session

Link: <https://mp.weixin.qq.com/s/LruaJfn7hGDwqyOrzbTg8w>

Registration | The China–Latin America Youth Responding to Global Challenges — 2024 Poverty Alleviation Challenge

Link: <https://mp.weixin.qq.com/s/ycpkqW7KRnoo4kbSvLEFOQ>

Registration | China–Latin America 2024 Youth Challenge

Link: https://mp.weixin.qq.com/s/8Bf1xU23Wug4atiTLpDX_Q

2024 Poverty Alleviation Challenge Kicking Off Soon | Global Challenges, Collective Response

Link: https://mp.weixin.qq.com/s/cNQq-qfq9FiJG0z5XvZ_Zg

Tsinghua University Venue of The China–Latin America Youth Responding to Global Challenges — 2024 Poverty Alleviation Challenge Officially Commences

Link: <https://mp.weixin.qq.com/s/yLkkfvWgZCyqVXVxAL6oEQ>

Cross–Reporting Session of The China–Latin America Youth Responding to Global Challenges — 2024 Poverty Alleviation Challenge Preliminary Round in Full Swing

Link: <https://mp.weixin.qq.com/s/NnrrHqma6w3yjZ11GulgoQ>

Poverty Alleviation Lecture | Insights from China Foundation for Rural Development on China’s Poverty Alleviation Stories

Link: <https://mp.weixin.qq.com/s/U8Nfaq0nHkFu6loMXcbKsw>

Lecture Invitation | China Story in Poverty Alleviation

Link: https://mp.weixin.qq.com/s/4N_vQA0IEgzZbUbJ4IRmcA

Tsinghua University Final of The China–Latin America Youth Responding to Global Challenges — 2024 Poverty Alleviation Challenge Successfully Concludes

Link: <https://mp.weixin.qq.com/s/2z11FAj6v7SEZPQnllz77w>

Brazil Venue

Xinhua News Agency: China–Latin America Youth Join Forces to Explore Poverty Alleviation Solutions

Link: <https://h.xinhuaxmt.com/vh512/share/12010958?d=134d881&channel=weixin>

Xinhua Net: 2024 Poverty Alleviation Challenge Brazil Final Conclude: China–Latin America Youth Tackle Global Challenges Together

Link: <http://www.news.cn/world/20240821/59ba96eb7f674d1cb29a9d6f75f0030c/c.html>

2024 Poverty Alleviation Challenge | Brazil Final Day One: Opening Ceremony & Seminar

Link: <https://mp.weixin.qq.com/s/abtbMFFwwwKctzPhT1jURQ>

2024 Poverty Alleviation Challenge | Brazil Final Day Two: Visit to Águas do Rio

Link: https://mp.weixin.qq.com/s/7PYoASFpv-_okU61VtmPcw

2024 Poverty Alleviation Challenge | The China–Latin America Youth Responding to Global Challenges — 2024 Poverty Alleviation Challenge Brazil Final Successfully Concludes

Link: https://mp.weixin.qq.com/s/Ooae-ONHeLC7gwKMA_iteA

Chile Venue

Cooperativa Radio: China–Latin America Youth Collaborate for Poverty Alleviation

Spanish Link:

<https://www.cooperativa.cl/noticias/corporativo/efecto-china/efecto-china-noticias/jovenes-de-china-y-america-latina-trabajan-para-reducir-la-pobreza/2024-05-22/140741.html?efectochina>

Cooperativa Radio: Final Round of the China–Latin America Youth Poverty Alleviation Challenge Kicks Off

Spanish Link:

<https://cooperativa.cl/noticias/corporativo/efecto-china/efecto-china-noticias/llega-la-ronda-final-del-desafio-juvenil-china-america-latina-para/2024-08-09/085544.html?efectochina>

Library of the Chilean Congress: Tsinghua University Launches an Engaging Poverty Alleviation Program

Spanish Link:

<https://www.bcn.cl/observatorio/asiapacifico/noticias/universidad-tsinghua-programa-alivio-pobreza>

Library of the Chilean Congress: Chile and Tsinghua Teams Lead Groundbreaking Poverty Alleviation Initiative

Spanish Link:

<https://www.bcn.cl/observatorio/asiapacifico/noticias/sesion-lucha-pobreza-tsinghua-universidad-catolica>

Universidad Tecnológica Metropolitana (UTEM): UTEM Students Participate in the China–Latin America Youth Poverty Alleviation Challenge

Spanish Link:

<https://danei.utem.cl/estudiantes-de-la-utem-participan-en-el-desafio-juvenil-china-latinoamerica-para-la-reduccion-de-la-pobreza/>

University of Chile: University of Chile Students Advance to the 2024 Tsinghua Poverty Alleviation Challenge Final

Spanish Link:

<https://uchile.cl/noticias/219012/estudiantes-uchile-ganan-primera-ronda-de-desafio-reduccion-de-pobreza>

Pontifical Catholic University of Chile: Chinese and Chilean Students Seek Innovative Poverty Alleviation Solutions

Spanish Link:

<https://www.uc.cl/noticias/estudiantes-de-china-y-chile-buscan-soluciones-innovadoras-para-combatir-la-pobreza/>

Xinhua News Agency: Chinese and Chilean Students Compete in Showcasing Innovative Poverty Alleviation Strategies

Spanish Link:

<https://spanish.xinhuanet.com/20240824/8900db5287e84a59a5c2afc51da06b51/c.html>

Video Link:

<https://x.com/xhespanol/status/1830995560272199940?s=46>

The China–Latin America Youth Responding to Global Challenges — 2024 Poverty Alleviation Challenge Chile Final Opening Ceremony & Icebreaker Session

Link: <https://mp.weixin.qq.com/s/oTbtIPOBY1n7WSfOn2ALqQ>

The China–Latin America Youth Responding to Global Challenges — 2024 Poverty Alleviation Challenge Chile Final Poverty Alleviation Seminar

Link: <https://mp.weixin.qq.com/s/aFgsSzpW0UDmVTeXQ-b9Xw>

Dialogue Between Students and Mentors, Project Enhancement — 2024 Poverty Alleviation Challenge Chile Final Mentoring Session

Link: <https://mp.weixin.qq.com/s/YYMtCNo01Kj60HiJKRfQvg>

Enterprise Visit and Hands–on Experience — 2024 Poverty Alleviation Challenge Chile Final Visit to State Grid Chile Power/CGE Corporate Social Responsibility Project

Link: <https://mp.weixin.qq.com/s/KsmWUMKs7t10XnrlNwbycw>

The China–Latin America Youth Responding to Global Challenges — 2024 Poverty Alleviation Challenge Chile Final Successfully Concludes

Link: <https://mp.weixin.qq.com/s/gzv6bgumaHuEs4tQMj6-NQ>

First China–Latin America Youth Poverty Alleviation Forum

Xinhua News Agency: Exploring the China–Latin America Youth Poverty Alleviation Challenge — Uniting Youth Power for Global Governance

Chinese link:

<https://h.xinhuaxmt.com/vh512/share/12341636?d=134db4c&channel=weixin&time=1735400537671>

Spanish link:

<https://spanish.news.cn/20241228/fa68dc7e2bce4503b28bbbc17c3887cf/c.h>

China Youth Daily: China–Latin America Students Contribute Youth Power to Global Poverty Alleviation

Link: https://s.cyol.com/articles/2025-01/03/content_8EXqw6sY.html?gid=nDMbAyk4

Empowering Global Poverty Alleviation with Youth Strength — First China–Latin America Youth Poverty Alleviation Forum Held at Tsinghua University

Link: <https://mp.weixin.qq.com/s/t0RqjhvllS9zsKjqGe9z9Q>

The China-Latin America Youth Responding to Global Challenges -- 2025 Poverty Alleviation Challenge

Participation Guidance

I Transnational Team Formation Process

Principles for Transnational Team Formation

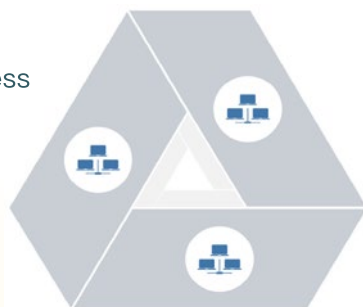
All participating teams must adhere to the following requirements:

- The number of members in each team should not exceed 5.
- Each team should have one team leader and one to two team recorders. The team leader is responsible for communicating information to all members, coordinating mentoring sessions, and overseeing the entire competition process. The responsibilities of the recorder are detailed later.

Roles and Responsibilities within the Team

Team Leader

Oversees overall project progress and timeline, coordinates task distribution, liaises with the organizing committee and mentors, and reviews and compiles final submissions.



Mentoring Recorder

Documents each mentoring session (including mentor feedback, task division, and key discussion points), summarizes action items and suggestions, and captures the team's participation through photos or videos.

Team Members

Carry out assigned research and writing tasks, participate in project discussions and revisions, and support the team leader in preparing and submitting materials.

Figure: Team Roles and Responsibilities

- Transnational team formation requires members to come from universities in different participating countries and to be officially registered for this competition (participating countries include China, Brazil, Chile, and Peru). For example, a team formed by Chinese students and international students from Tsinghua University does not meet the transnational team criteria. To qualify, the team must include one to two students from universities in other participating countries, with a maximum of five

members in total. Transnational teams will receive "Cross–Cultural Bonus Points" in the preliminary and transnational final rounds, with a chance to win the "Cross–Cultural Competency Award"!

Attached: List of Partner Universities and Institutions

Tsinghua University, Pontifical Catholic University of Chile and other universities registered via its collaboration with the Tsinghua University Latin America Center Chile Office, Federal University of Rio de Janeiro and other universities registered through it, Universidad del Pacífico, Compañía General de Electricidad S.A.

Note:

- All students must meet the registration requirements. For the 2025 edition, participation is limited to students from designated partner universities. In Latin America, only students enrolled in partner institutions located in Brazil, Chile, and Peru are eligible to participate. Students from other countries or from non–partner universities within the three countries are not eligible this year. On the China side, participation is limited to current students of Tsinghua University; students from other Chinese universities will not take part in this year's team formation.
- As transnational travel incentives are involved, sponsoring parties may have specific reimbursement conditions (e.g., Chinese students must be officially enrolled at Tsinghua University). Eligibility for reimbursement must be confirmed by the student's registered university and the organizing committee.

2. Transnational Team Formation Process

2.1 Release of Project Topic Announcement

The competition themes for the "Poverty Alleviation Challenge" span multiple fields, including artificial intelligence and digitalization, online education, technological innovation, economic growth, financial empowerment, environmental protection, and corporate social responsibility. The competition encourages theoretical thinking, the integration of multidisciplinary approaches with practical feasibility, and rigorous research and practical methods. The 2025 Poverty Alleviation Challenge topics will be released alongside the official WeChat registration post.

The topics are divided into two categories:

Category 1: Institutional Topics

Government, industry, and research institutions extract real research questions from existing poverty alleviation projects or design poverty-related topics based on research interests. Participating teams will form transnational teams freely, sign up, and select a topic to compete. The list of institutional topics **will be updated dynamically based on support from participating organizations.**

Category 2: Self-Proposed Topics

Students are encouraged to propose their own topics based on personal interests in poverty alleviation, societal issues, or course content. Teams may also form freely across countries to participate.

Both categories of topics will be evaluated uniformly and compete fairly in the competition.

The Institutional Topics are as follows:

Field 1: Sustainable Energy and Infrastructure Development (Proposed by a leading Chinese technology group; focuses on sustainable energy and infrastructure.)

1. Comparative Study on Biomass Resource Utilization Models in Brazilian Regions with Different Poverty Levels
2. Benefit Distribution Mechanisms for Poor Households Participating in the Biomass Resource Supply Chain
3. Multidimensional Impacts of Biomass Energy Technology Adoption on Social Development in Rural Poor Areas
4. Synergistic Pathways for Biomass Energy Development and Rural Poverty Alleviation under Climate Change
5. Linkages Between Renewable Energy and the Improvement of Basic Public Services in Poor Areas
6. Impact of Renewable Energy Development on Employment Structure and Labor Markets in Poor Areas
7. Synergistic Advancement of Energy Justice and Poverty Alleviation Under Climate Change
8. Correlation Between Transport Accessibility and Multidimensional Poverty Indicators
9. New Opportunities Brought by Digital and Intelligent Transportation for Development in Poor Areas
10. Innovative Participation Mechanisms for Poor Communities in Transport Infrastructure Development

11. Impact of New Energy Transportation Modes on the Socioeconomic Structure of Poor Areas
12. Policy and Technological Pathways for the Coordinated Development of Transport, Energy, and Poverty Alleviation

Field 2: Poverty Alleviation through Grid Empowerment (Proposed by a leading Chinese energy group, focusing on microgrid applications for poverty reduction and governance in Latin America)

1. Culturally Adaptive Microgrids: Addressing energy poverty in northern Chile's Mapuche communities through microgrids and energy storage.
2. Integrated Multi-Energy Microgrids: Facilitating industrial transformation and employment restructuring in post-mining areas of northern Chile.
3. Microgrid-Driven Slum Governance: Legalizing electricity access and enabling multidimensional empowerment in informal settlements in Chile.

Field 3: Urban-Rural Community and Spatial Development (Proposed by a professor from Tsinghua University's School of Architecture; focuses on urban-rural community and spatial development.)

1. Community-Based Rural Tourism Development for Common Wealth
2. Toolkits of Community Building Through Place-Making
3. Planning for Inclusive Cities and Communities

Field 4: Artificial Intelligence and Multidimensional Poverty Alleviation (Proposed by professors from Tsinghua University's School of Public Policy and School of Law; focuses on AI applications.)

1. AI-Enabled Universal Healthcare
2. AI-Powered Impact Assessment
3. AI-Integrated Rural Development
4. AI-Enabled Inclusive Urban Development
5. AI-Enhanced Food Security
6. AI-Enhanced Educational Equity
7. AI and Indigenous Knowledge
8. AI for Climate Resilience
9. AI for Inclusive Economic Security
10. Legal AI Empowering Social Equity: China's Practice from Knowledge-Based Poverty Reduction to Rights Protection
11. Digital Rule of Law and Inclusive Development: How Legal AI Facilitates Poverty Reduction Knowledge Sharing Between China and Brazil
12. Intelligent Legal Literacy for Rural Revitalization: Innovative Applications of Legal Foundation Models in Poverty Alleviation

Field 5: Vulnerable Groups and Multidimensional Poverty Alleviation (Proposed by a Chilean philanthropic foundation; focuses on poverty alleviation for vulnerable groups.)

1. Developing effective tools to monitor initiatives related to vulnerable groups.
2. Creating innovative strategies to promote healthy living environments, particularly in disadvantaged communities, to improve housing and food security.
3. Proposing new tools and/or effective strategies to address food security challenges in vulnerable communities.
4. Designing strategies and initiatives to mitigate or adapt to the impacts of climate change on individuals and communities, especially vulnerable groups.
5. Analyzing and proposing new strategies that integrate gender perspectives into public and private housing initiatives.

Note: We encourage students to maintain long-term focus and in-depth engagement in a specific area of poverty alleviation. Therefore, participants of the 2024 Poverty Alleviation Challenge are welcome to continue in the 2025 edition. Specifically, teams that choose to work on the same topic used in the 2024 Challenge must further enhance the theoretical depth and practical feasibility of their project. The judging panel will evaluate such entries based on the progress and development made beyond the 2024 foundation.

2.2 Release of Transnational Team Formation and Topic Intention Registration Form

All participating teams are required to complete their international team formation between April 11 and May 15, 2025. Preliminarily formed Chinese teams must submit their topic intention registration forms via questionnaire by April 21, 2025, while preliminarily formed Latin American teams must do so by April 28, 2025.



QR code for enrollment questionnaire:

The questionnaire includes the following sections:

Team's Name					
Team Leader's Name		Gender		Country	
University		Educational Level (Undergraduate/ Master/PhD student)			
Major		Email			

Existing Member's Name	Gender	Country	University	Major	Email

1. Situation of Existing Team Members

(This includes the current professional abilities, personal strengths, teamwork skills, as well as any existing academic or practical experience in poverty alleviation, and any poverty alleviation projects that have been initiated or funded.)

Within 500 words.

2. Introduction of Expected Transnational Team Members

(This includes the professional abilities, personal strengths, teamwork skills, as well as any existing academic or practical experience in poverty alleviation, and any poverty alleviation projects that have been initiated or funded, that the team hopes the transnational members will have.)

Within 500 words.

3. Topic Introduction

(This includes the understanding, interest, and research foundation related to the selected topic.)

Within 1000 words.

Participants who haven't found teammates yet can fill out the following questionnaire:

Name		Gender		Country	
University		Educational Level (Undergraduate/ Master/PhD student)			
Major		Email			

4. Your Basic Information

Please describe your professional skills, personal strengths, teamwork experience, existing academic and practical experience related to poverty alleviation, and any previously awarded poverty alleviation projects or achievements (within 500 words).

5. Your Expected Transnational Teammate Profile

Please describe the qualities you hope to find in the transnational team members you wish to join, in terms of academic background, practical experience, and communication or collaboration style, so as to complement your strengths and work together on the poverty alleviation project (within 500 words).

6. Introduction to Preferred Topics

Briefly introduce the poverty-related topic you are interested in. Explain the key issues you wish to explore or address, and any initial ideas, relevant background, or reference cases you may have. (within 500 words).

2.3 Information Exchange and Online Team Formation

- The course teaching assistants will start releasing shared documents on April 21, 2025, based on the transnational team formation and topic selection intention registration forms. These documents will display the introductions of each team's existing members, expected transnational team members, and topic introductions.
- Students who have not yet formed teams can view the available teams through the shared document and proactively contact interested team members based on their topic interests and personal strengths.
- Students can communicate directly through the "Poverty Alleviation Challenge" event group (e.g., WeChat) or use email and other methods to contact team members and join a team of interest.
- If students encounter issues such as cross-cultural communication or team adjustments during the team formation process, they can contact the teaching assistant for assistance. The teaching assistant will facilitate topic exchanges between students from the three countries and update the team formation status every Monday to improve efficiency. The deadline for team formation is May 15, 2025.
- Participating members can view the group in real time via the shared document below:



【腾讯文档】

Real-time information sheet
on transnational teaming

Note: The schedule may be adjusted based on actual circumstances, and participants will be notified in advance if changes occur.

2.4 Public Announcement of Participating Teams

- On May 15, 2025, the course teaching assistants will complete the final review and confirmation of the transnational team formation information, ensuring that each team has members from different countries and that the number of team members does not exceed 5, among other requirements.
- The organizing committee will compile a complete list of participating teams and publish the final version of the team list on the WeChat communication group, Tsinghua University Latin America Center official website, and the "Poverty Alleviation Challenge" event link.

II Incentive Mechanism for Transnational Teams

1. Background of the Mechanism

The "China–Latin America Youth Responding to Global Challenges—2025 Poverty Alleviation Challenge" will introduce incentive measures during the preliminary and final stages to boost participants' enthusiasm and performance. The mechanism covers two stages: the preliminary round and the transnational finals.

2. Incentive Plan for the Preliminary Round

2.1 Preliminary Round Certificates

- All teams participating in the preliminary round, regardless of ranking, will receive the Preliminary Challenge Award.
- The 12 winning teams, determined after evaluation, will additionally receive the Preliminary Award Certificate (Excellence Award) on top of the Challenge Award.

Example: A total of 20 teams participate in the preliminary round of the "Poverty Alleviation Challenge". After the competition, 12 winning teams are selected. All 20 teams will receive the "Challenge Award", while the 12 winning teams will also receive the "Preliminary Award Certificate" (Excellence Award).

2.2 "International Exchange" Qualification

- Chinese students from the winning teams in the preliminary round will qualify to travel to Brazil or Chile for study and participate in the transnational finals in August 2025.
- Latin American students from the winning teams will qualify to travel to China for a poverty alleviation study tour by the end of 2025.
- The destination for "International Exchange" will be determined by the event organizing committee.

2.3 "International Exchange" Financial Support

- Winning teams in the preliminary round will receive equal financial support, with 70% of the total cost of round-trip airfare (economy class) and 5 days' accommodation (double occupancy) reimbursed (based on receipts).

Example: All 12 winning teams confirmed after the preliminary round will uniformly receive a 70% reimbursement rate.

2.4 Potential Teams' On-Site Showcase

- Teams that receive the Challenge Award in the preliminary round but do not qualify for "International Exchange" or financial support can be selected as potential teams after further guidance and proposal optimization, subject to project quality confirmation by the organizing committee.
- Potential teams can obtain funding through self-financing or corporate sponsorship to travel to Brazil or Chile and participate in the transnational finals' on-site showcase. This can be conducted in a hybrid online-offline format, with potential teams eligible to win the "Best Potential Award" in the transnational finals.

Example: Eight teams that received the Challenge Award but were not among the winning teams in the preliminary round can continue with offline guidance and improve their poverty alleviation proposals. After selection by the organizing committee, they can become "potential teams." By securing funding through self-financing or corporate sponsorship, they can participate in the on-site showcase during the "transnational finals" in Brazil or Chile or opt for an online format, ultimately earning the "Best Potential Award."

2.5 Special Note

- Due to sponsorship arrangements for the "Poverty Alleviation Challenge," university students studying in China, Chile, and Brazil (including foreign students in these countries) are eligible for "International Exchange." Participants studying in other countries who form winning teams may also qualify, but specific financial support will be determined by the organizing committee on a case-by-case basis.
- The financial support requirements for the "transnational finals" stage align with this provision.

3. Incentive Plan for the Transnational Finals

3.1 Transnational Finals Certificates

- Winning teams in the finals will receive Gold, Silver, or Bronze Award Certificates in addition to the Challenge Award and Preliminary Award Certificate.
- The 12 winning teams from the preliminary round will participate in the Transnational Finals of the "Poverty Alleviation Challenge" in Brazil and Chile, with six winning teams selected in each region. The top-ranked team in each region will receive the Gold Award, the 2nd and 3rd place teams will receive the Silver Award, and the 4th to 6th place teams will receive the Bronze Award.

3.2 "International Exchange" Financial Support

- Based on the 70% reimbursement provided in the preliminary round, the remaining 30% of the funding will serve as a reward for the "Transnational Finals." The reimbursement percentage for this reward will be determined by the results of the finals, with top-winning teams eligible for full reimbursement of round-trip airfare and accommodation.

Example: The 12 winning teams from the preliminary round already receive a uniform 70% reimbursement. In the transnational finals, six winning teams (Gold, Silver, and Bronze Award recipients) will be selected in both the Brazil and Chile regions. The Gold and Silver Award teams (6 in total) will receive an additional 30% reimbursement, achieving 100% "International Exchange" support. The remaining 6 Bronze Award teams will receive an additional 20% reimbursement, covering 90% of their "International Exchange" expenses.

3.3 Certificates for Potential Teams' On-Site Showcase

- Potential teams selected by the organizing committee after optimizing their poverty alleviation proposals following the preliminary round will also receive the "Best Potential Award" during the on-site showcase of the transnational finals.

III Mentoring for Transnational Teams

1. Basic materials for mentoring

Explanation of Tsinghua University's "5W1H + Toolbox" and Poverty Alleviation Case Analysis for Reference and Study by Participating Team Members

"5W1H+ toolbox":

An innovative and logical cross-cultural poverty reduction analysis tool-----A brief introduction to Tsinghua's "5W1H+ toolbox"

https://lac.tsinghua.edu.cn/en/Focused_Activities/a5W1H___Toolbox.htm

Poverty Alleviation Case study:

A Case in Brazil: Livelihood-transforming Juice Factory Built by State Grid Brazil Holding.

<https://lac.tsinghua.edu.cn/info/1170/1702.htm>

A Case in Chile: Hope-ighting Technical Education by State Grid Chile CGE

<https://lac.tsinghua.edu.cn/info/1170/1722.htm>

A Case in China: Nanyu Village's High-end Homestay Helps Poverty Eradication

<https://lac.tsinghua.edu.cn/info/1170/1732.htm>

2. Information of Expert Mentors

To help teams connect with suitable mentors more efficiently, the 2025 "Poverty Alleviation Challenge" Competition Handbook offers a detailed overview of available experts. Teams are encouraged to schedule appointments based on their specific needs to maximize the impact of mentorship.

2.1 Overview of Mentors

To ensure the success of the 2025 "Poverty Alleviation Challenge", we will invite academic mentors and professionals from government, industry, and academia to serve as advisors and judges. These mentors will support participants in addressing both theoretical and practical challenges in designing effective poverty alleviation initiatives.

There are two types of mentors: Toolbox Mentors and Professional Mentors, each serving a distinct but complementary role:

- The Poverty alleviation Toolbox mentor team is formed by a team of PhD students from Tsinghua University

They provide guidance on the use of analytical frameworks and practical methodologies essential for the competition. In particular, they introduce the 5W1H+ Poverty Alleviation Toolbox, developed by Professor Chen Taotao's team at the Tsinghua Latin America Center. This framework is designed to stimulate analytical thinking, promote structured cross-cultural dialogue, and enhance the clarity and scientific rigor of team proposals.

- Professional mentors are formed by a team of experts from the political, industrial and research circles

Drawing on their diverse expertise, they help participants engage with real-world challenges, offering insights on the relevance of project topics, stakeholder networks, key pain points in poverty alleviation, and innovative strategies. They also guide students in evaluating whether proposed solutions can be adapted across different national contexts and how to improve implementation outcomes.

Mentors are encouraged to work closely with students to explore cutting-edge ideas and tools across fields such as artificial intelligence, digital learning, technological innovation, economic development, financial empowerment, environmental protection, and corporate social responsibility.

With mentors from a wide range of backgrounds, the Challenge offers a robust support system to help participants design impactful, research-based solutions—equipping them with both the theoretical foundation and practical guidance needed to address global poverty.

1) Toolbox Mentor

The Toolbox Mentor team consists of PhD students from Tsinghua University. The list of mentors is as follows:

Instructor Name	Position and organization
Rong Yu	Postdoctoral fellow, Department of Finance, School of Economics and Management, Tsinghua University
Song Qing	PhD student, Department of Finance, School of Economics and Management, Tsinghua University
Gong Xinyu	PhD student, Department of Finance, School of Economics and Management, Tsinghua University
Hong Binhan	PhD student, Department of Finance, School of Economics and Management, Tsinghua University
Siqinbilige	PhD student, Department of Finance, School of Economics and Management, Tsinghua University
Feng Jian	PhD student, Department of Finance, School of Economics and Management, Tsinghua University
Qiao Ziyi	PhD student, Department of Finance, School of Economics and Management, Tsinghua University
Fan Jiwei	PhD student, Department of Finance, School of Economics and Management, Tsinghua University
An Haozhen	PhD student, Department of Finance, School of Economics and Management, Tsinghua University

2) Professional Mentor

Professional mentors are formed by a team of experts from the political, industrial and research circles, and the list of guests is as follows:

Mentors of Tsinghua University:

Instructor Name	Position and organization	Research/Practice Areas	Good at mentoring
Chen Tao	Founder and Legal Representative, Qingdao Yingke Precision Rubber & Plastic Co., Ltd. General Manager, Kenner Hi-Tech Korea General Manager, Eager Kenner Hi-Tech Vietnam	Manufacturing supply chain optimization and localized operations International market expansion and globalization strategies for Chinese enterprises Industrial upgrading and employment promotion through local investment Corporate social responsibility (CSR) and university-industry collaboration	Strategies for global manufacturing layout and localized supply chains Cross-border plant establishment and multinational enterprise management Designing industrial upgrading projects and employment creation mechanisms Integrating CSR into entrepreneurship and business models

Cheng Hao	Industry Professor, School of Business, Jiangnan University Independent Consultant (Overseas Plant Investment and Management Expert)	Cross-cultural communication and management in multicultural environments Overseas investment and full-cycle factory construction management International project coordination and policy support with G20/B20 experience Internationalization strategy development for Chinese enterprises	Planning and risk management for overseas investment projects Cross-cultural team building and localized operations Overseas manufacturing project planning and execution Sharing of international cooperation and multilateral engagement experience
Duan Zhiheng	Director of Research, Tsinghua University Institute for Global Private Equity	Investment strategies and risk management Financial product structuring and compliance assessment Growth patterns of tech enterprises and emerging industries (e.g., low-altitude economy, foundation models)	Project design and risk assessment for financial investment initiatives Analysis of emerging technology projects in industrial transformation and alignment with policy Structuring of financing mechanisms and regulatory compliance
Gu Tongqun	Master of Engineering Management, Department of Engineering, Tsinghua University	Poverty alleviation through science and technology Sharing of International Poverty alleviation Experience	Exploration of the application of AI technology in poverty alleviation programs International expression and dissemination of poverty alleviation cases Sharing of competition experience and improvement of program presentation
He Lishuai	Head of BMW Automotive Finance Innovation Platform	Fintech Applications Digital transformation Quality Management and Innovation	Application of artificial intelligence in financial technology Business process optimization and digital transformation Financial technology innovation and industrial practice Application of quality management system in innovative business
Hou Ling	Head of Marketing and Public Relations, Dayu Unlimited Technology Co., Ltd. MBA Candidate, Tsinghua University	International branding and digital marketing in Latin America and North America CSR and public-interest communication projects reaching thousands of schools Localization and influence strategies for outbound Chinese brands Brand risk response and reputation management across sectors	Communication and PR strategies for social impact projects (e.g., education, health) Optimizing digital project presentation and enhancing visibility Cross-cultural branding and user engagement for global teams and projects Localized brand-building for the Latin American market
Hu Bianjiang	Founder of Hubei Topsy Intelligent Equipment Co., Ltd.	Impact of autonomous driving on the reconstruction of traffic flow and the synergistic efficiency of emerging infrastructures such as smart road networks and mobile charging services.	Development opportunities brought by digitalization and intelligent transportation to underdeveloped regions, as well as policy and technological pathways to empower local development.
Jiang Yongling	Principal, Shaanxi Tian'ai Rehabilitation Center for Children with Disabilities Founder, Legal Representative & Executive Director, Ayitutu Public Service Center (former)	Rehabilitation models and educational services for children with special needs Educational equity and rural teacher support systems NGO project management, operations, and social fundraising	Comprehensive design and localized implementation of educational philanthropy projects Designing inclusive education systems for disadvantaged children Social resource mobilization and communication strategies for nonprofit initiatives

Ke Luoma	<p>Founding Partner of Qingzhan Venture Capital</p> <p>Founder of Cai Cheng Technology</p> <p>Co-founder of Hundred Times Intelligent Storage</p> <p>Researcher at the East Asia Institute, Northeastern University</p> <p>Entrepreneurship Mentor at Tsinghua x-lab, Tsinghua University Entrepreneurship Course, and TusStar</p>	<p>Hard tech entrepreneurship and technology incubation</p> <p>University-based entrepreneurship ecosystems and early-stage investment</p> <p>Industrialization pathways in IT, AI, biomedicine, and new energy sectors</p> <p>Entrepreneurship education and project evaluation</p>	<p>Technical route evaluation and commercial strategy planning for hard tech startups</p> <p>Guidance on the transformation and financing of university scientific research achievements</p> <p>Optimization of project presentations in entrepreneurship competitions and feedback from investors' perspectives</p> <p>Investment strategy suggestions for innovative projects in IT, biomedicine, and new energy fields</p>
Li Angda	<p>Leader of Global Alumni Ecosystem Infrastructure Construction</p> <p>Singularity Charity Chairman</p> <p>Moganshan Research Institute Deputy Secretary-General</p>	<p>Internet and Technology Public Welfare</p> <p>Techno-social trends and public policy</p> <p>Global Alumni Ecosystem Construction</p> <p>Security Development Services</p>	<p>Integration of science and technology with public welfare</p> <p>Public Policy and Social Governance Innovation</p> <p>Family legal support and social risk prevention</p>
Li Yuanbo	<p>Associate Professor, Department of Regional and Urban-Rural Development, Beijing University of Agriculture</p> <p>Expert Reviewer, Global Poverty Reduction Best Practice Case Collection, International Poverty Reduction Center in China</p> <p>Editorial Board Member, Agricultural Outlook (Youth Section)</p>	<p>Sustainable agriculture and rural development</p> <p>International agricultural cooperation and global governance mechanisms</p> <p>Implementation of the 2030 Agenda and SDGs through agriculture and food systems</p> <p>Agricultural diplomacy and cooperation with FAO, IFAD, and WFP</p>	<p>Designing regional poverty alleviation strategies via agriculture and food systems</p> <p>Policy and institutional frameworks for China's agricultural cooperation with developing countries</p> <p>Case development on rural industry revitalization and ecological agriculture</p> <p>Localization of SDG implementation in the agricultural sector</p>
Lin Zhipeng	<p>Party Secretary and Chairman of Quanzhou Luqiao Development Group Co., Ltd.</p>	<p>Transportation infrastructure and industrial poverty alleviation</p> <p>Standardization Management and Technological Innovation</p> <p>Government-enterprise cooperation and rural revitalization</p> <p>Digital transformation and industrial innovation</p>	<p>Transportation infrastructure construction and standardization management</p> <p>Transportation industry investment and government-enterprise cooperation model</p> <p>Digitalization empowers transportation construction and operation management</p>
Liu Duzhi	<p>Enterprise Management Consultant, Digital Transformation Lecturer</p> <p>Microsoft Certified AI-900 Trainer, Intel OpenCV Senior Certified Instructor</p> <p>Strategy Advisor and Entrepreneurship Mentor for multiple tech firms and industrial parks</p>	<p>Digital transformation and smart manufacturing in AI, IoT, and cloud platforms</p> <p>Enterprise strategy and innovation implementation</p> <p>5G and industry integration opportunities</p> <p>Education-industry collaboration and skills advancement</p>	<p>Smart manufacturing and digital transformation for poverty reduction</p> <p>Skills training and talent development programs for grassroots and vulnerable groups</p> <p>Digital empowerment and transformation strategies for SMEs and parks</p> <p>Technology collaboration and industrial upgrading projects in developing countries</p>
Jiang Yongling	<p>Principal, Shaanxi Tian'ai Rehabilitation Center for Children with Disabilities</p> <p>Founder, Legal Representative & Executive Director, Ayitutu Public Service Center (former)</p>	<p>Rehabilitation models and educational services for children with special needs</p> <p>Educational equity and rural teacher support systems</p> <p>NGO project management, operations, and</p>	<p>Comprehensive design and localized implementation of educational philanthropy projects</p> <p>Designing inclusive education systems for disadvantaged children</p> <p>Social resource mobilization and communication strategies for nonprofit initiatives</p>

Ma Xujun	Student Affairs Office, Tsinghua University, Village Super Office, Rongjiang County, Guizhou Province, China	For the integrated development of culture, tourism and sports to help rural poverty alleviation, policy, planning, implementation, transformation and other related aspects	Financial support for university students in response to some of the problems of poverty reduction in rural development
Meng Caixia	Postdoctoral Researcher, School of Marxism, Lanzhou University	Political economy New-type urbanization Labor mobility	Research on new-type urbanization Studies on rural labor mobility and poverty alleviation Focused on poverty reduction through industrial integration and employment promotion
Peng Bo	Board Member and Researcher, Shanghai Pacific Rim International Strategic Research Center Member, 15th CPPCC Committee of Hongkou District, Shanghai Board Member, Shanghai Overseas Chinese Youth Federation	Youth engagement in sustainable development, climate action, and rural revitalization Belt and Road cooperation models Public policy for overseas Chinese and global communication strategies	Project design involving overseas Chinese in poverty reduction, rural revitalization, and education How overseas youth and students can contribute to sustainable development through education, communication, and social work Social service project design within the Belt and Road framework Policy brief writing, project expression refinement, and international communication
Sun Peng	Deputy General Manager of the Eighth Business Unit of China Machinery Engineering Corporation	Program construction and operation Overseas market expansion and industrial cooperation Agricultural modernization and food security International promotion of the Chinese model	Overseas program development and international engineering cooperation Agricultural investment and financing and industrial chain construction Food security and agricultural modernization transformation path International dissemination and localized application of China's development experience
Tao Feng	Founding Dean, Shuimu Changqing Innovation College Entrepreneurship Mentor, Tsinghua x-lab Innovation Mentor, Tsinghua Makerspace	Construction and innovation of entrepreneurship education systems Startup incubation and business model validation Management and mentoring of national and university-level innovation platforms	Structuring and development pathways for university or community-based innovation projects Pitch improvement and empirical analysis of business models Application of growth models in competitions and incubators
Tao Shuyi	Postdoctoral Fellow, Institute for Accessible Development, Tsinghua University	Social welfare and social work Welfare policies and service systems for the elderly and people with disabilities Early childhood development Formulation of civil affairs policy standards and construction of social service systems	Design of social service projects focused on the well-being of the elderly, people with disabilities, or children Planning poverty alleviation initiatives related to welfare policies and social service systems Logical construction and evaluation pathways of practical projects supporting multiple vulnerable groups
Tong Zhaotian	Chairman, Songguoren Education Technology Co., Ltd., Hangzhou Senior Career Planner Youth Entrepreneurship Mentor, CYL Central Committee Expert for SME Volunteering Services, Ministry of Industry and Information Technology	Vocational education and employment promotion for youth Entrepreneurship coaching and social innovation Educational equity and skills enhancement in underserved areas Public communication and job readiness training	Design and implementation of vocational education projects for disadvantaged groups Pitch development and social impact presentation for entrepreneurial initiatives Topic refinement on education equity, empowerment, and digital literacy Communication strategies for career development and employment support

Wang Lineng	Vice President of Zhonghan Guozhi Kechuang (Beijing) Technology Development Co. General Manager of Zhongsui (Beijing) Culture Industry Co.	Cultural and tourism industry planning Digital transformation of large-scale events and competitions Digital operation of large venues	Design of cultural IP development and technology integration pathways Strategies for implementing projects that leverage technology and culture to boost new productive forces Construction and industrial transformation of new immersive experience scenarios based on large-scale location-based entertainment (LBE) spaces
Yan Qiang	RONG Researcher, Institute of Data Science, Tsinghua University Silk Road Digital and Financial International Alliance Chief Planning Architect Tsinghua Alumni Association AI Big Data Committee Deputy Secretary-General Tsinghua Institute of Data Governance Deputy Secretary-General	Digital transformation Smart Manufacturing Enterprise architecture design Technology Entrepreneurship Management	Enterprise digital transformation strategy Smart Manufacturing and Enterprise Architecture Optimization Application of big data and artificial intelligence in industry Enterprise informatization and business model upgrade
Yang Fan	Investment expert of a US dollar private equity institution	Private Equity Capital Markets and Financing Sustainable Finance	Industrial investment and private equity financing Sustainable finance and green bonds Capital market operation and corporate financing plan design Application of investment and industrial upgrading in poverty alleviation
Yu Jifan	Shuimu Scholar at Tsinghua University Graduate of the Knowledge Engineering Lab, Department of Computer Science, Tsinghua University	Research focuses on AI in education, especially large language model-driven multi-agent systems and cognitive assessment; has published over 30 papers in international conferences and journals; awarded Best Demo Paper at ACL, Outstanding Paper at EMNLP, and Best Resource Paper Nominee at CIKM; developed a popular science robot that won the 2021 Most Popular Award at China Science and Technology Week	Large language models, artificial intelligence, and online education
Zhang Fan	Head of Case Development, Master of Engineering Management (MEM) Center, Tsinghua University Alumni Mentor, Tsinghua MEM Program Outstanding Instructor, China Postgraduate Engineering Management Case Competition	Digital product innovation Customer value and ecosystem integration Strategic planning and domestic tech substitution Organizational change and agile management	Technology entrepreneurship and digital innovation Full-chain product design in consumer electronics and IoT Engineering management and complex project execution Strategic transformation and organizational change in enterprises
Zhang Jian	Deputy Director, Institute of Climate Change and Sustainable Development, Tsinghua University Executive Director, Low Carbon Energy Laboratory, Tsinghua University Deputy Secretary-General, Global Alliance of Universities on Climate	Global climate governance and adaptation policy Green transition and sustainable development strategy Synergistic design of environmental protection and emission reduction	Design of international climate cooperation and governance mechanisms Regional green development and carbon neutrality pathways Integration of climate and public health policy Sustainable innovation and green transition under the Belt and Road Initiative

Zhao Guanlan	Associate Professor, School of Public Health, Lanzhou University Distinguished Young Scholar, Gansu “Feitian Scholar” Program Youth Talent of the CAST Think Tank	Mental and behavioral health of rural and migrant children Primary healthcare systems and health equity in underserved areas Health risk management for mobile and high-risk occupational groups Global health governance and cross-country policy transfer	Design of projects intersecting child, adolescent, and migrant health and poverty alleviation Exploration of health-driven poverty alleviation based on primary healthcare Integrated solutions for healthcare access, equity, and education Localization of global health intervention strategies for vulnerable groups
Zhou Shen	Associate Researcher, Department of Science Communication, University of Science and Technology of China Deputy Director, Institute of New Media, USTC Institute of Advanced Technology Deputy Director, Anhui Provincial Key Lab for Science Education and Communication	Internet and new media Science communication and education Science policy and sustainable development Public crisis communication and psychological intervention	Application design and innovation in AIGC and Web3.0 Science and international communication project planning Technology-enabled rural revitalization and social innovation Think tank development and research methods in science policy
Mercedes Victoria Andrés	Postdoctoral Researcher, Institute of Educational Sciences, Faculty of Philosophy and Letters, University of Buenos Aires Visiting Scholar, School of Public Policy and Management, Tsinghua University (funded by China Scholarship Council) Head of China Affairs, Adra Foundation Founder and Researcher, China–Latin America Academic Exchange Network (RIALC)	South–South education cooperation and knowledge governance Internationalization of higher education and development strategies Educational equity and SME development China–Latin America diplomacy and think tank collaboration	Poverty reduction through education and capacity-building Policy mechanisms and project practices in China–Latin America education cooperation Higher education services for SMEs and youth entrepreneurship International comparative research on education equity and social innovation
William Guey (Gui Jingtao)	Master of Industrial Engineering, Tsinghua University	China– Latin America Poverty alleviation Cooperation and International Development Supply Chain Finance and International Trade Technological innovation and 3D printing applications	China–Latin America Poverty alleviation Cooperation and Experience Sharing Cross-border trade, supply chain finance and agricultural technology applications Technological innovation and entrepreneurial practice (especially 3D printing and manufacturing) Multilingual communication and international presentation strategies

Mentors of the Pontifical Catholic University of Chile:

Instructor Name	Position and organization	Research/Practice Areas	Good at mentoring
Alejandro Martin	Mentor MBA		

Alfonso Espinoza	<p>Projects & Production Manager Responsible for the administration, total supply and manufacturing and inspection of the process equipment. (FLSmith)</p> <p>Strategy Consultant, Project, and General Management assistance. (Ondyne SA)</p> <p>Mechanical Civil Engineer in the University of Santiago, and with studies of post degree MBA–PUC</p>	<p>Advise and / or support administrative processes for the development of entire projects in areas specified below:</p> <p>Projects Manager, Operation and Cost Control in projects execution of Engineering, Construction, Production Projects in Mining and Industrial Processes. Control of Supply Chain Business Research for the Mining and Industrial Market.</p>	<p>Business management processes of the entire company to incorporate into the new ERP platform.</p> <p>For controlling project dedicated to Energy Efficiency, Energy Storage for the industrial in general</p> <p>Business Plan working with new and small entrepreneurs.</p>
Bárbara Fuchslocher	Head of Internationalization at Home	International Education.	Oral Presentation and Communication, Design Thinking, design international education programs.
Carlos Oviedo	Mentor MBA		
Carolina Goñi Price	FOSIS National Technical Support	Systemic Family Intervention, Social Intervention in the context of poverty, leadership, mental health	Social Intervention for Families in Situations of Poverty and/or Vulnerability, Mental Health and Psychosocial Support, Strategic Leadership for Public Social Management
Christian Cáceres Fuentes	Mentor MBA	<p>Solid knowledge in the development (commercial & technical), planning, management control of products and services, Data Mining,</p> <p>Commercial, Business Modeling and Management areas with successful results in accomplishment of Sales, invoicing and Margin goals</p>	Business Models, Hypothesis Validation (Market–Fit Idea), Financial Structure
Claudio Araya	Mentor MBA	Business Models, Strategic Planning, Financial Planning & Analysis, Management, Operations and Treasury.	<p>United Nations Sustainable Development Goals, recognizing how many lives we can impact and minimizing the negative collateral effects of economic growth.</p> <p>help open perspective to alternative approaches and iterations for projects.</p> <p>supporting entrepreneurs in early stages, aligning their value proposition with customers needs, optimizing their operational and financial cycle, identifying key recourses, activities and alliances to increase profits, emphasizing business sustainability in the long term.</p>
Claudio González	Commercial Director, Neosoft	<p>B2B Sales (SaaS, regulatory reporting, fintech solutions, financial services, education).</p> <p>Strategic Commercial Planning.</p> <p>Business Structuring and Growth Models.</p> <p>Sales Team Leadership.</p> <p>Digital Transformation and Change Management.</p>	<p>Consultative Selling and Business Development (pitch structure, complex deal closing, key account management).</p> <p>Business Structuring and Strategic Planning (vision, KPIs).</p> <p>Sales Model Design and Execution (methodology, CRM, follow-up).</p> <p>Mentoring Sales Leaders (coaching, team building, performance management).</p>
Claudia Zañartu	Innovation Center		
Cristian Díaz	Director of Global Mobility		

Cristóbal Alejandro Suazo Chávez	OSIS Healthy Habitat Division Officer	Quality Control of agricultural and livestock companies, Microbiological Risk Analysis in the Food Industry, and Experience in the Public Sector, Ministry of Agriculture and Ministry of Health	Quality Control of agricultural and livestock companies, Microbiological Risk Analysis in the Food Industry, and Experience in the Public Sector, Ministry of Agriculture and Ministry of Health
Eduardo Luengo Cortés	FOSIS National Technical Support	Social policies, community psychology, supervision, strategic planning, local development, productive promotion, public administration.	Strategic Planning for Social Programs, Local Development with a Territorial Approach, Foundations and Practices of Community Psychology
Javier Appelgren	Mentor MBA		
Lap kei Chang	Supply Chain Manager. Jeti Resources US and Chile	Supply Chain (demand planning, negotiation, international trading, logistics, and storage).	Optimizing Supply Chains for Vulnerable Communities (training for small business or non profitable organizations, cost reduction). Sustainability (Circular economy, Waste reduction). Strengthening Local Entrepreneurship (inventory, logistics)
Magdalena Valdés	CEO at Tierra Capital Administradora de Fondos de Inversión S.A Part-Time Academic at the Faculty of Agronomy and Natural Resources UC	Agricultural Economies and Investment Evaluation Financiera: Maestros de la Gestión Contract Negotiation in Forestry Sector Rural Landscape Planning	Economic and Financial Evaluation of Projects Projects Related to Plant Genetic Resources Agricultural Investment Farm/Estate Landscape Management
María José Astorga	FOSIS Lawyer: Master in Public Law, Diploma in Cultural Management	Social Innovation for Overcoming Poverty, Design Thinking, Theory of Change and the Logical Framework, Designing Social Programs	Design Thinking Methodology for Designing Innovative Solutions
María Luisa Méndez	Faculty of Architecture, Design and Urban Planning	Academic at the Institute of Urban Studies, focused on issues of urban life, cohesion, inequality	Research design
Maribel Flórez	Director of Global Learning	Global Education, Educational Innovation and Technology, Instructional Design, Social and Economic Policy Evaluation, Cognitive Science, Language Acquisition.	Pitch Content and Delivery, Theory of Change, Business Plan Elements (MIT 50K Competition Finalist, 2006).
Marignacia Páez	FOSIS Headquarters, Healthy Habitat Division — Food Security Support Program Officer	Environmental management, water law and climate change, urban trees	Environmental Management for Local Governments, Water Law and Water Governance, Climate Change Adaptation and Mitigation, Urban Trees and Green Planning
Maximiliano Oyarce	CEO at Fuego Interior	Quality and Operations, including process optimization, digital transformation, project management, and digital business.	Development of pitch and Business Model Canvas, quality and operations planning, general management, and digital-era business strategies.
Montserrat Pifaut	Innovation Center		

Néstor Rodrigo Tapia Vera–Cruz	FOSIS Healthy Habitat Division Officer	Housing and low–income neighborhoods; teaching architecture	Architectural Design for Social Housing, Urban Planning and Regeneration of Low–Income Neighborhoods, Assisted Self–Construction, Public Housing Policies, and the Right to the City
Pablo Delgado	Mentor MBA		
Paloma Morales Troncoso	FOSIS Industrial Designer — MBA with a focus on Marketing	Social Project Management, Social Innovation, Theory of Change, Gender Approach	Theory of change applied to social projects
Pedro Ugalde Valladares	FOSIS Project Officer	Public policies, social policies, social intervention in the context of poverty, psychosocial support, exclusion, decentralization.	Design and Implementation of Social Policies, Social Intervention in contexts of poverty and exclusion, Psychosocial Support and Community Work
Rodrigo Hernández Allel	Deputy Head of Program Management, Healthy Habitat Division, FOSIS Headquarters	Public Area; Innovation; Disability	Universal Design and Inclusion, Inclusive Public Policies, Public Innovation for Inclusion
刘梦璇	State Grid Corporation of Chile (CGE)	Renewable EnergyMicrogrid Research;Network Planning Research;Network Construction Project Management	Design of renewable energymicrogrids and energy management;Network planning considerations andprinciples; Principles, considerations, and content ofNetwork construction project management
Astrid Espaliat Larson	Associate Professor, Institute of International Studies (IEI), University of Chile; Director of the Academic Unit of International Legal and Economic Relations; Academic Coordinator of the Master's in International Studies and the Professional Degree in International Relations; Coordinator of the Gender Unit at the Institute of International Studies; Professor of the course "Dispute Settlement in the WTO" in the Master's in International Law, Investments, and Trade jointly offered by the University of Chile and Heidelberg University; Associate Professor at the Hispano–Luso–American Institute of International Law (IHLADI)	Public International Law; Law of the Sea and Maritime Boundary Disputes; International Human Rights Law; International Humanitarian Law; International Trade Law and WTO Dispute Settlement; Legal Aspects of Marine Resource Management; Gender and International Law; International Judicial Cooperation; Comparative Legal Systems	Experienced thesis supervisor in international law, human rights, and international trade; adept at guiding interdisciplinary research projects; skilled in mentoring students on policy analysis and legal frameworks; supportive of student–led initiatives addressing global challenges
José Manuel Morales Valdés	Post–doctoral Researcher, Institute of International Studies (IEI), University of Chile; Lecturer on Asian culture & higher–education internationalisation, IEI Diploma in Chinese Studies; Visiting Researcher, Chinese Academy of Social Sciences & Sichuan University (2024 fieldwork); PhD in Education, Zhejiang Normal University; Former Coordinator, “Democratization of Internationalisation” project, Universidad Central de Chile; Indian Government Scholar, “Collaboration for Inclusive Education” programme (2023)	Internationalisation and governance of higher–education systems (Chile ↔ China); South–South student mobility and educational journeys; Comparative education reform & free–tuition policy; Teachers’ strikes, student movements & inequality; Inclusive and equitable access to tertiary education; Asia–Latin–America academic, cultural & policy relations; Qualitative and mixed research methods	Experienced supervisor of master’s theses on internationalisation, education policy and Asia–LatAm relations; coaches interdisciplinary student teams in evidence–based policy design and project management; field–research mentor (China & India); supports multilingual writing and publication; adept at guiding students to frame education and mobility projects as poverty–alleviation, inclusion or SDG solutionsg

Mentors of the Federal University of Rio de Janeiro:

Instructor Name	Position and organization	Research/Practice Areas	Good at mentoring
Antonio Claret	Research Director, Wise Responder (Oxford Initiative Project) Advisor on national and local multidimensional poverty policy in Brazil Advisor to UNDP; Consultant on Poverty Reduction in Hue City, Vietnam	Design of Multidimensional Poverty Identification and Governance Mechanisms Innovation in Local Poverty Alleviation Policies and Governance Sustainable Development Goals (SDGs) localization strategies and Human Development Index (HDI) pathways	Building multidimensional poverty assessment frameworks and indicator systems (for education, health, income, empowerment, etc.) Designing tools and systems for evaluating the effectiveness of local poverty alleviation policies Localization of SDG indicators and HDI framework building for local implementation Practical tools and systems for participatory governance in poverty reduction — case sharing on social co-governance
Carla Vimercate	Social Responsibility Analyst, Vale S.A.	Building public-private cooperation mechanisms in poor regions Project implementation in rural and marginalized communities Project management tools and frameworks for women- and youth-focused projects	Designing regional cooperation mechanisms to support public services in impoverished areas Comprehensive poverty alleviation projects integrating education, health, and renewable energy Addressing sustainable development and community empowerment issues beyond resource extraction regions CSR and regional coordination practices and experiences sharing
José Orlando	Professor, Federal University of Rio de Janeiro (UFRJ), Industrial Engineering; Professor, Graduate Program in Informatics Deputy Director of International Relations, School of Engineering, UFRJ (BRICS) Visiting Professor at Tsinghua University	Human Factors and Workplace Safety Collaborative and Interaction System Design Inclusive and sustainable production system design; Poverty alleviation mechanisms in industrial settings	Poverty reduction solutions for labor-intensive industries centered on human factors and safety protection Empowerment-oriented technical interventions in workplace design (enhancing capability and dignity of frontline workers) Modeling human-centered industrial system organization and resilience governance Multi-party participation mechanism and engineering poverty alleviation design from a 'Cognition-Collaboration-System' perspective
Vitor Libanio	Head of Vulnerable Group Governance Projects, Vale S.A.	Corporate social governance and sustainable energy management Design of entrepreneurship and women/youth empowerment programs Promoting systematic governance of CSR projects	Building corporate-community aligned governance strategies Supporting sustainability-focused entrepreneurship and youth/women development Promoting inclusive mechanisms for social investment and regional governance CSR and regional investment system practices and case sharing

Mentors of the Universidad del Pacífico:

Instructor Name	Position and organization	Research/Practice Areas	Good at mentoring
Aileen Milagros Agüero García	Corporate Affairs Coordinator, Minera Las Bambas	Rural Development & Socioeconomics Digital Inclusion & Technology Empowerment Gender and Development Corporate Social Responsibility & Public Partnership	Strategic design of social investment and territorial development projects Implementing inclusive digital solutions for rural and marginalized communities Integrating gender perspectives into sustainable development practices Structuring and evaluating poverty alleviation initiatives within public-private partnership frameworks
Antonio Pagán	Postdoctoral Fellow, Center for Chinese and Asia-Pacific Studies, University of the Pacific, Peru Co-founder of European Guanxi, a European Youth Think Tank Platform on China	China's Foreign Policy and Global Relations China's Interaction with Western Countries China's rise and the reshaping of the international order Youth Exchange and Multilateral Public Diplomacy	Theoretical Analysis and Practical Operation of China's Foreign Policy Designing international cooperation paths in the context of Sino-US competition A comparative study of China's relations with Latin America/Europe International Relations Research Methods and Cross-Cultural Policy Communication
José Carlos Feliciano	Deputy Director of the Center for China and Asia-Pacific Studies, University of the Pacific, Peru	China's digital economy and Asian business models International Education Programs and Cultural Exchange Corporate Social Responsibility and Sustainable Development Education Innovation and Entrepreneurship Education	Cooperation models between Latin American countries and China in digital economy, innovation and culture Educational charity program planning and international communication Business model design and entrepreneurship education
Nifta Lau	Postdoctoral Fellow, Center for Chinese and Asia-Pacific Studies, University of the Pacific, Peru	China's Foreign Policy China-Latin America Relations Immigration and Overseas Chinese Studies International governance and development issues	Chinese Foreign Policy and Cooperation with the Global South China-Latin America Policy Interaction and Cooperation Program Migrants, diaspora networks and transnational social relations International Relations Research Methods and Thesis Guidance

2.2 Instructions for use

- Participating teams can refer to **the overview of mentors** to select suitable mentors.
- In the **attachment – detailed introduction of the mentor**, you can learn more about the mentor's research areas and possible guidance available.
- Make mentor appointments through **the shared document appointment system**.

3. Mentoring Appointment Instructions

To ensure that all participating teams can easily and efficiently schedule mentoring sessions and make full use of expert resources, the 2025 Poverty Alleviation Challenge will adopt a **shared document booking system**. Teams may select available time slots and submit their appointment details based on the mentors' availability.

Please follow the instructions below carefully to ensure the smooth scheduling of mentoring sessions.

QR code for mentoring appointments are as follows:

【Tencent Document】 2025 Poverty Alleviation Challenge Mentor Appointment Form

<https://docs.qq.com/sheet/DSHdHQ1dsY0NUcExm>



3.1 Appointment Process and Guidelines

1) The mentor's available appointment time will be announced

- The organizing team will release a shared Tencent document for mentoring appointments at the start of the event.
- Mentors will pre-fill their available time slots in the document, along with their profiles, areas of expertise, and preferred mentoring formats (online/offline/hybrid).

2) Teams make appointments for mentoring

- Review mentor availability: Teams should browse the shared document to check each mentor's time slots, expertise, and mentoring format.
- Fill in the appointment information: Fill in the following information in the blank time period when the mentor can make an appointment:

–Team name

- Main contact (team leader’s name and contact info; names of mentor liaison and recorder)
- Mentoring topic/main request (e.g., program feasibility analysis, policy interpretation)
- Preferred meeting format (Teams need to book a Tencent Meeting ID (and password) or offline tutoring location in advance, and promptly fill in the booking information in the shared document.)
- Confirmation: The mentor or organizing team will mark “Confirmed” in the document. If there is no response within 48 hours, contact the organizing team for assistance.

3) Mentoring

- Teams should prepare all relevant materials in advance and attend the session on time via the agreed method (online or offline).
 - The team recorder should record the main content and video footage of this tutorial.
- Note: Online mentorship sessions will be conducted via Tencent Meeting. Download link: <https://meeting.tencent.com/download>

4) Submission of mentoring records

- After the mentorship session, the recorder must mark the status as "Mentorship Completed" in the remarks column of the shared document, retain the corresponding session notes, and submit the team progress update as required later in the document.

3.2 Appointment Process for International Mentors

In order to ensure that the participating teams from Tsinghua University and the partner universities in Chile, Brazil, and Peru can efficiently and smoothly make appointments with mentors for guidance, the following cross-border appointment process has been formulated. The teaching assistants in each competition area are required to follow the process to ensure that all participating teams can receive guidance from mentors fairly and efficiently.

1) Overview of the booking process

a) Tsinghua University prepares shared reservation documents

The Tsinghua competition area is responsible for creating a shared document for mentoring appointments and ensuring that the appointment information is complete, and then connecting it to the teaching assistants at the partner universities.

b) Matching and transfer of teaching assistants in transnational universities

- The teaching assistants of the Tsinghua competition area will send the shared documents to the designated contact persons or teaching assistants in Chile (UC), Peru

(UP), and Brazil (UFRJ) through WeChat or other official channels.

- **The teaching assistants from each country confirm that the shared documents are accessible** and are responsible for distributing them to the participating teams in their own country.

c) Teams make appointments for coaching

- The participating teams fill in the appointment information in the shared document based on the available appointment time of the instructor.
- The assistant coaches in each competition area will follow up on the appointment progress and assist in adjusting the arrangements.

d) Appointment confirmation and instructor notification

Same as the above process.

e) Counseling records and follow-up

Same as the above process.

3.3 Reservation Instructions

- 1. Appointments are made on a first-come, first-served basis:** Mentoring time is limited, so it is recommended that teams make appointments as early as possible to avoid time conflicts.
- 2. Keep information transparent:** Please fill in the appointment information accurately and do not change or delete other people's appointment information at will.
- 3. Please attend on time after making an appointment:** After a successful appointment, if the team needs to change the time due to special reasons, they should notify the instructor and event operator at least 24 hours in advance .
- 4. Respect the mentor's time:** Teams need to organize questions in advance, avoid repetitive and inefficient communication, and ensure that mentoring time is fully utilized.
- 5. Update records promptly:** After each session, the team recorder must mark the session as “Completed” so the organizing team can track progress.

3.4 FAQ

Q1: What should I do if the mentor's appointment time is full?

A: It is recommended to check the available appointment times of other instructors, or contact the event operator to coordinate a **standby appointment**.

Q2: Can a team make reservations for multiple mentors at the same time?

A: Yes, but it is recommended to arrange appointments reasonably to **ensure that the mentor's time is used efficiently** and to avoid too many appointments in a short period of time, which may lead to a decline in mentoring quality.

Q3: What if the mentor has something urgent to do and cannot provide mentoring as scheduled?

A: If the instructor needs to adjust the time, he/she will indicate it in the notes column of the shared document . The event operator will also promptly notify the relevant teams and coordinate the new time.

Q4: Do I need to confirm again after a successful reservation?

A: No, once the instructor marks “confirmed” in the shared document, the appointment is successful and the team only needs to attend the mentoring at the agreed time.

This appointment system is designed to optimize mentor resource allocation, enhance communication efficiency between teams and mentors, and ensure that each session is effective and focused. All participating teams are required to follow the system carefully, schedule mentoring sessions reasonably, and work together to ensure the smooth progress of the competition.

4. Team recorder System

To enhance communication between teams and mentors, streamline mentoring management, and ensure proper documentation of each session, the 2025 Poverty Alleviation Challenge introduces a team recorder system. The details are as follows:

4.1 Role positioning

- Each team should designate one dedicated recorder responsible for systematically documenting mentoring activities throughout the competition.
- This role will not interfere with the recorder’s regular involvement in the team’s project; recorders may balance their responsibilities based on their availability and team arrangements.

4.2 Job Responsibilities

1) Record the coaching process

- Maintain complete and accurate records of each mentoring session (online or offline), including the session topic, mentor feedback, team members’ participation and task allocation, key issues, and discussion points.
- The records should be well-organized and may include text, tables, screenshots, and multimedia materials.

2) Follow up on action items and improvement items

- Summarize the improvement suggestions made by the mentor each time and the action items that the team needs to complete to ensure that team members have a clear understanding of the next work direction and requirements.
- Use checklists or project management tools to track progress and provide regular updates to mentors and the team.

3) Maintain close communication

- After each mentoring session, confirm the accuracy of the recorded content with team members in a timely manner, and communicate and check with the mentor again if necessary.
- Maintain information transparency within the team, assist team members in understanding the latest improvement requirements and promote implementation.

4) Assist event operators

- The mentorship recorder must submit a weekly team progress update (see “Recording Template and Submission Method” below for details). If the team received mentorship that week, the update should place special emphasis on the session to help the organizers assess the effectiveness of the guidance.

5) Visual Documentation of Team Participation

- The coaching recorder should also take photos and record videos during the team's participation to document project progress, team activities, and mentoring sessions, supporting later presentations and event documentation.

4.3 Record Template and Submission Method

• Recommended Format

–Regarding the application of the 5W1H+ poverty alleviation toolbox, it is recommended to highlight key information such as problems/pain points, solutions, specific implementation steps, time schedule, responsible persons, expected results, etc. in each coaching minutes.

–It can be personalized according to the team's own situation to ensure clear and organized records.

• Submission Method

–Daily phase: Each week, the recorder will compile a Word document (font type not specified) containing the team's progress report (including weekly coaching records, if any), case improvement ideas, and corresponding task completion status, as well as relevant images and video materials, and send it to the teaching assistant's email address: thuchallenge2025@163.com.

–Key Milestones: Around the preliminary and final rounds, the organizing team will place special emphasis on reviewing these records to assess how well the team has absorbed and implemented mentor feedback.

4.4 Team recorder Recognition

To encourage excellence in documentation and team coordination, the **Team Empowerment Star award** will honor outstanding team recorders who demonstrate the following qualities:

- Detailed and well-structured records that accurately reflect the mentoring process.
- Effective support in helping the team implement mentor suggestions and enhance execution.
- Creative and flexible use of various formats (text, visuals, project management tools, etc.) to improve record quality and readability, serving as a reference for others.

Award Format

- Winners will be selected and recognized before or during the final round.
- Recipients will receive a certificate or trophy.
- Awardees will be acknowledged during the final competition results presentation.

5. Attachment – Detailed introduction of mentors

5.1 Mentors of Tsinghua University

1) Chen Tao

- **Position Organization:**

- Qingdao Yingke Precision Rubber & Plastic Co., Ltd. Founder and legal representative

- Kenner Managing Director, Hi-Tech Korea

- General Manager, Eager Kenner Hi-Tech Vietnam

- **Academic/Industry Background:**

- Founded and led Qingdao Yingke Precision Rubber & Plastic Co., Ltd., laying out production bases in China, Vietnam and South Korea to promote the international development of the enterprise and the optimization of the supply chain

- In high-tech fields such as new energy, medical treatment, and display panels, we have established long-term cooperation with LG Display, Kyocera, BOE and other internationally renowned enterprises

- He served as the general manager of Qingdao Yingke Digital Label Co., Ltd.,

expanding the label product market in the electronics, medical and automotive industries

–As a practitioner of social responsibility, it actively supports the development of education, participates in the initiation of the "Yingke Cup" Innovation and Entrepreneurship Competition, jointly builds a joint laboratory for flexible energy storage materials, and supports rural revitalization projects

- **Research/Practice Areas:**

- Manufacturing Supply Chain Optimization and Localized Operations: Focus on manufacturing process upgrading and multinational supply chain system construction

- International Market Expansion and Enterprise Globalization Strategy: Implement the complete link of factory setting, operation and management of foreign-funded enterprises in emerging markets

- Industrial upgrading and employment promotion: Promote industrial chain development and employment growth through local investment and supply chain optimization

- Corporate Social Responsibility (CSR) and Industry–University–Research Cooperation: Combine business models to promote social value creation and the transformation of scientific and technological achievements

- **Guidance Available:**

- International layout of manufacturing industry and supply chain localization strategy

- Emerging market factory construction and multinational enterprise management practice

- Design of industrial upgrading projects and employment promotion mechanisms

- Corporate social responsibility is integrated into entrepreneurship and business development models

2) Cheng Hao

- **Position Organization:**

- Professor of Industry, School of Business, Jiangnan University

- Independent Consultant (Overseas Investment and Factory Management Expert)

- **Academic/Industry Background:**

- From 2015 to 2016, he was seconded to the Department of International Finance of the Ministry of Finance of the People's Republic of China to support the preparations for the G20 Hangzhou Summit and served as an advisor to the B20 Infrastructure Investment Group

- From 2016 to 2021, he served as the director of the listed company Moulding Technology (000700.HK). Assistant to the chairman, coordinating the 0-to-1 construction and

team building of factories in Mexico and the United States, and deeply involved in overseas operation and management

–As the designated successor of the general manager of Minghua Mexico factory, he received the targeted training of senior executives in many countries and the guidance of the CEO

–Since 2022, as an independent consultant, he has provided overseas factory construction and management training, seminars and consulting services for many Chinese enterprises

- **Research/Practice Areas:**

- Cross-cultural communication and management: More than 10 years of practical experience in cross-cultural management in a multicultural environment

- Overseas investment and factory construction management: Lead the whole process of overseas factories from preparation to formal operation, covering site selection, construction, team management and localized operation

- International project coordination and policy support: He has experience in G20 and B20 international multilateral conferences, and is good at finding a balance between international rules and practical operations

- Strategic planning for enterprise internationalization: Formulate feasible overseas investment and expansion paths based on the characteristics of Chinese-funded enterprises

- **Guidance Available:**

- Overseas investment project planning and risk management

- Cross-cultural team building and localized operational practices

- Preparation and management of overseas manufacturing projects from 0 to 1

- Experience sharing on international economic cooperation and multilateral communication

3) Du Xia

- **Position Organization:**

- Researcher at the Center for Dynamic Competition and Innovation Strategy, School of Economics and Management, Tsinghua University

- Tsinghua X-Lab Entrepreneurship Mentor

- **Academic/Industry Background:**

- He has nearly 20 years of middle and senior management experience in state-owned enterprises and multinational companies

–The work covers business development strategy, new product development and market strategy, marketing, key customer relations, business operations, project investment and financing and other fields

–Responsible for carrying out cooperative research with leading enterprises at home and abroad in the direction of dynamic competition, sustainable development, innovation strategy, etc

–He has served as the main lecturer of Tsinghua University's SDG Open Hack (2019, 2020) and Global Summer School Hackathon (2021, 2022), focusing on the combination of sustainable development and innovative practices

- **Research/Practice Areas:**

- Dynamic competition and innovation strategy

- Sustainable business models and corporate cooperation mechanisms

- SDG-driven innovation project incubation and mentoring

- The landing path of intelligent technology, green and low-carbon, and social value-oriented projects

- **Guidance Available:**

- Design of interdisciplinary entrepreneurial projects focusing on social and environmental issues

- Optimization of the expression and improvement of the SDG innovation competition project

- Financing preparation and industry docking for technology-based and impact-oriented projects

- Designed around sustainable development solutions in the fields of education, healthcare, energy and environmental protection

4) Duan Zhiheng

–Position and Institution: Head of Research, Global Private Equity Institute, Tsinghua University

- **Research/Practice Areas:**

- Investment and financing strategy and risk management

- Financial product structure design and compliance assessment

- Research on the growth law of science and technology enterprises and emerging industries (e.g. low-altitude economy, large model)

- **Guidance Available:**

- Guidance on the design and risk assessment path of financial investment projects

- Analysis of emerging technology projects for industrial transformation and policy fit
- Investment and financing mechanism and project compliance design

5) Valley is in the same group

- **Position Organization:** Master of Engineering Management, Department of Engineering, Tsinghua University

- **Academic/Industry Background:**

- He has a professional background in engineering management, focusing on poverty alleviation through science and technology and global poverty alleviation.

- Participated in the "China–LAC Youth 2024 Poverty Alleviation Camp", and won the gold medal in the school competition and the bronze medal in the Brazil competition in the 2024 competition, and has experience in international poverty alleviation competitions.

- It is committed to summarizing and promoting China's experience in poverty alleviation, and promoting the sharing of poverty alleviation models and innovative practices in poverty-stricken areas around the world.

- Special attention is paid to the application of AI technology in the field of poverty alleviation, and how to use intelligent technology to improve the efficiency and sustainability of poverty alleviation work.

- **Research/Practice Areas:**

- Poverty alleviation through science and technology: Focusing on the application potential of science and technology, especially artificial intelligence (AI), in the field of poverty alleviation, we are committed to exploring the use of emerging technologies to promote social poverty alleviation.

- International Poverty Alleviation Experience Sharing: We hope to promote China's practical experience in poverty alleviation to more countries and regions around the world in need of support, so as to contribute to the goal of global common prosperity.

- **Guidance Available:**

- Exploration of the application of AI technology in poverty alleviation projects
 - International expression and dissemination of poverty alleviation cases
 - Experience sharing and project presentation and promotion

6) He Lishuai

- **Position Organization:** Head of Financial Innovation Platform, BMW Automotive

- **Academic/Industry Background:**

–Expert in financial technology and artificial intelligence, focusing on the intelligent empowerment of financial business processes.

–He holds the project management PMP certification, is familiar with the BMW Group's Efficient Dynamic quality management system, and has rich experience in project management and quality management.

–Led the long-term strategic cooperation of the Center for Dynamic Competition and Innovation Strategy of Tsinghua University School of Economics and Management to promote innovative business research and practice.

- **Research/Practice Areas:**

- **Fintech Applications:** Promote the innovative practice of artificial intelligence in financial business processes.

- **Digital Transformation:** Focus on intelligent product design and process optimization in the field of auto finance.

- **Quality Management & Innovation:** Deeply involved in the research and implementation of the BMW Group's quality management system.

- **Guidance Available:**

- Application of Artificial Intelligence in FinTech

- Business Process Optimization and Digital Transformation

- Fintech innovation and industrial practice

- The application of quality management system in innovative business

7) Hou Ling

- **Position Organization:**

- Head of Marketing & PR at Daewoo Infinity Technology Co., Ltd

- MBA, Tsinghua University

- **Academic/Industry Background:**

- He has more than 18 years of experience in marketing and brand communication, covering brand strategy, integrated marketing, public relations crisis management, corporate reputation building, etc

- He used to be the Director of Brand and Product Communications at Airbnb China, the Deputy Manager of External Communications at Starbucks China, and the Manager of External Communications at Mars China

- From 0 to 1, build a brand communication system for multiple well-known Chinese and foreign brands in China or overseas markets

- He has planned and led a number of corporate social responsibility (CSR) projects,

including oral health public welfare education, digital communication of "intangible cultural heritage experience", etc

- **Research/Practice Areas:**

- Brand communication and digital empowerment in the international market: Promote integrated marketing of digital products for Latin America, North America and other regions to enhance brand awareness and user growth

- Corporate Social Responsibility and Public Welfare Communication: Leading public welfare education projects covering thousands of schools, integrating communication strategies into the implementation of social issues

- Localized operation and influence communication: Combining local culture and digital content matrix, we support overseas enterprises to build sustainable brand value

- Brand Risk Response and Reputation Management: Accumulated rich experience in crisis public relations handling and reputation building in multiple industries

- **Guidance Available:**

- Communication design and public relations path planning for social issues (e.g. education, poverty alleviation, health advocacy, etc.)

- Strategies for optimizing project presentation and influencing based on digital platforms

- Exploring the path of brand expression and user resonance for cross-cultural teams and international projects

- Localized communication practices and brand co-building experience for the Latin American market

8) Hu Frontier

- Position Organization:** Founder of Hubei Tops Intelligent Equipment Co., Ltd

- **Research/Practice Areas:**

- Automobile manufacturing, new energy intelligent equipment and its impact on transportation, and explore the synergistic effect of autonomous driving on traffic flow reconstruction and new infrastructure (smart road network, mobile charging service).

- **Guidance Available:**

- Opportunities for digitalization and intelligent transportation in poverty-stricken areas

- Policies and technology pathways to empower local development

9) Croma

- **Position Organization:**

- Founding partner of Ching Zhan Venture Capital
- Founder of Caicheng Technology
- Co–founder of 100 Power Intelligent Storage
- Research Fellow, Institute of East Asian Studies, Northeastern University
- Tsinghua X–Lab, Tsinghua University Entrepreneurship Course, TusStar Entrepreneurship Mentor

- **Research/Practice Areas:**

- Hard technology entrepreneurship and technology incubation
- Entrepreneurship ecology and early–stage investment and financing in colleges and universities
- Industrialization path in the fields of information technology, AI, biomedicine, and new energy
- Entrepreneurship Education & Program Evaluation

- **Guidance Available:**

- Technical route evaluation and business path combing of hard technology entrepreneurship projects
- Guidance on the transformation of scientific and technological achievements in colleges and universities and the preparation of financing
- Optimization of project presentation and feedback from the perspective of investors in the entrepreneurship competition
- Advice on investment strategies for innovative projects in the fields of information technology, biomedicine, and new energy

10) Jiang Yongling

- **Position Organization:**

- Principal of Shaanxi Tianai Rehabilitation Center for Mentally Handicapped Children
- Former founder, legal person and executive director of Ayi Tudou Public Service Center

- **Research/Practice Areas:**

- Design of education and rehabilitation model for children with special needs
- Educational Equity and Rural Teacher Support Systems
- Public welfare project management, operation and social fundraising

- **Guidance Available:**

- Comprehensive design and localized implementation of educational public welfare projects

- Design of education service system for disadvantaged children across groups
- Social resource mobilization and public welfare project communication path

11) Leonda

• Position Organization:

- Global alumni ecological infrastructure construction leader
- Chairman of Singularity Public Welfare
- Deputy Secretary–General of Moganshan Research Institute

• Academic/Industry Background:

–He holds a bachelor's degree in basic science (physics) from Tsinghua University and a master's degree in public policy from the Chinese Academy of Sciences.

–Internet entrepreneur, open data and public welfare innovation promoter, has long been committed to the combination of information technology and social issues.

–He worked as a consultant at Accenture Consulting, and later founded Homo Erectus Technology and Digital Fusion Technology to promote enterprise management and citizen participation in open data applications.

–Founded Singularity Public Welfare, serving 50+ public welfare organizations, and promoting public welfare transparency through open data and collaborative technology.

• Research/Practice Areas:

–Internet and technology for public welfare: We have long been committed to promoting the implementation and integration of science and technology in the field of public welfare.

–Social Trends and Public Policy of Science and Technology: Focusing on the impact of scientific and technological development on social structure and governance models, and exploring the design of future-oriented public policies.

–Global Alumni Ecological Construction: Based on the alumni network, promote cross-regional and interdisciplinary social collaboration and resource integration.

–Security development services: Build a full life cycle support system for families and enterprises, especially in the field of legal services and risk prevention.

• Guidance Available:

- The practice of integrating science and technology with public welfare
- Innovation in public policy and social governance
- Family law support and social risk prevention

12) Li Yuanbo

• Position Organization:

- Associate Professor, Department of Regional and Urban–Rural Development, Beijing University of Agriculture
- Case review expert of the "Global Poverty Reduction Best Practice Case Collection" project of China International Poverty Alleviation Center
- Member of the Youth Editorial Board of Agricultural Outlook

• Academic/Industry Background:

- He has presided over or participated in a number of China–Latin American agricultural cooperation research projects in the context of the Belt and Road Initiative
- He has published many papers on sustainable agriculture, international cooperation and poverty alleviation in Chinese and foreign journals such as Sustainability, World Agriculture, and Agricultural Outlook
- Co–authored the English monograph chapter "Analysis of Normative Evolution and Governance Model in Agricultural Cooperation between China and Latin America"
- Proficient in Chinese, English, Spanish, Portuguese, Italian and Chinese French, with high–level international research and communication skills

• Research/Practice Areas:

- Sustainable Agriculture and Rural Development: Research on ecological agriculture, agro–environmental technologies and local industrial transformation
- International Cooperation in Agriculture and Global Governance: Focus on the policy docking and practical mechanisms in the field of agriculture between China and Latin America, Africa and other regions
- The 2030 Agenda for Sustainable Development and the implementation of the SDGs: Focusing on agriculture and food systems, and exploring their poverty reduction pathways in the Global South
- Agricultural Poverty Alleviation Diplomacy and FAO System Cooperation Mechanism: An in–depth analysis of the cooperation experience of UN agencies such as FAO, IFAD, WFP and China

• Guidance Available:

- Design of regional poverty reduction pathways based on agriculture and food systems
- Institutional design and policy mechanism of agricultural cooperation between China and developing countries
- Rural industry revitalization and ecological agriculture practice case development

–The implementation path of the United Nations Sustainable Development Goals (SDGs) in the field of agriculture

13) Lin Zhipeng

a) Position Organization: Secretary of the Party Committee and Chairman of Quanzhou Road and Bridge Development Group Co., Ltd

b) Academic/Industry Background:

–Senior engineer and senior economist, with a background in civil engineering (transportation civil engineering), and has been deeply involved in transportation infrastructure construction and standardized management for a long time.

–Tsinghua University School of Economics and Management, MBA student, with both engineering technology and economic management perspectives.

–Lead the construction of a "1+5" industrial layout with transportation infrastructure investment as the core, and promote the integrated development of transportation infrastructure and regional economy.

c) Research/Practice Areas:

–Transportation infrastructure and industrial poverty alleviation: Promote the role of transportation infrastructure in economic development, and explore the "transportation +" industry poverty alleviation model.

–Standardized management and technological innovation: deeply cultivate the construction technology of roads, bridges and tunnels, and promote the construction of a standardized management system for projects.

–Government–enterprise cooperation and rural revitalization: Actively integrate into Yongchun County's "Cross–Strait Agriculture, Culture and Tourism Integration Development Demonstration Zone", and explore the path of transportation infrastructure to help agriculture.

–Digital Transformation and Industrial Innovation: Leading the "Quancheng Leasing" intelligent machinery leasing platform, promoting the digital reform of state–owned enterprises, and helping the industry reduce costs and increase efficiency.

d) Guidance Available:

–Transportation infrastructure construction and standardized management

–Transportation industry investment and government–enterprise cooperation model

–Digitalization empowers transportation construction and operation management

14) Liu Duzhi

- **Position Organization:**

- Business management consultant, digital transformation lecturer
- Microsoft Certified AI-900 Instructor, Intel OpenCV Senior Certified Instructor
- Strategic consultant and entrepreneurship mentor for a number of technology companies and industrial parks

- **Academic/Industry Background:**

- With more than 20 years of experience in strategy and digitalization in government, state-owned enterprises, foreign companies, and start-up companies, he has held key positions in Huawei, Ericsson, Hikvision, TIETO (Nordic listed company) and other institutions

- He has been in the field of IoT cloud platform for three years, serving as co-founder and COO, leading the team to serve the Internet of Things, AIoT and Cloud solutions

- It has the ability to build a full chain from technical solutions, market strategies to customer ecology, and is deeply involved in industrial landing projects such as smart parks, green manufacturing, and integration of industry and education

- As a Mentor of the "Green Intelligent Manufacturing Innovation Plan", a lecturer of the Industrial Upgrading Program of the Ministry of Industry and Information Technology, and a Mentor of the Entrepreneur Seminar of South China University of Technology, he promotes the coordinated development of industry, university and research

- **Research/Practice Areas:**

- Digital Transformation and Intelligent Manufacturing Applications: Promote the implementation of solutions and talent training in the fields of AI, cloud platform, and IoT for manufacturing enterprises

- Enterprise strategic planning and innovation implementation mechanism: Focus on business model innovation and transformation path optimization from the industry end to industry customers

- Identification of 5G and Industry Integration Opportunities: Research on the transformation and empowerment of traditional industries by the new generation of information technology

- Integration of industry and education and vocational ability improvement path: support the linkage between universities and enterprises, and explore the ability leap model based on practical scenarios

- **Guidance Available:**

- It is built around the intelligent manufacturing and digital transformation program of

industrial poverty alleviation

- Vocational skills improvement and talent training project design for grassroots or disadvantaged groups

- Exploration of digital transformation and empowerment paths for regional SMEs/parks

- Planning of industrial upgrading and technical cooperation projects for developing countries

15) Lu Tianzhu

- **Position Organization:**

- Director of Shenbang Intelligent Technology Group

- Expert of the National Standards Drafting Group; Master's supervisor; Tsinghua

- X–Lab Innovation Mentor

- **Research/Practice Areas:**

- Brand development and marketing system construction

- AI perception technology and the development of digital detection industry

- National standard formulation and industrial chain branding

- **Guidance Available:**

- Brand building and market strategy formulation of technology enterprises

- Marketing design of network technology and entrepreneurship projects

- New qualitative productivity project path planning combined with AI/sensing/IoT

16) Ma Xujun

- Position Organization:** Worked in the Student Affairs Office of Tsinghua University and the Village Office of Rongjiang County, Guizhou Province

- **Research/Practice Areas:**

- For the integrated development of culture, tourism and sports to help rural poverty alleviation, policy, planning, implementation, transformation and other related aspects

- **Guidance Available:**

- Some of the problems of poverty alleviation in rural development and the financial support of university students

17) Meng Caixia

- Position and institution:** Postdoctoral fellow, School of Marxism, Lanzhou University

- **Research/Practice Areas:**

- plutonomy
- New type of urbanization
- labor mobility, etc

- **Guidance Available:**

- New type of urbanization
- Research on rural labor mobility and poverty alleviation
- The focus is on industrial docking poverty alleviation, employment improvement and poverty alleviation

18) Bloomberg

- **Position Organization:**

- Director and researcher of Shanghai International Strategic Research Center
- Member of the 15th Committee of the Chinese People's Political Consultative Conference (CPPCC) Shanghai Hongkou District
- Director of the Youth Association of the Shanghai Federation of Returned Overseas Chinese

- **Academic/Industry Background:**

- He used to work at Business China, a well-known think tank in Singapore, and has long been engaged in the research and dissemination of China–Southeast Asia relations and overseas Chinese affairs policy
- He used to work in the Shanghai Huangpu District Commission of Commerce, providing professional services for investment promotion and foreign-related cooperation
- He has participated in many projects such as sustainable development and youth climate exchange at home and abroad, and has good experience in international communication and multilateral dialogue
- The research results have been adopted and approved by the National Committee of the Chinese People's Political Consultative Conference, the All-China Federation of Returned Overseas Chinese, and the leading institutions of Shanghai Municipality for many times

- **Research/Practice Areas:**

- Youth Group and Regional Sustainable Development Participation Mechanism: Promote youth participation in climate issues, rural revitalization, and regional collaborative governance
- Belt and Road Cooperation Mechanism: Explore the mode of social services and

poverty alleviation in countries along the Belt and Road

–Overseas Chinese–related Public Policy and Global Communication: Research on overseas Chinese policy, the construction of international discourse system, and the path of "telling China's story well".

- **Guidance Available:**

–Project planning around the participation of overseas Chinese in poverty alleviation, rural revitalization, education support and other issues

–How overseas youth and students can participate in global sustainable development through education, communication, social work and other means

–Design social service projects in the context of the Belt and Road Initiative

–Writing policy recommendations, optimizing project expression, and designing international communication pathways

19) Sun Peng

- **Position Organization:** Deputy General Manager of the Eighth Business Division of China Machinery Engineering Co., Ltd

- **Academic/Industry Background:**

–MBA from the School of Economics and Management, Tsinghua University, has been serving China Machinery Engineering Co., Ltd. for a long time, and is deeply engaged in general contracting and industrial integration operation.

–He has been stationed in Angola, Chad, New Zealand, the Middle East, Bolivia and other countries, and has been deeply involved in the expansion and localization of engineering projects in markets along the "Belt and Road".

–Focusing on food security and agricultural modernization, we will carry out pilot projects on the integrated model of "investment, financing, construction, operation and management" in the Huang–Huai–Hai Plain and the Northeast Plain, promote the integration of policies, science and technology and business models, and realize the upgrading of the whole agricultural chain.

–Promote China's agriculture to "go global", combine China's industrial capacity and development model, explore the path of building an efficient agricultural system in developing countries, and provide a replicable "Chinese solution" for global food security.

- **Research/Practice Areas:**

–International and domestic engineering general contracting: has been engaged in the construction and operation of large–scale engineering projects at home and abroad for a long time, and has rich experience in project management and industrial integration.

–Overseas market expansion and industrial cooperation: He has been stationed in Angola, Chad, New Zealand, the Middle East, Hong Kong, Bolivia and other places, carrying out in-depth regional market work and promoting Chinese enterprises to "go global".

–Agricultural Modernization and Food Security: Focusing on the Huang-Huai-Hai Plain and the Northeast Plain, we will improve agricultural productivity through the integration of investment, financing, construction, operation and management, and promote the transformation of traditional agriculture to modern agriculture.

–International promotion of the Chinese model: Combining policies, technologies and business models, we will explore the export of China's agricultural development experience to other developing countries to contribute to the global goal of food security and poverty reduction.

- **Guidance Available:**

- Overseas project development and international engineering cooperation

- Agricultural investment and financing and industrial chain construction

- Food security and the transformation path of agricultural modernization

- International dissemination and localization of China's development experience

20) Tong Zhaotian

- **Position Organization:**

- Chairman of Hangzhou Songuo Education Technology Co., Ltd

- Senior Career Planner

- Chinese Youth Entrepreneurship Mentor of the Central Committee of the Communist Youth League

- Volunteer Service Expert for Small and Medium-sized Enterprises of the Ministry of Industry and Information Technology

- **Academic/Industry Background:**

- He has been honored by Forbes China 30 Under 30, Davos Global Outstanding Young Person, and Gen.T Asia's New Generation Social Innovation Leader

- He has 12 years of career guidance experience and has coached more than 10,000 job seekers

- He has served as a talent development consultant for well-known enterprises such as Tencent, Asus, Meituan, Xiaohongshu, and Standard Chartered Bank

- He has served as a judge for many national competitions such as the National College Student Career Planning Competition, the China International College Student Innovation Competition, and the National College Student Rural Revitalization Competition

- **Research/Practice Areas:**

- Vocational Education and Employment Promotion: Focus on the guidance of career paths for young talents and the improvement of grassroots employability
- Entrepreneurship Counseling and Social Innovation: Encourage university teams to combine entrepreneurship with social issues to achieve sustainable empowerment
- Educational Equity and Capacity Improvement: Focus on bridging the gap between students in lower-tier areas in terms of employability, competitiveness, and expression
- Public Expression and Employment Support Mechanism: Enhance the ability of young people to express, adapt and transform in the workplace and social collaboration

- **Guidance Available:**

- Design and implementation strategies of vocational education poverty alleviation projects that empower disadvantaged groups
- Optimization of the social value presentation and roadshow display of entrepreneurial projects
- Topic selection and content optimization of topics related to educational equity, career empowerment and digital literacy improvement

21) Tao Feng

- **Position Organization:**

- Founding Dean of Shuimu Changqing Innovation College
- Tsinghua X-Lab Entrepreneurship Mentor
- Tsinghua Makerspace Innovation Mentor

- **Research/Practice Areas:**

- Construction of Entrepreneurship Education System and Methodological Innovation
- Incubation of innovation and entrepreneurship projects and verification of business models
- National/university-level innovation and entrepreneurship platform operation and team coaching

- **Guidance Available:**

- Structure and path design of university or social innovation and entrepreneurship projects
- Project roadshow optimization and empirical review of business models
- Application and practice of growth models for events and incubation

22) Tao Shuyi

- **Position and Institution:** Postdoctoral Researcher, Institute of Accessible Development, Tsinghua University

- Academic/Industry Background:**

- He focuses on social welfare and social work research, focusing on welfare policies and social service systems for the elderly and the disabled

- He served as the social work sub-project liaison of the "China–UNICEF Pilot Project on Integrated Early Childhood Development in Poverty–stricken Areas".

- He has presided over 1 project of the China Disabled Persons' Federation, participated in the drafting of 1 civil affairs industry standard, and participated in a number of major projects of the National Social Science Fund

- **Research/Practice Areas:**

- Social Welfare & Social Work to be confirmed

- Welfare policies and service systems for the elderly and the disabled

- Integrated Early Childhood Development

- Civil affairs policy standards and social service system construction

- **Guidance Available:**

- Social service projects to be designed to focus on the well-being of the elderly, the disabled, or children

- Poverty alleviation planning around welfare policies and social service systems

- Logical construction and evaluation path of practical projects related to cross-group support mechanisms for vulnerable groups

23) Wang Lineng

- **Position Organization:** Head of Zhongshan (Beijing) Cultural Industry Co., Ltd

- Academic/Industry Background:**

- He has more than 15 years of comprehensive management experience in the fields of science and technology, culture and Internet

- He has been leading the integration of science and technology and culture for a long time, and is responsible for the development and operation of LBE (Location Based Entertainment) large-space digital IP

- Promote digital transformation and commercialization in multiple scenarios such as cultural tourism, sports, performing arts, and retail

- **Research/Practice Areas:**

- Cultural tourism industry planning

- Digital transformation of large-scale events

–Digital operations for large venues

- **Guidance Available:**

–To be confirmed, the creation of cultural IP and the design of the integration path of science and technology

–Science and technology culture help the implementation strategy of new quality productivity projects

–Construction and industrial transformation of new immersive experience scenarios based on LBE large space

24) Yan Qiang

- **Position Organization:**

–RONG Fellow, Tsinghua Institute of Data Science

–Chief Architect of the Silk Road Digital and Finance International Alliance

–Deputy Secretary–General of the AI Big Data Committee of Tsinghua Alumni Association

–Deputy Secretary–General of Tsinghua Institute of Data Governance

- **Academic/Industry Background:**

–Graduated from the Department of Electronic Engineering of Tsinghua University, he has been deeply involved in the digital industry for more than 20 years, covering finance, education, government, manufacturing, petroleum and other industries.

–TOGAF 9 Certified Enterprise Architect, member of the ACM Association, focusing on enterprise digital transformation, business model optimization, enterprise architecture design, industrial strategic goal teardown, and other fields.

–As the chief architect, he has led the development of a large–scale distributed reservoir and pipeline network simulation system with an investment of more than \$200 million.

–Participated in the informatization planning and strategic architecture design of a number of government and large enterprise groups to promote the digital upgrading of the industry.

- **Research/Practice Areas:**

–Digital transformation: enterprise–level informatization, artificial intelligence empowerment, blockchain, and data governance.

–Intelligent manufacturing: core capacity building of manufacturing enterprises and optimization of intelligent manufacturing processes.

–Enterprise architecture design: business model optimization, enterprise business process reconstruction.

–Science and technology entrepreneurship management: digital transformation methodology of small and medium-sized manufacturing industry, life cycle management of science and technology products.

–Guidance Available:

–Enterprise digital transformation strategy

–Smart Manufacturing & Enterprise Architecture Optimization

–The application of big data and artificial intelligence in the industry

–Enterprise informatization and business model upgrading

25) Yang Fan

- **Position and institution:** Investment expert of a US dollar private equity institution

- **Academic/Industry Background:**

–He is currently an investment expert in a US dollar private equity institution, focusing on investment in the Americas, focusing on new energy, logistics and consumer industries, and promoting the application of financial instruments in industrial development, poverty alleviation and industrial upgrading.

–He has worked in a well-known investment bank in China, responsible for equity financing business, providing capital market solutions for enterprises in the consumer, technology and healthcare industries, and has accumulated rich experience in investment and capital operation.

–In the early days, he was engaged in green bond and equity investment in large state-owned enterprises, committed to the development of sustainable finance, and promoted the implementation of green financial instruments in real industries.

- **Research/Practice Areas:**

–Private Equity: In-depth research on investment strategies in the new energy, logistics and consumer sectors in the Americas.

- **Capital Market and Financing:** He has rich experience in equity financing and is well versed in capital operation mode.

–Sustainable Finance: Promote green bonds and equity investment, and explore how finance can contribute to industrial transformation and sustainable development.

- **Guidance Available:**

–Industrial investment and private equity financing

–Sustainable Finance & Green Bonds

–Capital market operation and corporate financing plan design

–The application of investment and industrial upgrading in the field of poverty alleviation

26) Yu Jifan

- **Position Organization:**

- Tsinghua University Mizuki Scholar
- Graduated from the Knowledge Engineering Laboratory of the Department of Computer Science of Tsinghua University
- Research/Practice Areas:
 - He has published more than 30 papers in international conferences and journals, and has won the ACL Best Presentation Paper Award, the EMNLP Outstanding Paper Award and the CIKM Best Resource Paper Nomination, and the constructed popular science robot has won the China Science and Technology Week 2021 Most Public Attention Award

- **Guidance Available:**

- Large language models
- Artificial Intelligence and Online Education

27) Zhang Fan

- **Position Organization:**

- Head of Case R&D, Master of Engineering Management (MEM) Education Center, Tsinghua University
- Tsinghua University MEM Program Alumni Mentor
- Outstanding instructor of the 2nd China Graduate Engineering Management Case Competition

- **Academic/Industry Background:**

- He has more than 15 years of practical experience in management and product innovation in multinational enterprises, and has held middle and senior management positions in Fortune 500 companies such as Haier, Samsung, Huawei, and Xiaomi
- He used to be the vice president of Merit Technology China, the general manager of Xiaomi Business Unit, the sales director of Xiaomi Technology and the head of IPMS transformation
 - It has representative practical achievements such as the ecological construction of ToB key customers and the organizational reform of Xiaomi's new retail

- **Research/Practice Areas:**

- Digital Product Innovation Project: Focus on the full life cycle management and innovation implementation of consumer electronics, smart terminals and Internet of Things products
- Customer Value and Ecosystem Integration: Drive the transformation from project

delivery to customer success, and explore the PaaS (Product-as-a-Service) path

- Strategic Planning and Localization Technology Substitution: Build a roadmap for enterprise digital transformation and gain a deeper understanding of the technology evolution path

- Organizational Change and Agile Management: Promote the transformation of the "iron triangle" organization of enterprises and establish an efficient cross-functional collaboration mechanism

- **Guidance Available:**

- Technology Product Entrepreneurship and Digital Innovation Management

- Full-link design of products in the field of consumer electronics and Internet of Things

- Project management and complex project facilitation mechanisms

- The practice path of enterprise strategic transformation and organizational change

28) Zhang Jian

- **Position Organization:**

- Vice Dean of the Institute of Climate Change and Sustainable Development, Tsinghua University

- Executive Director of the Low Carbon Energy Laboratory of Tsinghua University

- Deputy Secretary-General, World University Alliance on Climate Change

- **Academic/Industry Background:**

- He has long been engaged in policy research and technical path exploration in the direction of global climate governance, climate adaptation, sustainable development and green transformation and innovation

- He has presided over and participated in research projects commissioned by many national ministries and international organizations, including: China's medium- and long-term low-carbon development strategy, UNEP's collaborative study on environment and climate, "Belt and Road" green infrastructure projects, and low-carbon transformation pathways for the health industry

- He has edited and translated the Chinese version of the "Long-term Strategic Vision Report for Building a Prosperous, Modern, Competitive and Climate-Neutral Economy in the EU", and published a number of academic papers on carbon neutrality, international climate policy and green development mechanism

- **Research/Practice Areas:**

- Global Climate Governance and Adaptation Policy: Focusing on the design and implementation of multilateral cooperation mechanisms and national climate strategies

–Green Transformation and Sustainable Development Strategy: Promote low-carbon economic and social transformation and sustainable path construction

–Environment and climate synergistic pathway design: Promote the synergy between environmental protection and emission reduction goals

- **Guidance Available:**

- Design of international climate cooperation and governance mechanisms

- Regional green development and carbon neutrality pathways

- Integrating climate and public health policies

- Sustainable innovation and entrepreneurship and the green transformation of the Belt and Road Initiative

29) Zhao Guanlan

- **Position Organization:**

- Associate Professor, School of Public Health, Lanzhou University

- Gansu Province "Flying Scholar" Distinguished Young Scholar

- Young talents of think tanks of China Association for Science and Technology

- Academic/Industry Background:

- Presided over the National Social Science Foundation project "Research on the Mental Health Mechanism of Migrant Children Returning to Their Hometowns in the Context of Rural Revitalization"

- He presided over the Young Talent Project of the Think Tank of the China Association for Science and Technology to explore the training path of family doctors with Chinese characteristics

- Participated in Save the Children's projects on child health care, health capacity building and digital literacy improvement in Xinjiang, Sichuan, and eastern China

- As a visiting researcher at the Spanish Public Health Research Group, he has been involved in a number of international health and labor studies for a long time

- **Research/Practice Areas:**

- Mental and Behavioral Health of Rural and Migrant Children: Focusing on Children's Mental Health Problems and Their Intervention Pathways in the Context of Migrant and Left-behind Children

- Primary healthcare system and health equity: Focus on capacity building and equity improvement of medical services in rural and underdeveloped areas

- Health Management of Floating Population and High-risk Occupational Groups: A Study on the Health Risks, Behavior Patterns and Policy Support Mechanisms of Special Occupational Groups

–Global Health Governance and Transnational Health Policy: Participate in multi-country cooperation projects to explore the local adaptation and transformation of health intervention experience in developing countries

- **Guidance Available:**

–The project is designed around the intersection of health and poverty alleviation for children, adolescents and migrant groups

–Exploration of healthy poverty alleviation path based on the optimization of primary health system

–Innovative solutions that integrate access to healthcare, health equity, and education improvement

–Localized design of health intervention programs for vulnerable groups based on international experience

30) Zhou Shen

- **Position Organization:**

–Distinguished associate researcher of the Department of Science and Technology Communication, University of Science and Technology of China

–Vice President of New Media Research Institute, Institute of Advanced Technology, USTC

–Deputy Director of Anhui Provincial Key Laboratory of Science Education and Communication

- **Academic/Industry Background:**

–He is also the secretary-general of the Science and Technology Communication Theory Research Committee of the China Science and Technology News Society, and an expert member of the Cultural Metaverse Committee of the China Cultural Industry Association

–He was selected into the Young Talent Program of the Science and Technology Think Tank of the China Association for Science and Technology, and was awarded the Mozi Outstanding Young Scholar Special Grant of the University of Science and Technology of China and the Huawei Teaching Scholarship

–The undergraduate course "Human-Computer Interaction Communication" and the graduate course "Media Management and Management" were launched, and the AIGC Future Media Maker Camp was launched

- **Research/Practice Areas:**

–Network and New Media: Focus on the integration and innovation of cutting-edge media technologies such as AIGC (Generative Artificial Intelligence) and Web 3.0

–Science and Technology Communication and Science and Technology Education: Research on the transformation of scientific and technological achievements, the improvement of scientific literacy, and the path of international science and technology communication

–Science and Technology Policy and Sustainable Development: Participated in several major projects around AI governance, virtual reality storytelling, and Sustainable Development Goal (SDG) evaluation

–Public Crisis Communication and Psychological Intervention: Research on the innovative mechanism of government crisis communication and its application in the management of public health emergencies

• **Guidance Available:**

–AIGC and Web3.0 Application Scenario Design and Innovation and Entrepreneurship

–Science and Technology Communication and International Communication Project Planning

–Technology empowers rural revitalization and social innovation

–Think Tank Construction and Science and Technology Policy Research Methods

31) Mercedes Victoria Andrés

• **Position Organization:**

–Postdoctoral Researcher, Institute of Educational Sciences, Faculty of Philosophy and Letters, University of Buenos Aires

–Senior Visiting Scholar, School of Public Policy and Management, Tsinghua University (funded by China Scholarship Council)

–Head of China Affairs of the China–Adela Foundation

–Founder and researcher of the China–Latin America Academic Exchange Network (RIALC).

–**Academic/Industry Background:**

–He has organized and chaired a number of research projects jointly funded by the Chinese Academy of Social Sciences and the National Research Institute of Argentina (CONICET), focusing on China–Latin America cooperation in education and governance in the context of the Belt and Road Initiative

–He has been a speaker and organizer of bilateral higher education cooperation and social science cooperation between China and Latin America for a long time

–He was an associate professor in the Department of Spanish at Jiangsu Normal University, and held research and teaching positions in many universities in China

- **Research/Practice Areas:**

- Global South Education Cooperation and Knowledge Governance: Focusing on the Enabling Potential of China–LAC Education Cooperation for Regional Capacity Building
- Internationalization and Development Strategy of Higher Education: Exploring the Docking Path of Education Foreign Aid, International Student Mobility and Local Education System
- Educational Equity and SME Development: A study of how universities can help SMEs go global through educational services
- Diplomatic and Think Tank Cooperation Mechanism between China and Latin America: Served as the person in charge of a number of Sino–Arab intergovernmental cooperation research programs, and promoted the integration of think tank and university resources

- **Guidance Available:**

- Education and capacity–building–oriented poverty reduction pathway design
- Educational cooperation, policy mechanisms and project practices between China and Latin America
- Innovation of higher education service model for small and medium–sized enterprises and youth entrepreneurship
- Selected topics on social innovation and educational equity from an international comparative perspective

32) William Guey Gui Jingtao

- **Position Organization:** Master of Industrial Engineering, Department of Industrial Engineering, Tsinghua University

- **Academic/Industry Background:**

- International project manager of Beijing Zhongding Haoshuo Technology Co., Ltd
- Resident expert in Observa China, Brazil
- Printit3D.com.br Co–founder

- **Research/Practice Areas:**

- China–Latin America and the Caribbean Cooperation on Poverty Reduction and International Development: Participate in and promote youth poverty alleviation exchanges and practical cooperation between China and Latin America, and strive to disseminate and implement international experience in poverty reduction.
- Supply Chain Finance and International Trade: Deeply engaged in China–Brazil trade practices, especially in the import and export of bulk commodities such as meat and soybeans, as well as cross–border financial support.

–Scientific and technological innovation and 3D printing application: He has rich experience in 3D printing technology research and development and enterprise application, and is the co-founder and inventor of technical patents of the largest 3D printing service company in Brazil.

- **Guidance Available:**

- China–LAC cooperation in poverty alleviation and experience dissemination
- Cross–border trade, supply chain finance and agritech applications
- Technological innovation and entrepreneurship practices (especially 3D printing and manufacturing)
- Multilingual communication and international presentation strategies

5.2 Mentors of the Pontificia Universidad Católica de Chile

1) Alejandro Martin

- Position Organization: MBA Mentor

2) Alfonso Espinoza

- Position Organization:**

- Project & Production Manager (FLSmith).
- Strategic advisory, project and general management assistance. (Ondyne SA)
- Mechanical Civil Engineer at the University of San Diego pursuing a post–MBA–PUC degree

- Research/Practice Areas:**

- Project manager responsible for the operation and cost control of engineering, construction, and production projects in mining and industrial processes. Supply chain business research for controlling the mining and industrial markets

- Guidance Available:**

- Incorporate business management processes across the company into the new ERP platform
- Energy storage for general industry in order to control projects dedicated to energy efficiency
- A business plan to work with new small entrepreneurs

3) Astrid Luisa Espaliat Larson

- Position Organization:**

- Full–time Assistant Professor, School of International Studies, University of Chile (2002–present).
- He is a lecturer at the Chilean Foreign Affairs Academy, the Master's Program of the

Latin American Center of the University of Heidelberg, and several postgraduate programs at the University of Chile

–Member of the Advisory Board for the International Court of Justice case of the Government of Chile (Chile–Peru, Chile–Bolivia).

–Research/Practice Areas:

- International Law and International Relations
- The international human rights regime and State responsibility
- International dispute settlement mechanisms and courts apply
- National sovereignty, maritime delimitation, transnational fisheries and resource governance
- The practice of the application of foreign law in domestic courts

–Guidance Available:

- Design of policy advocacy projects involving international law, human rights protection, or inter–state cooperation
- Research–based social innovation projects in the direction of transnational governance, judicial cooperation and rule of law
- Focus on the topic selection and expression guidance in the fields of rule of law development, border issues, and social justice in Latin America

4) Bárbara Fuchslocher

–**Position Organization:** UC Internationalization Program Leader

–Research/Practice Areas:

–International Education

–Guidance Available:

–Oral Expression and Communication, Design Thinking, Design International Education Program

5) Carlos Oviedo

–Position and Institution: MBA Mentor

6) Carolina Goñi Price

–Position Organization: Fosis National Technical Support

–Research/Practice Areas:

–Systemic Family Interventions, Mental Health, Leadership, Social Interventions in Poverty Contexts

–Guidance Available:

–Suggestions on intervention pathways focusing on psychological and family support programs for vulnerable groups

7) Christian Cáceres Fuentes

–**Position and Institution:** MBA Mentor

–**Research/Practice Areas:**

–Solid knowledge in product and service development (business and technical), planning, management control, data mining,

–Solid knowledge in the areas of business, business modeling, and management to successfully achieve sales, invoicing, and profit targets

–**Guidance Available:**

–Business model, hypothesis validation (market suitability conception), financial structure

8) Claudio Araya

–**Position and Institution:** MBA Mentor

–**Research/Practice Areas:**

–Business Model, Strategic Planning, Financial Planning & Analysis, Management, Operations & Finance

–**Guidance Available:**

–The United Nations Sustainable Development Goals, recognising how many people's lives we can impact and minimising the negative collateral impact of economic growth

–Open your eyes to alternative approaches and iterations of your project

–Supporting entrepreneurs at an early stage, aligning their value proposition with customer needs, optimizing their operational and financial cycles, identifying key resources, activities and alliances to increase profits, and emphasizing the long-term sustainability of the business

9) Claudio Gonzalez

–**Position Organization:** Commercial Director of Neosoft

–**Research/Practice Areas:**

–B2B sales (SaaS, regulatory reporting, fintech solutions, financial services, education)

–Business strategic planning

–Business structure and growth model

–Sales Team Leader

–Digital transformation and change management

–**Guidance Available:**

–Consultative sales and business development (pitch structure, closing complex deals, key account management)

- Business structure and strategic planning (vision, KPIs)
- Sales model design and execution (methodology, customer relationship management, follow-up)
- Mentoring Sales Executives (Coaching, Team Building, Performance Management)

10) Claudia Zañartu

- Position Organization: Teacher of Innovation Center

11) Cristian Díaz

- Position Organization: Head of Global Mobility, UC
- Research/Practice Areas:
 - International Development, International Higher Education Management, Multi-level Governance and Project Evaluation
- Guidance Available:
 - Optimization of project plans with the requirements of international cooperation and evaluation mechanisms

12) Cristóbal Alejandro Suazo Chávez

- Position Organization: Commissioner of Fosis Health and Human Settlements
- Research/Practice Areas:
 - Food safety, quality control in agriculture and animal husbandry, microbiological risk analysis of food, and public service experience in agriculture and health departments
- Guidance Available:
 - Quality and hygiene guidance for rural food production and safety standards projects

13) Eduardo Luengo Cortés

- Position Organization: Fosis National Technical Support
- Research/Practice Areas:
 - Social Policy, Community Psychology, Supervision & Strategic Planning, Productivity Promotion & Project Evaluation
- Guidance Available:
 - Suggestions for the integration of social project evaluation design and community psychological policy

14) Javier Appelgren

- Position and Institution: MBA Mentor

15) José Manuel Morales Valdés

- Position Organization:
 - Postdoctoral Researcher, School of International Studies, Universidad de Chile
 - Former coordinator of the International Affairs Project of the International Affairs

Office of the Central University of Chile

- Former Advisor to the Minister of Education of Chile

- Research/Practice Areas:

- A Comparative Study of Higher Education Governance and Reform in China and Latin America

- Internationalization of education policy and South–South cooperation mechanisms

- Marketization of the higher education system and governance reform

- Social inequalities and social movements in the education system

- Guidance Available:

- The design of research–based social projects focusing on the comparison of higher education in China and Latin America and the path of internationalization

- Policy project planning on education system reform, governance mechanism and social justice issues

- Design of cross–cultural research programs involving education and social inequality and educational mobility

16) Lap kei Chang

- Position and Institution: MBA Mentor

17) Magdalena Valdés

- Position Organization:

- Administradora de, CEO of Tierra Capital

- Fondos de Inversion S.A

- Adjunct Professor, College of Agronomy and Natural Resources, University of California

- Adjunct Scholar in the College of Agronomy and Natural Resources

- Research/Practice Areas:

- Agricultural Economics and Investment Assessment

- Contract negotiation in the forestry sector

- Rural landscape planning

- Guidance Available:

- Economic and financial evaluation of the project

- Projects related to arable land resources

- Investment in agriculture

- Farm/Hacienda Landscape Management

18) María José Astorga

- Position and Institution: Alosis Lawyer: Master of Public Law, Diploma in Cultural Management

–Research/Practice Areas:

–Social Innovation, Social Planning Development from a Gender Perspective, Design Thinking, Logical Frameworks and Theory of Change

–Guidance Available:

–Clarity in the design and structure of social projects that focus on gender perspectives

19) María Luisa Méndez

–Position and Institution: Director and Researcher of COES (Center for Conflict and Social Cohesion Research); Professor, UC School of Architecture, Design and Urbanism

–Research/Practice Areas:

–Urban elites, urban belonging, urban conflicts, liberal urbanism

–Guidance Available:

–The design perspective of poverty alleviation in the context of urban belonging and social conflict is supported

20) Maribel Flórez

–Position Organization: Director of Global Learning, UC

–Research/Practice Areas:

–Global competence, educational innovation, international student exchange

–Guidance Available:

–Education–driven poverty alleviation design and international collaborative pathways

21) Marignacia Pávez

–Position Organization: Floris Headquarters, Healthy Habitat – Food Safety Support Program, Specialist

–Research/Practice Areas:

–Food security, environmental management, water law and climate change, organic waste recycling and sustainable production

–Guidance Available:

–Design of projects related to food security and sustainable environmental practices

22) Maximiliano Oyarce

–Position Organization: Mentor to the CEO of Fuego Interior

–Research/Practice Areas:

–Quality and operations, including process optimization, digital transformation, project management, and digital business

–Guidance Available:

–Develop project and business model canvases, quality and operations planning, general management, and business strategies for the digital age

23) Monserrat Pifaut

–Position Organization: Teacher of Innovation Center

24) Néstor Rodrigo Tapia Vera–Cruz

–Position Organization: Commissioner of Fosis Health and Human Settlements

–Research/Practice Areas:

–Affordable housing, livable project design and supervision, citizen participation, architectural education system

–Guidance Available:

–Suggestions on the design and public participation mechanism of housing and livability improvement projects

25) Pablo Delgado

–Position and Institution: MBA Mentor

26) Paloma Morales Troncoso

–Position Organization: Fosis Industrial Designer – Master of Business Administration in Marketing

–Research/Practice Areas:

–Social Innovation Project Design and Management, Design Thinking, Change Theory, Gender Perspective, Project Visualization

–Guidance Available:

–The logical structure of social innovation projects and the expression of gender integration are optimized

27) Pedro Ugalde Valladares

–Position Organization: Fosis Project Specialist

–Research/Practice Areas:

–Social Policy, Psychosocial Support, Decentralization, Public Policy and Community Interventions

–Guidance Available:

–Suggestions for social policy adaptation of community–based intervention projects

28) Rodrigo Hernández Allel

–Position Organization: Deputy Executive Director, Program Management, Department of Health and Human Settlements, Fosis Headquarters

–Research/Practice Areas:

–Housing and food support program coordination, poverty alleviation and post–disaster social assistance, and cross–sector international cooperation project management

–Guidance Available:

–Co-ordination and cooperation mechanism design of comprehensive social support projects

29) Liu Mengxuan

–Position Organization: Assistant to the director of the Planning and Construction Department of CGE Company

–Research/Practice Areas:

–Grid planning

–Integrated program management

–Introduction of microgrid technology

–Guidance Available:

–Sustainable planning of power infrastructure in underdeveloped areas and design of synergistic pathways for poverty alleviation

–Exploration of the application of microgrid technology in energy access and energy equity

–Integrated plan management and project implementation optimization for power system projects

5.3 Mentors of the Federal University of Rio de Janeiro:

1) Antonio Claret

• Position Organization:

–Research Director, Wise Responder (Oxford Initiative Project)

–Advisor on national and local multidimensional poverty policy, Brazil

–UNDP poverty reduction advisor for Ho Chi Minh City and Hanoi, Vietnam

• Academic/Industry Background:

–Led the creation and implementation of Brazil's local multidimensional poverty governance index; recipient of UNDP's Human Development Atlas Award

–Supported UN implementation of city-level multidimensional poverty indexes, linking global methods with local practice

–Currently leads Wise Responder's research on quantitative poverty models and impact evaluation in collaboration with the private sector

• Research/Practice Areas:

–Public collaboration mechanisms in poor regions, promoting government and civil society coordination

–Implementation of social programs in urban, rural, and remote areas, with in-depth service delivery experience in Pará, Maranhão, and Ilha de Marajó

- Management of social impact projects in education and health, including early childhood, inclusive education, literacy promotion, and primary healthcare
- Design of income generation mechanisms for vulnerable groups
- Guidance Available:
 - Design of multidimensional poverty evaluation frameworks and indicator systems for education, health, income, and empowerment
 - Impact assessment and research design for socially innovative policies and programs
 - Localization of SDG indicators through local team engagement
 - Stakeholder collaboration models under cross-cultural contexts involving government, business, and communities

2) Carla Vimercate

- Position Organization:
 - Social Responsibility Analyst, Vale S.A.
- Academic/Industry Background:
 - Contributed to Vale’s strategic goal of lifting 500,000 people out of extreme poverty by 2030
- Research/Practice Areas:
 - Public collaboration mechanisms in poor regions, focusing on dialogue with governments and social organizations
 - Implementation of social programs in urban, rural, and remote regions, particularly in Pará, Maranhão, and Ilha de Marajó
 - Management of social impact projects in education and health, including early childhood, inclusive education, literacy, and basic healthcare
 - Design of sustainable income-generation projects for vulnerable communities
- Guidance Available:
 - Regional poverty reduction strategies centered on collaborative mechanisms
 - Integrated social project design combining education, health, and economic empowerment
 - Sustainable development planning for underserved or remote communities
 - CSR practices in alignment with poverty reduction strategies

3) José Orlando

- Position Organization:
 - Tenured Professor of Industrial Engineering and Graduate Program in Informatics, UFRJ

- Deputy Director of BRICS International Relations, School of Engineering, UFRJ
- Visiting Professor, Tsinghua University
- Academic/Industry Background:
 - President (2021–2024) and former Vice President (2015–2021), International Ergonomics Association (IEA)
 - Former President and Board Member, Latin American Ergonomics Union (ULAERGO)
 - Executive Committee Member, BRICS+ Ergonomics Network
- Research/Practice Areas:
 - Human factors and workplace safety, focusing on cognitive load, resilience design, and engineering practices in complex systems such as emergency response, aviation, and oil
 - Collaborative and interactive system design for improving human–machine–environment performance across multi–role, multi–sector contexts
 - Inclusive and sustainable production system design integrating work organization, ergonomics, and productivity
 - Poverty alleviation in industrial settings through improved safety, job fit, and technical training for empowerment
- Guidance Available:
 - Poverty reduction strategies in labor–intensive industries centered on ergonomics and safety
 - Empowerment–oriented technical interventions in workplace design that enhance the capability and dignity of frontline workers
 - Human–centered industrial system design and resilient governance models
 - Multi–stakeholder poverty alleviation mechanisms from a cognition–collaboration–system perspective

4) Vitor Libanio

- Position Organization:
 - Head of Extreme Poverty Governance Projects, Vale S.A.
- Academic/Industry Background:
 - Over 15 years of experience in the social sector, focusing on corporate impact management, community relations, and social investment
 - Extensive involvement in large–scale infrastructure projects (ports, railways, mining) through corporate–community coordination
 - Worked with multiple Fortune 500 companies and international groups including Vale, Shell, Votorantim, Carrefour, Samarco, Baosteel–CSV, Thyssenkrupp–CSA, and EBX Group

- Research/Practice Areas:

- Corporate sustainability and social impact governance, including human rights, community dialogue mechanisms, and ESG strategies

- Entrepreneurship and income generation project design to empower economically disadvantaged populations

- Business management support in areas such as finance, negotiation, and HR

- Development of integrated project portfolios and social investment management systems

- Guidance Available:

- Poverty reduction pathways integrating corporate strategy and community development

- Sustainable entrepreneurship and employment support programs for impoverished areas

- Co-governance models combining grassroots governance and corporate involvement

- Practical strategies for aligning CSR with regional poverty alleviation efforts

- Strategic design of social investment and territorial development projects

- Implementing inclusive digital solutions for rural and marginalized communities

- Integrating gender perspectives into sustainable development practices

- Structuring and evaluating poverty alleviation initiatives within public-private partnership frameworks

5.4 Mentors of the Universidad del Pacífico:

30) Aileen Milagros Agüero García

- Position Organization: Corporate Affairs Coordinator, Minera Las Bambas

- Academic/Industry Background:

- Extensive experience with international organizations, including the United Nations, World Bank, International Fund for Agricultural Development (IFAD), World Food Programme (WFP), and the Institute of Peruvian Studies (IEP)

- Lead and contributor to numerous research projects focused on social and economic development, digital strategy, and poverty reduction across Latin America and beyond

- Recipient of the "Equals in Tech" Award (2018) for contributions to the "After Access" project, which investigated gender-related digital divides

- Research/Practice Areas:

- Rural Development & Socioeconomics: Focused on territorial development models, inclusive growth in agricultural regions, and enhancing rural productivity

- Digital Inclusion & Technology Empowerment: Explores the role of technology in enabling gender equality and improving opportunities in underserved areas
- Gender and Development: Research at the intersection of gender, social investment, technology, and poverty alleviation
- Corporate Social Responsibility & Public Partnership: Designs and systematizes corporate social investment programs aligned with public initiatives to maximize regional impact
- Guidance available:
 - Strategic design of social investment and territorial development projects
 - Implementing inclusive digital solutions for rural and marginalized communities
 - Integrating gender perspectives into sustainable development practices
 - Structuring and evaluating poverty alleviation initiatives within public–private partnership frameworks

31) Antonio Pagán

- Position Organization:
 - Postdoctoral Fellow, Center for Chinese and Asia–Pacific Studies, University of the Pacific, Peru
 - Co–founder of European Guanxi, a European Youth Think Tank Platform on China
- Academic/Industry Background:
 - PhD in International Relations, Nankai University
 - Master of Chinese Studies, Pompeu Fabra University, Spain
 - Participated in Chinese studies and Chinese culture learning programs at Beijing Foreign Studies University and Beijing Chinese Language and Culture University
- Research/Practice Areas:
 - China's Foreign Policy and Global Relations: An in–depth study of China's diplomatic strategy, with a special focus on the strategic competition between China and the United States and its impact on the global landscape
 - China's Interaction with Western Countries: Focus on the evolution of bilateral relations between China and European and American countries, especially the changes in the geopolitical landscape after the COVID–19 pandemic
 - China's rise and the reshaping of the international order: Analyzing China's challenges and responses to the current international order from the perspectives of political ideas and institutional comparisons
 - Youth Exchange and Multilateral Public Diplomacy: Promote academic and policy communication between European youth and China, and promote understanding and cooperation between China and Europe

- Guidance available:
 - Theoretical Analysis and Practical Operation of China's Foreign Policy
 - Designing international cooperation paths in the context of Sino–US competition
 - A comparative study of China's relations with Latin America/Europe
 - International Relations Research Methods and Cross–Cultural Policy Communication

32) José Carlos Feliciano

- Position Organization: Deputy Director, Center for Chinese and Asia–Pacific Studies (CECHAP), University of the Pacific, Peru
- Academic/Industry Background:
 - Holds an MBA from China Europe International Business School (CEIBS)
 - Studied graduate courses at the University of Michigan and Peking University
 - He is highly passionate about education, culture and technology, and is deeply involved in the research of China– Latin America education and digital economy.
- Research/Practice Areas:
 - China's Digital Economy and Asian Business Models: Research China's experience in the Internet, innovation and technology business models, and strive to promote the understanding and application of digital economy between China and Latin America
 - International Education Programs and Cultural Exchange: With over 15 years of experience in planning and implementing education programs in China and Latin America, he is good at building cross–cultural education exchanges and academic cooperation platforms.
 - Corporate Social Responsibility and Sustainable Development Education: While serving as Vice President of Corporate Social Responsibility at AIESEC China, he led a number of transnational charity and youth entrepreneurship programs.
 - Innovation and Entrepreneurship Education: Teaching courses on innovation and entrepreneurship, service marketing, ICT management, etc. in many universities in Peru to promote the development of young people's innovation ability
- Guidance available:
 - Cooperation models between Latin American countries and China in digital economy, innovation and culture
 - Educational charity program planning and international communication
 - Business model design and entrepreneurship education

33) Nifta Lau

- Position Organization: Postdoctoral Researcher, Center for Chinese and Asia–Pacific Studies, University of the Pacific, Peru
- Academic/Industry Background:
 - PhD in International Politics, Fudan University
 - Master of Political Science, Tsinghua University (Research fields: Chinese politics, diplomacy and international relations)
- Research/Practice Areas:
 - Chinese Foreign Policy: Study the strategic evolution of China's foreign relations, diplomatic practices and policy logic towards the Global South
 - China–Latin America Relations: Focus on economic and trade cooperation, political interaction and institutional exchanges between China and Latin American countries
 - Immigration and Overseas Chinese Studies: Focus on the impact of Chinese immigrants, ethnic business networks, and overseas Chinese policies on bilateral and multilateral relations
 - International governance and development issues: Interned at GEIDCO and UNES–CAP, participating in energy interconnection and social development programs.
- Guidance Available:
 - Chinese Foreign Policy and Cooperation with the Global South
 - China–Latin America Policy Interaction and Cooperation Program
 - Migrants, diaspora networks and transnational social relations
 - International Relations Research Methods

IV Scoring Guidelines

Scoring Instructions

Dear Judges,

Thank you for participating in the evaluation work of the “China–Latin America Youth Responding to Global Challenges — 2025 Poverty Alleviation Challenge.”

This competition adopts a multidimensional comprehensive rating system. **Each team will be rated on four core dimensions using a five-level scale: A/B/C/D/E. A fifth dimension, “Cross-Cultural Competence,” will be pre-assigned by the organizing committee based on team composition and does not require judge input.**

Please evaluate each team based on their on-site presentation, defense performance, and submitted materials, drawing on your professional, industry, and intercultural expertise. Avoid extreme scoring tendencies.

Scoring Dimensions and Criteria

Dimension D1: Innovation of the Proposal

Focus:

- Whether the proposal introduces novel strategies or mechanisms tailored to Latin American poverty contexts
- Whether it incorporates new technologies, models, or interdisciplinary methods
- Whether it demonstrates original ideas instead of repurposing existing projects
- Whether it presents a fresh perspective in problem identification

Grade Guidelines:

- A: Clearly different from conventional models in problem, method, or tool use; structurally sound, theoretically novel, and practically insightful
- B: Contains 1–2 substantive innovations; generally mature framework with some unique thinking
- C: Shows limited innovation, mostly minor adjustments to existing frameworks
- D: Largely follows existing solutions without demonstrating original thinking
- E: Copies existing cases or public models with no adaptation to the competition context

Dimension D2: Feasibility, Practicality, and Sustainability

Focus:

- Clarity in problem definition and goal setting
- Consideration of local factors (policy, culture, language, market, resources)
- Clarity and executability of implementation pathway
- Evaluation of potential risks and mitigation measures
- Attention to long-term sustainability and social value (e.g., green, low-carbon, equitable, inclusive)

Grade Guidelines:

- A: Clear objectives, detailed steps, matched resources; fully considers local conditions and offers added value like sustainability and social responsibility
- B: Feasible and mostly sound, with minor issues (e.g., vague budgeting or weak cultural strategies); touches on sustainability but with limited detail
- C: Basic coherence with minor logic gaps; limited consideration of social/environmental impact
- D: Idealistic and vague; lacks understanding of implementation conditions or long-term impact
- E: Disconnect from Latin American context; lacks feasibility analysis and sustainability awareness

Dimension D3: Research Depth and Disciplinary Integration**Focus:**

- Information base: credible sources (literature, data, cases, expert views)
- Application of 5W1H+ framework (What, Who, When, Where, Why, How, and Actor Network)
- Integration of disciplinary knowledge (economics, social, environmental, education, technology, etc.)
- Cross-cultural awareness and adaptability considerations

Grade Guidelines:

- A: Well-supported with thorough use of 5W1H+; logical and structured analysis; effectively integrates disciplinary tools and shows understanding of Latin American contexts
- B: Covers most of 5W1H+, logical and clear; sufficient information and basic disciplinary integration
- C: Partial structure with some missing or loosely organized elements; sources cited but weak in support and contextual awareness
- D: Incomplete or fragmented framework; weak information base; lacks methodological and cultural depth
- E: No systematic structure; unsupported or illogical arguments

Dimension D4: Defense Performance**Focus:**

- Clarity and accuracy of presentation
- Understanding and relevance in response to judges
- Confidence and composure under pressure
- Ability to expand ideas and demonstrate critical thinking

Grade Guidelines:

- A: Clear, structured, and insightful responses with strong logic
- B: Mostly complete responses; stable and fluent performance

- C: Understands questions but shows weak logic or repetition; slightly nervous delivery
- D: Misunderstands some questions or responds mechanically; lacks structure
- E: Unable to respond effectively; chaotic expression, underprepared

Dimension D5: Cross-Cultural Competence

(Scored by Organizing Committee Only)

Notes:

- Teams with members from two or more countries will automatically receive an A in this dimension (i.e., an additional A is added to their total score after all other dimensions are judged)
- Non-international teams do not receive a score in this dimension
- This score is pre-assigned before the competition and does not require judge input

To ensure meaningful score differentiation and prevent clustering, we apply quota limits for each rating per dimension. For 20 teams per judging group, the scoring ratio per dimension is:

A: 4 teams (20%)	D: 3 teams (15%)
B: 5 teams (25%)	E: 2 teams (10%)
C: 6 teams (30%)	

Team Ranking Rules

The final ranking will be determined based on the total letter grades (D1–D5) each team receives across all five scoring dimensions.

The specific ranking rules are as follows:

1. Teams are first ranked by the total number of A grades received across all dimensions. Teams with more A grades rank higher.
2. If the number of A grades is the same, teams are then ranked by the number of B grades.
3. If B grades are also equal, ranking proceeds by comparing the number of C, D, and E grades in turn until a difference is found.
4. If all grade counts are identical, teams are considered tied. A re-evaluation group organized by the committee will make the final ranking decision based on project completeness, presentation performance, and other relevant factors.

Judge Group Evaluation Mechanism

To ensure scientific and fair scoring, the competition adopts a grouped evaluation system where **participating teams and judges are divided proportionally. Each group evaluates independently.** (For example, if there are 100 teams, they will be divided into 5 groups of about 20 teams each, with 10 judges assigned to independently evaluate each group.)

In assigning judges, **the committee considers national representation (from China, Brazil, Chile, Peru, etc.) and professional backgrounds** to ensure balance across countries and disciplinary diversity within each group. This helps avoid scoring bias due to differences in judges' countries or fields.

Written Inquiry by Judges

To help judges conduct thorough and informed evaluations of the students' poverty alleviation proposals, a "Written Inquiry" mechanism is provided.

After completing the video evaluation of a team (or during it), if a judge deems it necessary for the team to further clarify or provide additional information—especially regarding innovation, feasibility/sustainability, or research depth—the judge may submit written questions via the designated committee email: thuchallenge2025@163.com.

The organizing committee will promptly forward the question to the respective team, which must submit a written response within 24 hours (calendar days) via the same platform. This response (if submitted on time) will serve as a critical reference for the judge's final evaluation.

Note: **Written inquiries are optional.** Judges may choose not to submit questions to any team. Not submitting questions does not affect the normal scoring process. **If a team fails to reply within 24 hours, the inquiry becomes void**, and judges will evaluate based on the team's presentation, defense, submitted materials, and observations made during the video review.

Follow Us: The Tsinghua University Latin America Center "Poverty Alleviation Challenge" team shares updates and resources via new media platforms. We also invite you to follow Tsinghua University's admission programs in Latin America and the Caribbean Countries, welcome students from the region to apply to Tsinghua University! Stay informed by following us through these channels:

WeChat Official Account: 清华大学拉美中心

Provides updates on past and current activities, highlights, and outstanding projects.



Official Website: Tsinghua University Latin America Center

(<https://lac.tsinghua.edu.cn>)

Features a dedicated "Poverty Alleviation Challenge" section with detailed information, past achievements, and the latest updates.

Tsinghua University Admission Information Website

(https://lac.tsinghua.edu.cn/en/Tsinghua_Admissions/Study_in_Tsinghua.htm),

or you can contact us: Email: lac@mail.tsinghua.edu.cn

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