

## U-Corp @ Buy42

### Cultivating Compassion: Inclusive Innovations in Diverse Public Welfare Practices

#### U-Corp Lab

The U-Corp Lab (U-Corp) is a co-innovation platform that connects innovative organizations/companies with the vibrant DKU research and entrepreneurial community. The goal is to provide DKU students the opportunity to master industry-proven innovation research methodologies through productive practice and co-creation projects with companies. These co-innovation projects will provide students with exposure to real-world innovation practices, businesses, cultures, and mindsets; a chance to deep dive into an industry and develop domain knowledge in specific sectors; experience using a variety of industry-proven research methodologies and tools; practical innovation project experience working in teams on real business challenges.

#### Buy42

As China's first O2O (Online to Offline) charity store, Buy42 is committed to building a community welfare ecosystem centered on charity stores. Its vision is to promote the concept of inclusive integration and green environmental protection, and to advocate the civic attitude and lifestyle of everyone participating in public welfare, aiming to popularize charity stores full of warmth to every community in China.

Its core mission is to bring charity stores into the homes of ordinary people by encouraging people to donate unused items for charity sales, and providing sustainable and dignified work opportunities for special populations facing challenges in their lives. At the same time, Buy42 also creates a platform for everyone to participate in charity, building a bridge to the public good for all walks of life.

Since its inception, Buy42 has maintained a high standard of product control. The store has a wide range of products, including display samples of electronic brands, testing products of trading companies and platform-type hub-type e-commerce companies, public relations gifts and corporate leisure, etc. Each product carries the double commitment of Buy42 to quality and public welfare.



In terms of honors, Buy42 has won a number of awards for its outstanding performance in the field of public welfare. These include the 2020 Shanghai “Public Welfare of Shanghai” Top 10 Public Welfare Organizations of the Year, the 2019 Shanghai Outstanding Women’s Social Organization, the Youth League Central Committee’s Top 100 Public Welfare Projects for Youth Impact on Society, the Shanghai Philanthropy Star, and the top three winners of the China Region of the WeWork Creator Competition, among others. These honors are not only a recognition of the past efforts of Buy42, but also an incentive to continue to promote the development of public welfare in the future.

Click on the link to learn more about our partners: <https://www.buy42.com/>

## Project Introduction

This project is a comprehensive public service initiative that integrates theory with practice. Its core lies in fostering students' enthusiasm for public welfare through multidimensional and systematic activity design and execution, encouraging active participation in social service initiatives. This project selects Buy42 as the core practical platform, enabling DKU students to engage directly with philanthropy through immersive experiences. Students will take on the role of "One-Day Store Manager" at a Buy42 shop and plan and execute donation campaigns on campus. These activities, combined with prior literature reviews, in-depth interviews, and hands-on practices, allow students to gain a comprehensive and profound understanding of philanthropy. At the project's outset, students will delve into the operational mechanisms and social value of Buy42. Through detailed case studies, they will construct a robust conceptual framework encompassing Buy42's principles of environmental protection and public welfare. Subsequently, the project will organize and implement a series of creative and inspiring activities. These include serving as a "One-Day Store Manager" and initiating and managing on-campus donation campaigns, with a special focus on collecting and documenting the touching stories behind the donated items.

This project not only aims to promote Buy42's philanthropic vision but also provides students with a valuable experiential platform. Guided by professional mentors, students engage in a practice-and-theory-integrated learning model, enhancing their personal growth and holistic capabilities. This process lays a solid foundation for their career development while deepening their understanding of modern philanthropic management systems and social innovation. By integrating diverse resources and expertise, this project aims to introduce new elements to traditional charitable activities, fostering widespread awareness and active participation in environmental protection and philanthropy both on and off campus.

More references:

What's it like to be a Buy42 store manager for a day?

[https://mp.weixin.qq.com/s/QaW1Camt6Kk-8w4JPz\\_\\_Fw](https://mp.weixin.qq.com/s/QaW1Camt6Kk-8w4JPz__Fw)

Buy42 Launch: A Monthly "Donation" Program without Donation

<https://mp.weixin.qq.com/s/r4iAdjF5D80mRgmllvwOeg>

**Final result: Practical Report**

**Study Methods: Case Study, Fieldwork, Event Design and Execution**

### **Student Team Composition**

Number of students: 4-5

Students with relevant research experience will be given priority.

### **Working Plan**

1. 4-5 students will form a working group, which will work together to complete the project under the guidance of the tutor.
2. In addition to meeting with the company for the first time, students will have biweekly meetings with the U-Corp team to report on their work progress and receive mentoring feedback. (See below for details.)
3. Project arrangement: Students need to work about 6-10 hours per week, and the project duration is 22 weeks. See the following table for the specific schedule:

## Timetable

Date	Week	Working Content	Delivery Results
2.24-3.9 <i>*(3.3-3.6) Exam week will be skipped</i>	WK 1-2	Conduct a project kick-off meeting to communicate with Buy42's representatives to clarify the project objectives, scope, timeline and roles of team members.	Arrangement of division of responsibilities among team members and determined dates/times for internal meetings  Case Study Report on the Buy42 Project
3.10-3.23	WK 3-4	<b>Case Study:</b> Analyze the historical background, operation mode, social value and successful cases of Buy42. Investigate successful similar domestic and international public welfare initiatives, such as environmental donations and second-hand goods recycling.  Summarize key success factors and innovative elements to provide actionable frameworks and strategies for the project.	
3.24-4.6	WK 5-6	<b>Brainstorming and Program Planning:</b> Brainstrom the theme, format, and process of the event. Conduct a preliminary field survey to understand DKU students' interest in public service activities and participation expectations.  Design activities that connects DKU U-Corp with Buy42:	One-Day Store Manager and Donation Campaign Drafts
4.7-4.20	WK 7-8	1. A "One-Day Store Manager" experience, covering store operations, customer service, product management, and other aspects. 2. On-campus donation activity, including design, promotion, collection, sorting, and donation processes.	
4.21-5.4	WK 9-10	<b>Optimization of Proposals:</b> Based on the preliminary proposals, select 3-5 most feasible and influential proposals for in-depth optimization to ensure that the designed activities can disseminate the vision of Buy42. Refine the event process, time schedule, and division of labor to ensure the smooth	Refined Activity Plan

		implementation of the event on the DKU campus. Evaluate the event budget, resource requirements and potential risks, and develop countermeasures.	
5.5-5.18 * (5.5-5.8) Exam week will be skipped	WK 11-12	<p><b>Practical Activities Execution:</b> <b>Practice 1: One-Day Store Manager Experience</b> (once a week for 8 weeks)</p> <p>i. Organize DKU students to take turns as the "One-Day Store Manager" at Buy42, where they will experience store operations firsthand, including product display, customer service, and cashiering.</p> <p>ii. Collect feedback from students during their time as store manager, including activity experience, gains and challenges, and edit the collected materials into posts on the RED and video footages to share experience and stories of the activity.</p> <p><b>Practice 2: On-campus Donation Campaign</b> (at least once a month)</p> <p>i. Plan and execute donation campaigns targeting DKU students, including designing promotional posters, selecting communication channels, and collecting donated items.</p> <p>ii. Encourage donors to share the stories behind their donations, which will be compiled into text or video formats for future promotion and sharing.</p> <p>iii. Categorize and organize donated items to ensure they meet Shantao's donation standards, and assist with the listing and processing of the items.</p> <p>**The actual arrangements are subject to change.</p>	<p>One-Day Store Manager Feedback Report</p> <p>RED Posts</p> <p>Categorized List of Donated Items and Collection of Stories</p>
5.19-6.1	WK 13-14		
6.2-6.15	WK 15-16		
6.16-6.29	WK 17-18		

6.30-7.13	WK 19-20	<p><b>Summarize and Report Writing:</b> Summarize the data, feedback, and outcomes from the practical activities, including participant engagement, number of donated items, and student feedback.</p>	Practice Final Report
7.14-7.27	WK 21-22	<p>Analyze the effectiveness of the activities, highlighting successes, challenges, shortcomings, and areas for improvement.</p> <p>Prepare a summary report, covering the activity background, objectives, execution process, outcomes, reflections, and recommendations for future charitable activities.</p>	

**Important Dates:**

Orientation Meeting: 2.22

Regular meetings with the U-Corp: Bi-Weekly Meeting

Buy42 team participation guidance Date: Bi-Weekly Meeting

Final Presentation: TBD