

NOMINATION FORM: Global Business & Interfaith Peace Awards

Note: Nominations are open to CEOs (present or past) of companies who have championed interfaith understanding and peace.

Nominee Contact Information

1. Nominee Full Name: SHEN Jian
2. Corporate Title: CEO
3. Company Name: Shinework Media
4. Company Headquarters Location (Country): China
5. Engagement with the UN Global Compact and/or the Religions Freedom & Business Foundation*
 - Company is a signatory of the UN Global Compact
 - Company has joined Business for Peace
 - Company has signed the Religious Freedom & Business Foundation's pledge to protect freedom of religion
 - Company intends to join one or more of the initiatives listed above in the next six months, please specify the UN Global Compact and Business for Peace

* Nominees are invited to:

1. join the [UN Global Compact](#) and its [Business for Peace](#) platform and,
2. make the Religious Freedom & Business Foundation's [corporate pledge to protect freedom of religion or belief](#) (FoRB)

Nominator Contact Information

1. Nominator Full Name: iris <iris@shinework.com.cn>
2. Corporate Title: CEO
3. Company Name: Shinework Media
4. Email Address: iris <iris@shinework.com.cn>
5. Phone Number: +86 10-88864452
6. Relationship to the Nominee: Employee

Please submit a Biography of the Nominee (max 200 words)

Mr. SHEN Jian is the founder and the CEO of Shinework Media & Shinework Pictures, both leading Chinese production companies dedicated to cross-cultural communication in the domain of film, TV and media entertainment business. He is also the producer of the TV series World Film Report, aired on China Movie Channel (CCTV-6) in the past 15 years. Since 2015, Mr. Shen launched fruitful international film co-productions with India,

Iran, Kazakhstan, Indonesia, US and Canada etc to facilitate the development and the prosperity between China and rest of the world. On Dec 2015, Mr. SHEN became the first Chinese producer to be admitted into l'Ordre des Arts et des Lettres by Franch government. Also, he has been selected as TOP 100 producers of China by the Chinese government. Currently a member of Chinese Film Association and Secretary General of its Chinese Young Filmmakers' Commission.

Information about the policy, programme or initiative

1. Please describe a policy, programme or initiative that the Nominee has launched or spearheaded to advance the company's efforts to champion interfaith understanding and peace (max 300 words)

Shen Jian's film work brings cultural diversity and to some extent interfaith understanding to China's media market of one billion people. An original film project of note is the story of an Iranian Kung Fu fan, who underwent much hardship to become a Kung Fu master and then embarked upon a pilgrimage to the Shaolin Temple, the Mecca of Kung Fu in central China's Henan province. Key initiatives: Produced by Mr. SHEN Jian and aired on China Movie Channel, which covers 1 billion people of China, the TV series World Film Report has interviewed 5,000 film professionals and explored 1,500 film locations over 80 counties in the past 15 years. Through on-site shooting and live coverage, the program reports the latest developments of the global film industry, interviews film celebrities, explores movie shooting sites all over the world and presents diverse cultures through world cinema. Since its debut, it has become a platform and a window for global industry professionals and billions of Chinese grass-root audience to realize the world film panorama and enjoy the greatness of culture diversity. Recently, Iranian pilgrim learning Chinese and Iranian film makers reached an agreement Monday to co-produce a martial arts (Kung Fu) film. Representatives of Iran's leading film maker Farabi Cinema Foundation (FCF) and China's Shinework Media signed the deal at the 33rd Fajr International Film Festival. The film, tentatively named the Way to Shaolin, will be the first film to be co-produced by Chinese and Iranian film makers, according to Shen Jian, movie producer and chairman of Shinework Media. It will be filmed in both Iran and China with actors and crew from both countries. "This is a legitimate, genuine and concrete cooperation, with joint efforts in directing and writing, about a very interesting story," said Hojjatollah Ayyoubi, head of Iran's Cinema Organization. The film is to help promote cultural exchange between the two countries while tapping into Chinese and Iranian markets, perhaps even the world market, said Amir Esfandiari, director of international affairs at FCF. The Way to Shaolin recounts the story of an Iranian Kung Fu fan, who underwent much hardship to become a Kung Fu master and then embarked upon a pilgrimage to the Shaolin Temple, the Mecca of Kung Fu in central China's Henan province.

2. Which category or categories does the policy, programme or initiative fall into:

- Core business
- Social investment & philanthropy
- Advocacy and public policy engagement
- Partnership and collective action

3. Does the policy, programme or initiative address any of the following related to Freedom of Religion or Belief (FoRB)¹:

- Promote sustainable and innovative business through protecting Freedom of Religion or Belief (FoRB)
- Non-discrimination and/or non-harassment on the basis of religion or belief
- Religious accommodation and inclusion
- Protecting and promoting freedom of religion or belief (FoRB) in the community
- Other (describe below, max. 25 words)

Promote culture diversity and enable intercultural dialogues through the sustainable and innovative world film industry.

4. Please describe the objective of the policy, programme or initiative and the need, goal or gap that it was designed to address. (max 200 words)

The TV program World Film Report has proven to be a platform and a window for industry professionals and billions of grass-root audience to realize the world film panorama and enjoy the greatness of culture diversity. Through the power of film, the most influential mass-culture entertainment, we successfully promote culture diversity and enable intercultural dialogues.

5. How was the policy, programme or initiative implemented? What role did the Nominee play? (max 200 words)

Throughout our journey, it's always been a joint effort of various organizations: public sector such as government of China and other countries; private sector, such as film industries of the countries all over the world; NGOs and the academic society around the world have also contributed a lot to us. Our role is the organizer and promoter of the diversity of cinema as well as the culture diversity by putting together all these efforts.

6. What were/are the most persistent challenges in implementing the policy, programme or initiative? How were they/are they being overcome and what was the role of the Nominee? (max 200 words)

The most persistent challenge for us is the conflicts between different countries that get on our way. However, we've always been encountering the problems by combining the power of media, cinema and filmmakers around the world. Mr. Shen is the outstanding thinker, organizer and leader.

7. What are the key lessons learned from launching the policy, programme or initiative? (max 200 words)

By witnessing all along our journey, our faith becomes stronger and stronger that film can transcend different cultures and even make an intimate connection from people to people. We shall never underestimate the power of images and stories which are able to dissolve the hatred of the prejudice.

¹ Article 18 of the United Nations Universal Declaration of Human Rights states: "Everyone has the right to freedom of thought, conscience and religion; this right includes freedom to change his religion or belief, and freedom, either alone or in community with others and in public or private, to manifest his religion or belief in teaching, practice, worship and observance."

Impact and Reporting on Progress

1. How do you monitor and evaluate progress on the policy, programme or initiative? If relevant, what indicators and metrics are used? (max 200 words)

In the past 15 years, we have aired over 2,000 episodes of World film report with the length of 500 hours in total. The TV-series has covered 5,000 film professionals and over 1,000 organizations over 80 countries over the world.

2. What outcomes or impact have been reached to date? Please be as specific as possible and supply available data. (max 200 words)

On 2015, at the 120 years of anniversaries of the cinema, Mr. SHEN Jian became the first Chinese producer to be admitted into l' Ordre des Arts et des Lettres by Franch government. Also, Mr. SHEN has been selected as TOP 100 producers of China by the Chinese government, while World Film Report has been listed Top 20 TV shows in China by the magazine Variety(China).

3. Is the Nominee's company reporting on its practices,policies, programmes and/or initiatives to champion interfaith understanding and peace? If so, please provide relevant weblink(s) for posting on the Awards' website. If integrated into the company's corporate sustainability report, Global Compact COP or GRI Report, please indicate relevant pages and/or sections. (max 200 words)

<http://www.shinework.com/>

Additional Information:

1. Are there additional actions the Nominee has taken on an individual level to support interfaith understanding and peace within the organization? If so, please specify. (max 200 words)

In November 2006, Mr. Shen was invited by Kofi Annan, former Secretary General of the UN, to take part in the High Level Group meeting in Istanbul where he participated in discussions leading to the "Alliance of Civilizations: Final Report" and witnessed the birth of this initiative. Since then, he has participated in the UNAOC annual forums and a series of other important international events related to UNAOC. And in order to promote all the values that UNAOC holds precious, Mr. SHEN is creating an international film festival in cooperation with UNAOC.

2. How has the Nominee taken action to support and promote the UN Global Compact's Ten Principles? If so, please specify. (max 200 words)

Under the leadership of Mr. SHEN Jian, Shinework Media focuses often on the center of conflicts where the rights and the dignity of human are the most ignored. During the past 15 years, in order to witness the true barrier to culture diversity and cross cultural dialogues, his program World Film Report takes the courage and explores places where no other Chinese TV program has set feet ever.

Please provide any additional information to be considered. If you have any questions or concerns, please contact the Nominations team nominations@religiousfreedomandbusiness.org

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