

I. Background

The global economy undergoes a structural transformation in the 21st Century. Based on the theoretical research made by the economist John Howkins, the Blair Administration was the first to coin the concept of “creative industry”. Immediately after that, creative industry became the pillar of knowledge economy. The governments and academia of various countries have attached great importance to the development and theoretical research of creative industry.

The Chinese Government is striving to develop its creative industry. This emerging industry has already enlivened relevant employment markets. In response to the government’s strategy on developing the creative industry, more and more Chinese universities have opened relevant schools, departments or courses.

UK’s creative industry has been always in a leading position in the world, and many universities are taking the lead in creative education. More and more Chinese undergraduate students choose to continue their education in creative industry related areas in the UK.

Under such background, this programme is designed to focus on Creative Media Industry and aims to promote the higher education collaboration, joint research and dialogues in this important area between Chinese and UK universities.

II. Partners

Organisers:

- British Council China
- The School of Communication and Design, Sun Yat-Sen University
- Jinling College, Nanjing University

Exclusive Web Partner:

- tv.sohu.com

The programme was supported by a number of Chinese local partners:

- The Publicity Department of Dongguan Municipal Government
- Southern Metropolitans
- Modern Express
- China New Media Communication Association
- Ogilvy Creative Research Institute of Nanjing University
- Library Avant-Garde

III. Participants:

The UK Side:

16 representatives, most of whom are decision makers of new media related schools, from the following 10 UK universities participated in the one-week programme in Guangzhou and Nanjing:

- Loughborough University
- Goldsmiths, University of London
- University of Nottingham
- Nottingham Trent University
- Edinburgh Napier University
- University of Portsmouth
- University of Derby
- University College Falmouth
- Aberystwyth University
- University for the Creative Arts

Chinese Side:

This was the first ever high profile event in Creative Media that British Council has organised in China, which gathered together all of our major stakeholders including academics from UK and Chinese universities, government officials, industrial practitioners, as well as key members of the media. The majority of the audience, academics from the Chinese universities, were from over 30 higher education institutions across China, to name a few:

- School of Journalism and Communication, Peking University
- School of Media and International Culture, Zhejiang University
- The School of Communication and Design, Sun Yat-Sen University
- Shanghai Jiao Tong University
- Nanjing University, Jinling College
- Guangzhou University
- Jinan University
- South China University of Technology
- Guangzhou Academic of Fine Arts
- Dongnan University
- Beijing Information Science & Technology University
- Shanghai University
- Shanghai Theatre Academy
- Ningbo Institute of Technology
- Jiangsu Normal University

VIPs:

The event attracted lots of VIPs' participation, such as:

- Mr. Andrew Massey, Deputy Consul-General, British Consulate General Guangzhou
- Mr. Ye Zheju, Deputy Director of The Publicity Department of Dongguan Municipal Government
- Professor Chen Chunsheng, Deputy Secretary of Party committee and Vice President of Sun Yat-sen University.
- Stanley Tong, Famous Film Director, Vice Chairman of Hong Kong Film Awards Association
- Yang Jun, Famous Screenwriter and Film Director, Chief-Director of Films Channel of Jiangsu Broadcasting Corporation

- Prof. Wang Dianxiang, Principal Assistant of Nanjing University & Dean of Jinling College, Nanjing University

IV. Activities

Activity 1: Cool Olympics - Sino-UK University Students' Competition on Micro Videos Production

In collaboration with tv.sohu.com, the most advanced new media, communications and mobile value-added service company in China, and the strongest Internet brand in the world of Chinese, we launched the Cool Olympics - Sino-UK University Students' Competition on Micro Videos Production in June and closed in September 2012. It has attracted 30 high-quality entries from the above mentioned UK and Chinese universities on the theme of Cool Olympics and has been open to the public online: <http://tv.sohu.com/s2012/kuaoyun/index.shtml>

The two winners from the UK also joined the one-week programme in China.

It attracted an impressive number of the online audience:

Unit visitors: over 93,000
 Videos viewed: over 60,000
 Comments: over 450

Activity 2: Sino-UK Higher Education Symposia on Creative Media Industry

The symposia took place on 12th November in Guangzhou and on 15th November in Nanjing. They have attracted altogether over 400 participants from UK and Chinese universities, government officials, industrial practitioners, as well as key members of the media. As the keywords for the symposia were 'policy, industry, and higher education', heated discussions were generated and embarked lots of inspirations in the new media sector between government, industry sector and the higher education institutions.



Panel Discussion in Guangzhou



Full house in Nanjing

Activity 3: Networking Events between the UK and Chinese Universities

In order to help the UK and Chinese Universities understand each other better and set up links, two tailor made networking events were held in Guangzhou and Nanjing for the new media related schools from UK and China. Lots of collaboration ideas were generated such as cross-country internship, development of joint courses and research collaboration etc.



Networking event in Guangzhou

Activity 4: Visits

Following the symposia, the UK delegates visited Songshan Lake High-Tech Industry Development Zone in Dongguan, Nanjing Hi-Tech Industry Park in Jiangning District, and the local new media enterprises. Initial collaboration ideas between the industry sector and the higher education institutions were generated.



Group photo in Nanjing Hi-Tech Industry Park in Jiangning District

Activity 5: Student Lecture/ Public Salon

In order to meet the needs of the students and the general public, talks on “Fostering Creative Talents for the Creative Industries in the UK” were held in Sun Yat-sen University in Guangzhou and Library Avant-Garde in Nanjing.

V. Highlights

The programme turned out to be very successful and well-received, below are a few highlights:

- It was a high-profile and innovative programme which incorporated the resources between universities in the UK and China, UK universities and new media sector(esp. the film sector) in China, UK universities and Chinese local government.
- This project won substantial financial support from partners in China and the UK. It generated GBP30K in kind sponsorship from the Chinese partners (20K from Guangzhou and 10K from Nanjing) and GBP2.4K cash contribution from the UK universities.
- To be in line with BC's strategy of delivering through partners, it was initiated jointly with partners and 100% delivered through partners in Guangzhou and Nanjing respectively with high quality in terms of event management.
- It generated huge media impact in China. (Please see detailed media reports below)

VI. MEDIA REPORTS

The project attracted huge media attention, and was widely and extensively covered in mainstream media in China:

1. Print media and news agencies

- New Express Daily
- Nanfang Daily
- Yangcheng Evening News
- Information Times
- Dongguan Times
- Guangzhou Daily
- Dongguan Daily
- Modern Express
- Nanjing Morning Post
- Modern Express
- Nanjing Daily
- Xinhua Daily

2. TV programmes

- Guangdong TV Station
- Dongguan TV Station
- Jiangsu TV Station
- Nanjing TV Station
- Jiangsu Education TV Station

3. Websites

The project was widely reported on mainstream websites in China, to name a few:

- www.nddaily.com
- www.21cn.com
- www.163.com
- www.sohu.com

- www.chinadaily.com.cn
- www.people.com.cn
- www.ifeng.com
- www.xhby.net
- www.xmnext.com

4. Blogs:

The event was live broadcasted on several blogs such as:

Zuo Xinwen: <http://www.weibo.com/zuoxinwen?>

[page=5&pre_page=4&end_id=3519515097088902&end_msign=-1](http://www.weibo.com/zuoxinwen?)

Prof. Zhang Zhian (115, 000 followers) :<http://www.weibo.com/fudanzhangzhian>

5. Feature webpage on qq.com re the Nanjing stop:

<http://nanjing2014.qq.com/zt2012/mediaforum/index.htm>

Below is a brief summary of the media reports:

Total no. of reports: 102

Total circulation achieved: 16,940,900

Total media value: RMB1,871,341

VII.Outputs

- Several potential links between the universities in the UK and China were fostered as a result of the programme. For example:
 - Nottingham Trent University had initial discussion with Sun Yat-sen University and Jinling College, Nanjing University on staff exchange, student exchange, and joint/double degree programmes.
 - University College Falmouth is very keen to continue conversations with Chinese institutions, specifically with Shanghai Theatre Academy, Zhejiang University, Nanjing University and Sun Yat-Sen University.
 - University for the Creative Arts would like to further the discussion with Sun Yat-sen University and Jinling College, Nanjing College on student exchange and research projects, particularly around Photography and Animation. UCA also want to franchise its 'Creative Challenge' project, particularly to the universities in Nanjing Hi-Tech Industry Park in Jiangning District.
- Both Songshan Lake High-Tech Industry Development Zone in Dongguan and Nanjing Hi-Tech Industry Park in Jiangning District are open to offer student internships for UK students. Several universities, such as University of Creative Arts, Nottingham Trent University and University of Derby are keen for this idea.

VIII.Feedback and evaluation

Both the UK and Chinese participants gave highly positive comments on the programme and expressed their willingness for further collaboration between universities in China and the UK, and between universities and the business sector.

Analysis of Scorecard Survey

53 questionnaires received from both UK and Chinese participants and the result is as below:

- 49 out of the 53 chose “Strongly Agree” or “Agree” for the first question that “This event/ activity met my expectations”
- All 53 chose “Strong agree” or “Agree” for the second question that “this was a high quality event”
- All 53 scored 8 or above (out of 10) for the question of “How likely is it that you would recommend the British Council to a friend or colleague?”

Suggestions for future events:

- The one-week programme was quite full. It would be good to extend the time of the programme to allow more time for in-depth discussion.
- Future events could have more interaction with the students and the industry sector. e.g. student workshop, work placement etc, in addition to symposia.

Quotes

“It was a very high-profile and innovative event which incorporated the resources between universities in the UK and China, UK universities and new media sector in China, UK universities and Chinese local government.” ----Prof. Wang Dianxiang, Principal Assistant of Nanjing University & Dean of Jinling College, Nanjing University

“Thank you very much to British Council for organising such a well organised event! I cherish very much the opportunity of networking with the UK universities and I do hope links could be set up as a result of the event.” ----Prof. Tian Qiusheng, Dean of News and Communications, Guangzhou University

“I would just like to thank the British Council for organising such an excellent symposium which I found very valuable to see the developments in China regarding the Creative Media industries and also how Chinese universities are embracing this.” ---- Helen Anderson, Director of Internationalisation, University for the Creative Arts

“I completely enjoyed the experience of this whole event, not only because of the great hospitality of the two universities but also the talks from all of the speakers during the week.” ----Austin Li, winning student from Loughborough University

IX. Follow-up plan

- **Reciprocal Visit to the UK**
A reciprocal visit to the UK of the Chinese delegation will be arranged from 11th to 19th March 2013. Delegates will include the major partners of the project, decision makers from the Chinese universities and winning students. Quite a few UK participating universities have expressed strong interests in hosting the return visit. The Chinese delegation will visit 3-4 UK universities and attend workshops to discuss issues of mutual concern and consolidate areas for collaboration.
- **Plan for 2013/14**
British Council will partner with China Higher Education Institution Collaborative Innovation Centre for New Media and the current partners for this project for a Sino-UK

Media Graduates' Design Exhibition in Beijing, Guangzhou and Nanjing in July 2013.
Fora, demo-classes and lectures on new media will be arranged during the exhibition.

China Higher Education Team
7th December 2012