中国国际中文教育基金会
Chinese International Education Foundation

关于开展首届孔子学院数字化应用与实践案例
征集活动的通知

各孔子学院（课堂）:

为促进孔子学院数字化创新实践，推动全球孔院数字建设成果协同共享，中国国际中文教育基金会与北京科技大学将联合主办首届孔子学院数字化应用与实践案例征集活动。本次活动旨在挖掘全球孔子学院在数字化领域的突出应用与实践案例，形成可复制、可推广的发展经验，助力构建国际中文教育与文化交流新理念、新模式、新方法。

一、 活动主题

数创价值·智启未来——孔子学院数字化应用与实践案例征集

二、 活动时间

2025 年 7 月-12 月

三、 组织机构

主办单位: 中国国际中文教育基金会，北京科技大学

承办单位: 孔子学院数字化技术研究中心

四、 参与对象与方式

1. 活动面向全球孔子学院（含孔子课堂，下同）。

2．原则上仅接受各孔院独立申报的案例。

3．每所孔院申报案例总数不超过两个，每个方向（见征集内容）限申报一个案例。

4．登录下列网址按要求完成申报：

https://cicaseselection2025.ci.cn/

五、 征集内容

本次活动拟征集"智促教学，智汇文明，智优管理"三个方向的案例。案例需展现数字化技术在孔子学院教学、文化交流与管理方面的创新应用与实践，真实反映数字时代孔子学院积极向上、勇于探索的精神面貌。

申报案例应**聚焦以下某个方向，或以某个方向为主兼顾**其它方向。

1． **智促教学**：通过数字化手段提升教学效能：包括自主研发数字教学资源（教学视频、电子教材及多媒体资源），合理运用数字技术（线上教学平台及辅助软件、人工智能、虚拟现实等）开展中文教学与研究。

2． **智汇文明**：发挥数字化优势促进中外人文交流，包括创新交流方式方法（灵活使用社交媒体、短视频、数字化工具等），组织开展线上/远程文化交流活动（云端夏/冬令营，VR博物馆，虚拟艺术展，节庆活动）等。

3. **智优管理**：利用数字化技术优化孔子学院管理，包括建设或应用孔院人员、业务、资产数字化系统，建立或实践网络与信息安全防护体系等。

六、 时间安排

1. 申报阶段（2025 年 7 月-9 月 30 日）

申报单位需填写《孔子学院数字化应用与实践案例申报书》并附必要的佐证材料（实践报告、图片、视频、数据等）。

2. 专家指导（2025 年 10 月 1 日-10 月 30 日）

专家指导小组将对申报案例进行点评和指导。

3. 展示阶段（2025 年 11 月-12 月）

部分突出案例将在孔子学院媒体矩阵及双端网络门户进行专题展示。

七、 活动荣誉

1. 部分申报单位将受邀参加 2025 世界中文大会数字化相关主题论坛进行案例交流，同时接受主办方颁发的证书、奖品等。

2. 部分突出案例将列入《2025 孔子学院数字化应用与实践案例集锦》，以蓝皮书或电子刊物形式发布。

3. 部分突出案例将在孔子学院双端网络门户、孔子学院微信公众号等媒体平台宣传推广。

4. 其它形式的活动奖励。

八、 联系方式

张老师 zhangxueqi@cief.org.cn

黎老师 lixiaoya@cief.org.cn

附件：孔子学院数字化应用与实践案例申报书

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中国国际中文教育基金会

北京科技大学

2025年7月9日

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Notice on the First Selection Event of Cases on Confucius Institute Digital Application and Practice

To all Confucius Institutes (Classrooms):

To promote digital innovation practices in Confucius Institutes and facilitate the sharing of global achievements in digital development, the Chinese International Education Foundation (CIEF) and the University of Science and Technology Beijing (USTB) will jointly host the First Selection Event of Cases on Confucius Institute Digital Application and Practice. This event aims to identify outstanding digital application and practice cases from Confucius Institutes (Classrooms) worldwide, forming replicable and transferable development experiences to foster new concepts, models and methods in international Chinese education and cultural exchanges.

I. Theme

"Digital Innovation Creates Value: Intelligence Inspires the Future": Selection of Cases on Confucius Institute Digital Application and Practice

II. Timeline

July to December 2025

III. Organizers

1. Hosted by: Chinese International Education Foundation, University of Science and Technology Beijing

2. Organized by: Research Center of Digital Technology for Confucius Institute, University of Science and Technology Beijing

IV. Participants and Submission

1. The activity is open to all Confucius Institutes (including Confucius Classrooms，the same below) worldwide.

2. In principle, only independently submitted cases from Confucius Institutes will be accepted.

3. Each Confucius Institute may submit no more than two cases, with one case per category (see V. Submission Content).

4. Complete the submission by logging into the following website: https://cicaseselection2025.ci.cn/

V. Contents for Submission

This event seeks cases from three categories: "Smart Teaching; Smart Cultural Exchange; Smart Management." Cases should demonstrate innovative digital applications and practices in the teaching, cultural exchanges and management of Confucius Institutes, reflecting the proactive and exploratory spirit of Confucius Institutes in the digital era.

Submitted cases should focus on one primary category, though they may also touch upon others.

(1) **Smart Teaching**: Enhancing teaching effectiveness through digital means, including: Self-developed digital teaching resources (instructional videos, e-textbooks, multimedia materials); application of digital technologies (online teaching platforms, AI, VR, etc.) in Chinese language teaching and research.

(2) **Smart Cultural Exchange**: Promoting cross-cultural exchange through digital advantages, including: Innovative communication methods (social media, short videos, digital tools, etc.); online/remote cultural exchange activities (virtual summer/winter camps, VR museums, digital art exhibitions, festival events, etc.).

(3) **Smart Management**: Optimizing Confucius Institute operations through digital technology, including: Development or application of digital systems for personnel, operations, and asset management; implementation of cybersecurity and information security systems.

VI. Timeline

1. Submission Period (July to September 30th, 2025)
    Submitting institutions must complete the "Declaration Form for Submitting Cases on Confucius Institute Digital Application and Practice" and provide supporting materials (e.g., practice reports, images, videos, data).

2. Expert Review (October 1st to October 30th, 2025)
    An expert panel will conduct preliminary and final reviews to select winning cases.

3. Exhibition Period (November 2025)
    Outstanding cases will be released on Confucius Institute media matrix and on mobile and PC terminal portals.

VII. Honors

(1) Some institutions will be invited to address forums themed upon digitalization at the 2025 World Chinese Language Conference and receive certificates and prizes awarded by the organizers.

(2) Selected cases will be included in the "2025 Collection of Cases on Confucius Institute Digital Application and Practice", published as a bluebook or e-publication.

(3) Selected cases will be promoted on Confucius Institute mobile and PC terminal portals, and on media platforms such as the CI official WeChat account.

(4) Other awards.

VIII. Contact Information

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Ms. Li: lixiaoya@cief.org.cn

Attachment: Declaration Form for Submitting Cases on Confucius Institute Digital

Application and Practice

Chinese International Education Foundation

University of Science and Technology Beijing

July 9th, 2025