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**iDEALShanghai“环保实践家”英文征文比赛方案**

**Program for the iDEALShanghai “Environmental Practices” English Essay Competition**

1. **主题：Theme**

环保和每个人息息相关，环境污染不仅会影响健康，也会让我们的城市黯然失色。上海市政府在2018年印发了《上海市清洁空气行动计划》，大力倡导以节约、绿色和低碳为主题的生产方式、消费模式和生活习惯。生活在这个城市，你愿意为她做点什么？

Environmental protection is closely related to every person. Environmental pollution not only harms our health but also puts our city to shade. Last year, the Shanghai Municipal Government issued the Shanghai Clean Air Action Plan which vigorously advocates a green lifestyle as well as energy-saving and low-carbon production and consumption. What would you like to do for your city?

**【二】赛制设置：Competition system**

总赛制分为两到三轮，第一轮为命题征文，第二轮为演讲视频上传，第三轮为即兴演讲。

The competition is divided into three rounds: essay writing on given topics, speech video submission and live impromptu speeches.

**【三】组别设置：Group setting:**

分为高中组（10-12年级）、初中组（6-9年级）、小学组（1-5年级）。*（\*括号内为12年一贯制国际学校分组方式）*

Participants are divided into the high school group (grade 10-12), the secondary school group (grade 6-9) and the primary school group (grade 1-5). (\* The groups are divided according to the length of schooling of international schools.)

**【四】字数要求：Number of words**

1. 高中组：不超过800词数; High school group: no more than 800 words;
2. 初中组：不超过600词数; Secondary school group: no more than 600 words;
3. 小学组：不超过500词数; Primary school group: no more than 500 words.

**【五】参与方式：Participation**

1. 关注iDEALShanghai服务号，通过服务号选项“征文比赛报名”注册填写报名信息，并上传作文及图片，每人限一篇文章。

Follow the iDEALShanghai online service platform, fill in the application information on the “Essay Competition Application” page and submit essays and pictures. Each competitor can submit only one essay.

1. 由上海日报英文专家评审团选出30位入选作文（每组），进入第二轮复赛。A judges’ panel of Shanghai Daily English-language experts will select 30 entries for each group, which will enter the second round of the competition.
2. 进入复赛的30位选手在规定时间内通过iDEALShanghai服务号上传作文相关内容的演讲小视频（3分钟内），后台剪辑后由微信服务号推送投票链接，每组票数前十名将进入决赛，第一名直接获得最佳人气奖。

The 30 entrants of each group should submit their speech videos (less than 3 minutes) on related topics on the iDEALShanghai service platform within the required time. The platform will edit the videos and post them onto the vote pages. After online voting, the top 10 popular competitors will enter the finals directly and the competitor with the most votes will win the Popular Award.

1. 得票前十名将进入决赛，根据上海日报英文专家评审团评审+后台票数综合选出前三名。

The top 10 competitors with the most votes will enter the finals. In the finals, the top 3 prize winners will be selected comprehensively according to the judges’ scoring and voting results of the public on the iDEALShanghai online service platform.

1. 每组前三名以及最佳人气奖的作文将刊登在Shanghai Daily的版面上并获得奖杯及证书，同时获得第一名价值5000元、第二名价值3000元，第三名价值1000元的奖品。高中组第一名将获得暑期实习机会。
2. The top 3 prize winners of each group and the winner of the Popular Award will be awarded trophies and certificates and will also get their essays published in the Shanghai Daily. The first prize is worth 5,000 yuan, the second prize is worth 3,000 yuan, and the third prize is worth 1,000 yuan. The first prize winner of high school group will have the opportunity to participate in the Shanghai Daily summer internship campaign.

**【六】征文题目：Essay topics**

1. 从你身边的环保小事着手，讲述你在日常生活中的环保实践。Please talk about your environmental practices in daily life.
2. 试试和我们描述你理想中的“绿色城市”。Share your ideal “Green City” concept with us.
3. 假如你是一个环保电影导演，你会拍摄一部什么样的电影？可以详细写出你的构思吗？If you were a film director trying to promote environmental protection, what kind of movie would you make? Please write down your idea in detail.
4. 如果你是环保大使，你会为上海做出什么样的环保提案？If you were an environmental ambassador, what kind of environmental protection proposals would you make for Shanghai?
5. 大开脑洞，构思一个环保装置，详细介绍这个装置以及使用模式。

Please conceive an environmental protection device and give a detailed introduction about it.

**【七】比赛进程设置：Process settings**

2019年2月26日 全平台发布征文比赛

February 26, 2019, Competition launched and publicized on the all-media platform

（2019年2月26日-2019年3月31日投稿期）

(February 26-March 31, 2019, Essay Submission)

2019年3月31日 投稿截止

March 31, 2019, Submission ends

2019年4月18日 公布进入复赛选手名单，开放视频上传

April 18, 2019, The list of entrants released; Video submission opens

（2019年4月18日-2019年4月30日 视频上传期）

(April 18-April 30, 2019, Video submission)

2019年5月6日 开放小视频投票

May 6, 2019, Online Voting of speech videos opens

（2019年5月6日-2019年5月16日 投票期）

(May 6-May 16, 2019, Voting period)

2019年5月17日 公布票数及投票名次

May 17, 2019, Results of the vote unveiled

2019年6月5日（世界环保日） 决赛及颁奖

June 5, 2019 (World Environment Day) The finals and Awards Ceremony

**【八】评审机制：Evaluation**

1. 首轮征文比赛由上海日报专家评审团打分筛选出入围征文作品，上海日报专家评审团由报社主编、外籍专家、资深记者及编辑5人组成。

Entries of the first-round essay contest will be selected by a judges’ panel of Shanghai Daily English-language experts. The panel is composed of the Chief Editor, foreign experts, senior reporters and copy editors.

1. 第二轮视频投票以公平、公正、公开的原则进行，关注并注册iDEALShanghai服务号后，每个ID仅可为每个视频投一票，投票期结束后，每组得票最高的十名选手进入决赛。总票数第一名直接获得最佳人气奖。

The second-round online voting of speech video will be conducted on the principles of fairness and openness. Each ID can vote for only one video after registering on the iDEALShanghai service platform. After the voting period, the top 10 competitors will enter the finals and the competitor with the most votes will win the Popular Award.

1. 决赛：分为主题演讲和现场评委问答两个环节，现场打分并开放iDEALShanghai服务号后台扫描二维码投票，根据现场评审+后台票数综合选出前三名。

The finals will be divided into two parts: live keynote speeches and Q&A with the judges. The top 3 prize winners will be selected according to the judges’ scoring and online voting results on the iDEALShanghai service platform. Audience can scan the QR code to vote for their favorite speeches.

**【九】筹备工作：Preparatory work**s

1. 活动推广海报制作Promotional poster making
2. 活动征集稿（英文）准备 English-version activity notice
3. 上海日报全媒体平台（报纸、网站、微信）的活动前期推广和发布Early activity promotion and launch on Shanghai Daily’s all-media platform (Newspaper, Website and WeChat)
4. 报名、投票后台制作，拍摄演讲小视频范本Establishment of contest application and voting platform; Shooting samples of speech videos
5. 合作学校、赞助商、*\*决赛场地征集*Partner schools and sponsors, \* Venue of the final
6. 专家评审团（英文）的组织和评审Organizing the English-language experts judging panel